

## SHARING KNOWLEDGE, EXPERIENCE AND SKILLS

By their very nature, business districts are places of wealth, not only economic and financial wealth but also intellectual wealth. In fact, in a limited area, they bring together a broad variety of players of varying importance and size and from very different sectors of activity whose very presence on the site bears witness to its dynamism and creativity. Therefore, the business district offers an enormous wealth of human capital that today is unfortunately too often overlooked and under-exploited.

This is even more regrettable as creating a network for the exchange and sharing of information and experience is the very basis of a business district's success. Especially nowadays, at a time when knowledge is tending to be rapidly diversified and renewed and when the fact of controlling the most recent data provides a definite advantage in the context of global competition and increased demands for productivity and efficiency.

### RESOURCES AND NEEDS ASSESSMENT

In the first instance, it appears necessary to draw up an inventory of all the skills and experience available. The business district's administrating body can initiate and conduct the process, by way of questionnaires, polls, public meetings, etc., or by delegating its implementation to the parties concerned on the site (e.g. each enterprise's Human Resources Department) or to the relevant public bodies, Regional Labour, Employment and Vocational Training Department or the Ministry of Research in France, for example.

The aim is to create a genuine mapping of all resources and needs, firstly at the level of the business district, and then between business districts, with the perspective of developing an international network. This mapping has to be created in real time, notably via recourse to interactive electronic watch tools (Internet sites, forum, etc.).

The business district's managing body then becomes a centre of excellence, having access to all the technologies, practices and skills required to run the various activities and services operating in its territory and capable of selling them to other business districts, other urban zones or other categories of stakeholders.

### RESOURCES POOLING AND SHARING

In fact, the tools deployed to draw up an inventory of knowledge, skills and experience, such as a digital portal for example, also make it easier to share and disseminate them by way of face-to-face meetings, trade shows, conferences or exhibitions, electronic communication, telephone or video conferences, assessment and skills transfer missions. The main thing is to launch a process in which stakeholders feel involved and that they maintain under the aegis of the business district's managing body.

We can also imagine the creation of themed groups reflecting the diversity of sectors and skills present in each business district, to work on drafting reference texts, training programmes, standards or common rating systems.

**The sharing of knowledge, experience and skills appears indispensable in a globalised world where communications are instantaneous and technologies,**

Sharing knowledge, experience and skills – a sure way to boost business districts' efficiency?

**practices and tools change rapidly, This is even truer as business districts around the world are faced with similar sets of issues, some of which, such as climate change, can only be solved by working together. Furthermore, beyond the competition in which they are all naturally engaged, working together will benefit to the common good.**