

**STEEL
SECTOR
CAREERS**
MORE OPPORTUNITIES
THAN YOU CAN IMAGINE

scope

 *WhiteResearch*

 **RINA**

23 May 2019

INTRODUCTION

Objectives & scope, workplan, partnerships

Introduction

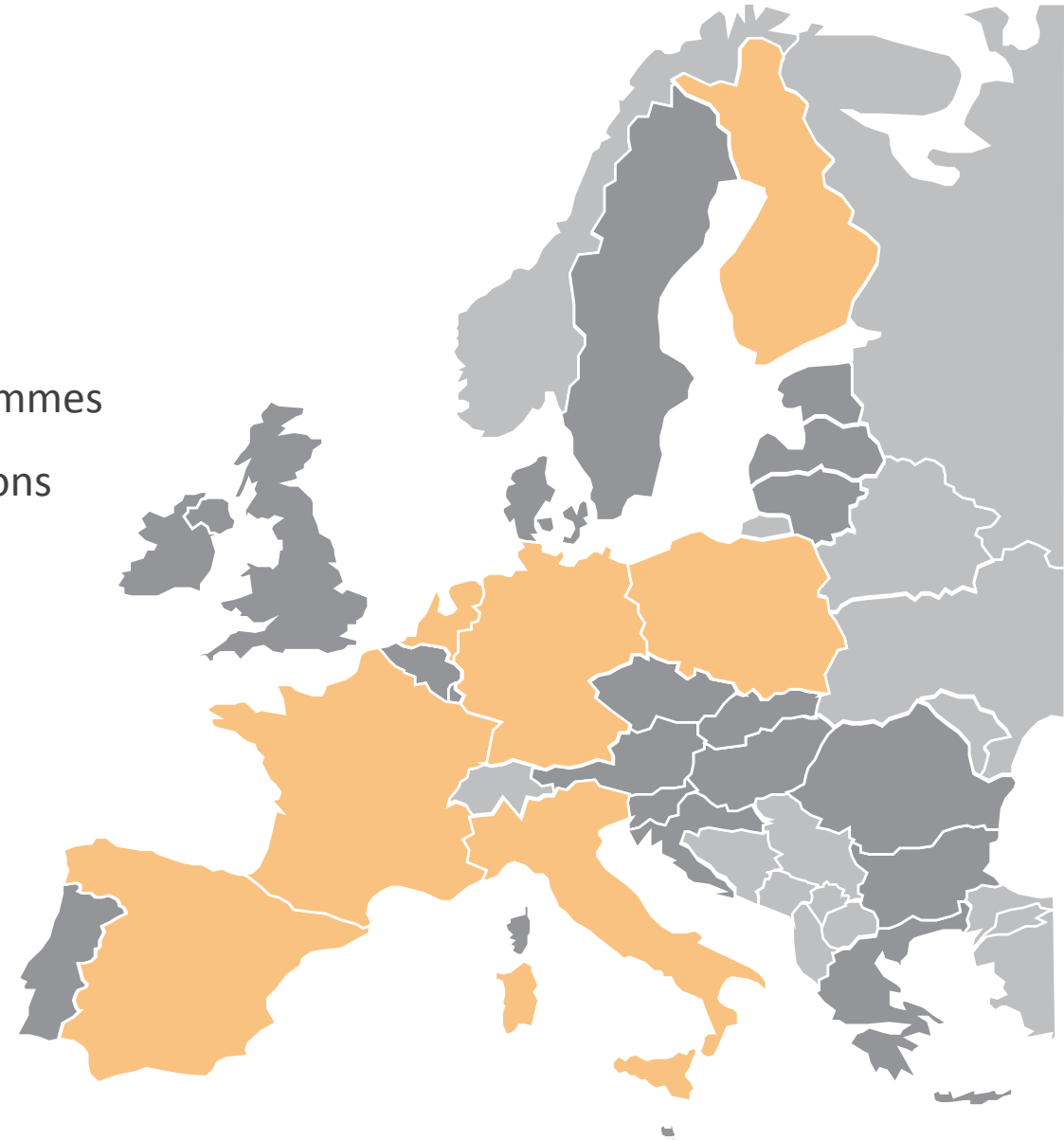
Objectives of the project: what we will accomplish

- *“foster the skills development in the steel sector, especially in a view to boost employment and employability and overcome gaps, shortages and mismatches between skills offer and demand”*
 - *“foster a long-term **skills strategy** for the steel sector via ground research;*
 - *acquire a comprehensive knowledge on the **current situation of the workforce** in the steel sector including an analysis of the aspects relating to skills (skill shortages and mismatches) as well as on the situation of **different national vocational education and training systems**;*
 - *raise awareness and improve the image and the attractiveness of careers in the steel sector.”*

Introduction

Scope/boundaries

- Coverage of all EU Member States for:
 - analysing skills gaps, mismatches and shortages
 - mapping of policies, measures and educational programmes
 - formulating policy and communication recommendations
 - creating implementation roadmaps
- Coverage of 7 target countries for:
 - creating National Profiles
 - formulating country-specific recommendations
 - carrying out national workshops
 - implementing communication activities



Introduction

Implementation of the main work packages

Data collection and analysis

WP1



Gathering knowledge and preparing the interim study

- Identifying skills needs
- Mapping policies, measures and educational programmes
- Developing recommendations and setting up implementation roadmaps
- Delivering the Interim Study Report



Validating results and preparing the final study

- Organising 7 national workshops and 2 EU-level webinars
- Updating recommendations and implementation roadmaps
- Reporting on the workshops' results
- Delivering the Final Study Report

Communication and dissemination

WP2



Setting up a communication strategy

- Developing the communication framework
- Developing the monitoring framework
- Identifying external events



Developing promotional material

- Producing the video clip
- Producing the printed material



Implementing the communication campaign

- Attending targeted events
- Implementing online campaign
- Implementing the campaign offline



Organising the Final Conference

- Preparing the Final Conference
- Implementing the Final Conference
- Following up on the Final Conference

Introduction

Alignment with other initiatives



Blueprint For Sectoral Cooperation
On Skills
Towards An Eu Strategy Addressing
The Skills Needs Of The Steel
Sector

Sector Skills Alliances
Blueprint "New Skills Agenda
Steel": Industry-driven sustainable
European Steel Skills Agenda and
Strategy (ESSA)



Introduction

Stakeholder engagement (i)

TARGETED STAKEHOLDERS CATEGORIES

- **Steel businesses**
- **Associations for the steel industry**
 - National associations
 - Pan-European or global industry associations
- **Education and training providers**
- **Public authorities and policy makers**
 - National policy makers responsible for steel policies
 - National policy makers responsible for education policies
 - European policy makers responsible for steel policies
 - European policy makers responsible for education policies
- **Funding experts**
 - Experts in EU funding & support instruments
 - National policy makers responsible for funding & support instruments
- **Representatives of the current and future workforce**
 - Unions
 - Employment centres
 - Organisations providing career counselling
- **Young graduates and job seekers**

What for?

- Interviews
- Survey
- Questionnaires
- Multi-stakeholder workshops
- Dissemination activities
- Final conference

Introduction

Stakeholder engagement (ii)

SUPPORTING ORGANISATIONS

EUROFER
The European Steel Association



 **industriAll**
EUROPEAN TRADE UNION

EURO
ALLIAGES

metallurgy
europe


 **Federacciai**

 **UNESID**
Unión de Empresas Siderúrgicas

A&M
ALLIANCE DES MINÉRAUX, MINÉRAUX ET MÉTAUX

 The Association of Finnish Steel and Metal Producers

HIPH
Hutnicza Izba
Przemysłowo-Handlowa
Polish Steel Association

 **MiŻ**
Institute for Ferrous Metallurgy



Introduction

Stakeholder engagement (iii)

INFORMAL COOPERATION

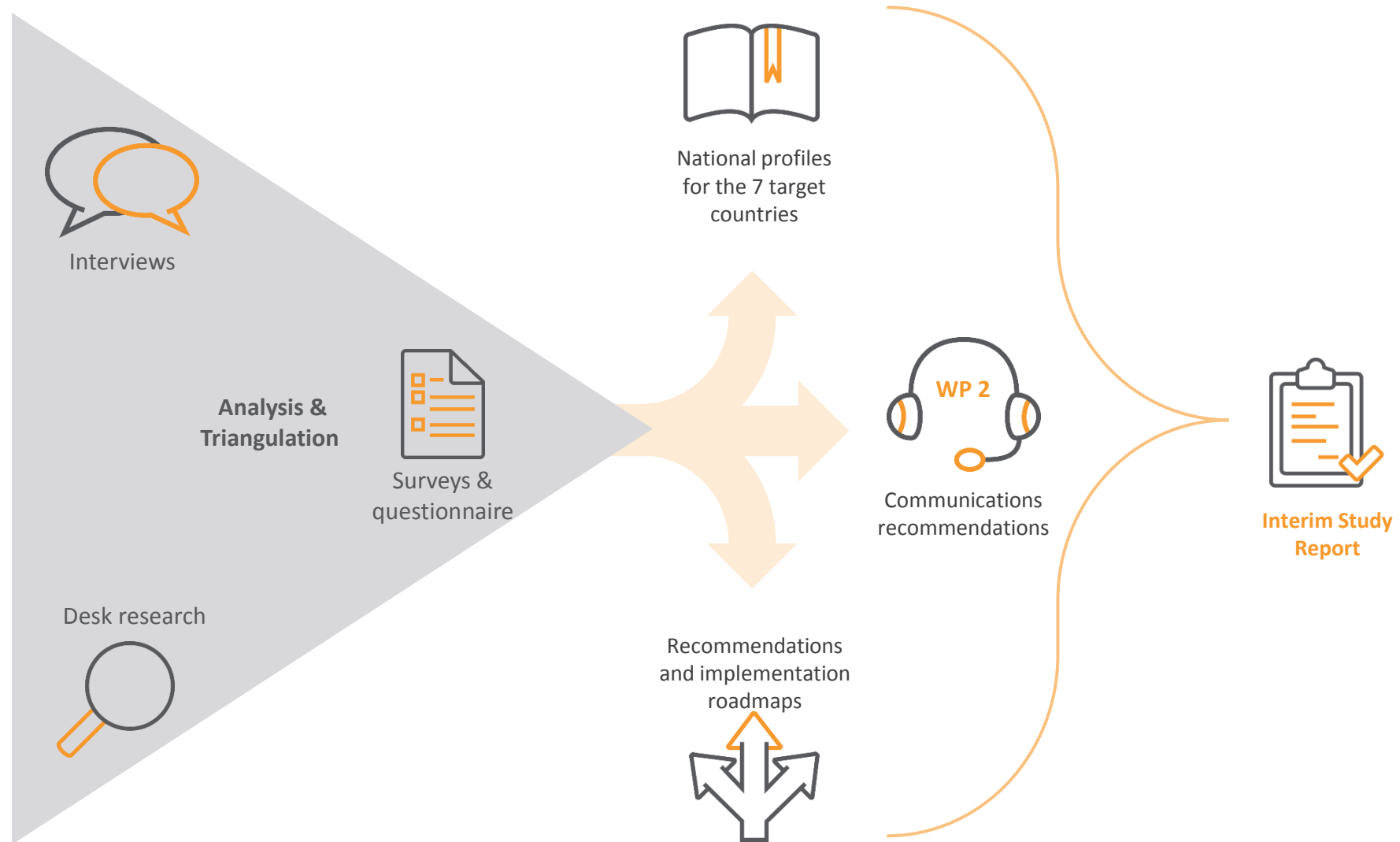


OUR RESEARCH

Structure, status, next steps

OUR RESEARCH

Structure



OUR RESEARCH

Status



Desk Research

- Over 80 sources collected at national and EU level
- Several job profiles identified through periodic job ads searches
- Good variety among the sources: **skills-specific reports** (e.g. Cedefop), **academic publications**, **reports from international organisations** (EUROFER, World Steel, OECD, EC, Eurofound, etc.), **specialised journals and news outlets** (Metal Consulting International, Steel Times International, Siderweb, Observatoire de la Metallurgie etc.)
- General overview of the skills panorama, expected to be complemented by interviews and surveys

OUR RESEARCH

Status



Interviews



We are still looking for interviewees! Interested in participating? Come say hi and leave your business card with me!

- 2 rounds of semi-structured interviews: collecting perceptions on current and future skills needs, understanding what measures and initiatives are in place to facilitate the acquisition of skills
- 55 interviews carried out in total (28 round 1, 27 round 2)
- Good variety among interviewees: **industry stakeholders** (HR Managers, Production managers, Programme managers, R&D professionals, etc.), **education providers** (universities, training consultancies, training departments within organisations, etc.), **trade unions** (both workers' and employers')

OUR RESEARCH

Status



Surveys

Survey 1: initiatives

- **Objective:** Get feedback on initiatives aimed to build and reinforce skills in the steelmaking industry (educational and vocational programmes at all levels, traineeships, dual learning schemes, etc.)
- **Target:** industry stakeholders, education providers at all levels, public authorities
- **Link:** <https://steelskillsinitiatives.sawtoothsoftware.com>

16 initiatives screened

Survey 2: skills needs

- **Objective:** Gather input on current and future skills needs for the #steelmaking industry
- **Target:** industry professionals, with a specific focus on HR managers and people responsible for new hires
- **Link:** <https://SteelIndustrySkillsneeds.sawtoothsoftware.com>

197 people engaged

OUR RESEARCH

Status



Surveys

Survey 3: image

- **Objective:** understand students' and young people perceptions around steelmaking as a possible career choice
- **Target:** high-school students, university students, jobseekers with a STEM background

- **Link:**

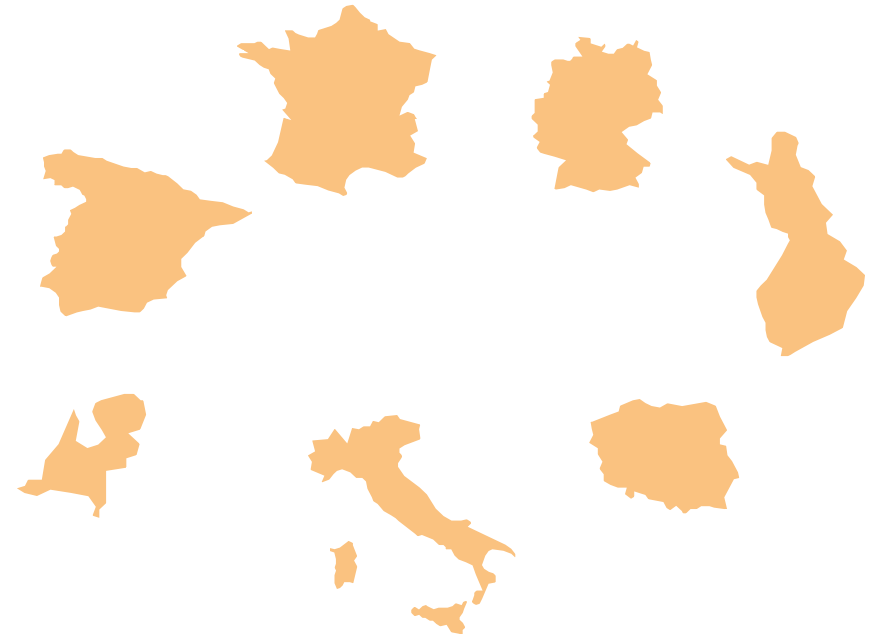
<https://SteelCareers.sawtoothsoftware.com/login.html>

1385 people engaged



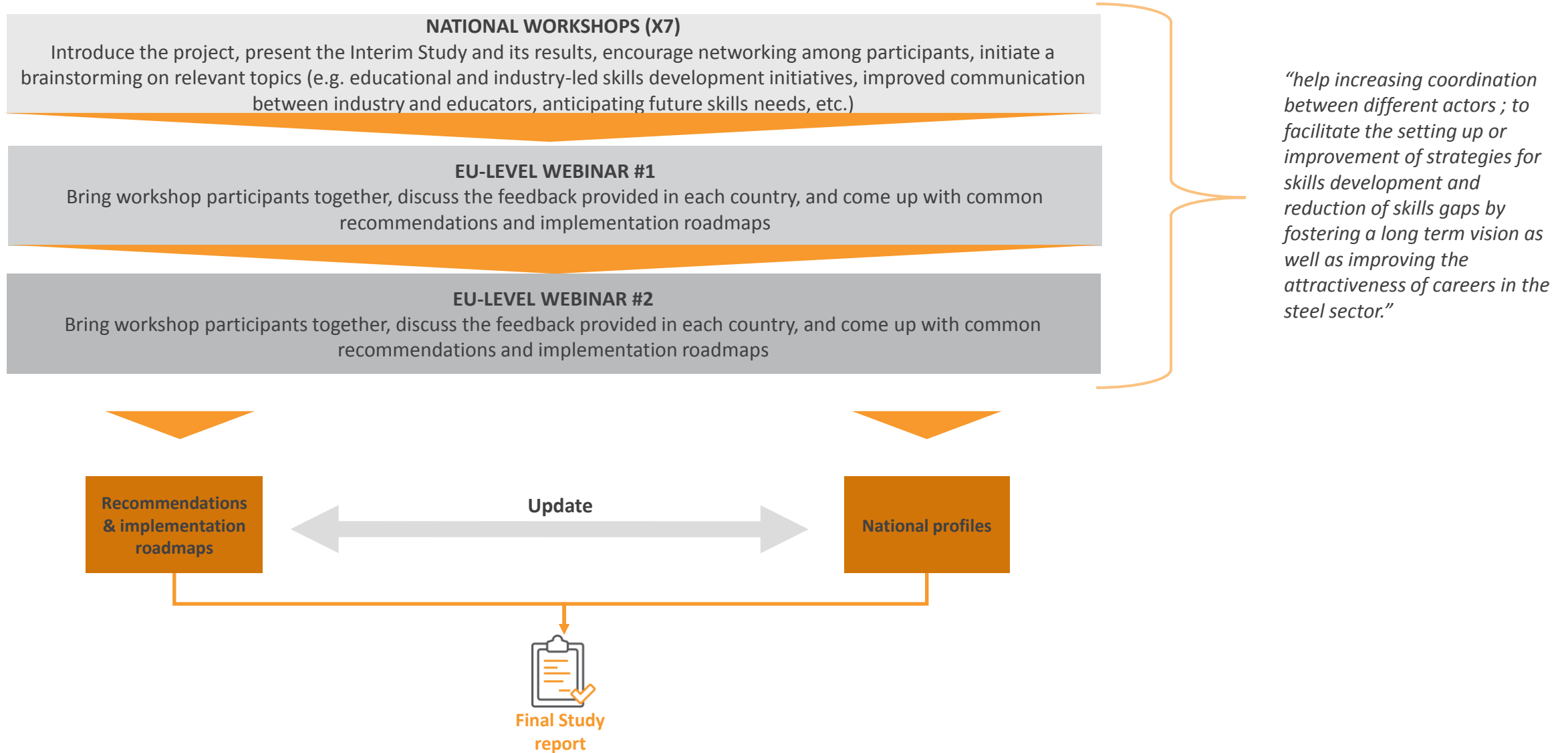
National profiles

7 ad-hoc reports have been developed for each project's target country



OUR RESEARCH

Next steps



OUR COMMUNICATION CAMPAIGN

Video clip, booklet, leaflet, landing page

OUR COMMUNICATION CAMPAIGN

Video clip

The communication campaign will include the production of several materials with the potential to be disseminated online and offline.



Video clip of about two minutes, suitable for promotion on social media and other online channels;

- Structure of the video will consist of “filming” (interviews) and “graphic animation in motion design”
- Voice over in in 8 languages (EN, DE, FI, FR, IT, NL, PL, SP);



OUR COMMUNICATION CAMPAIGN

Video clip



OUR COMMUNICATION CAMPAIGN

Booklet



Booklet

- 8 languages (EN, DE, FI, FR, IT, NL, PL, SP)
- Approximately 20 pages
- Including infographics and text



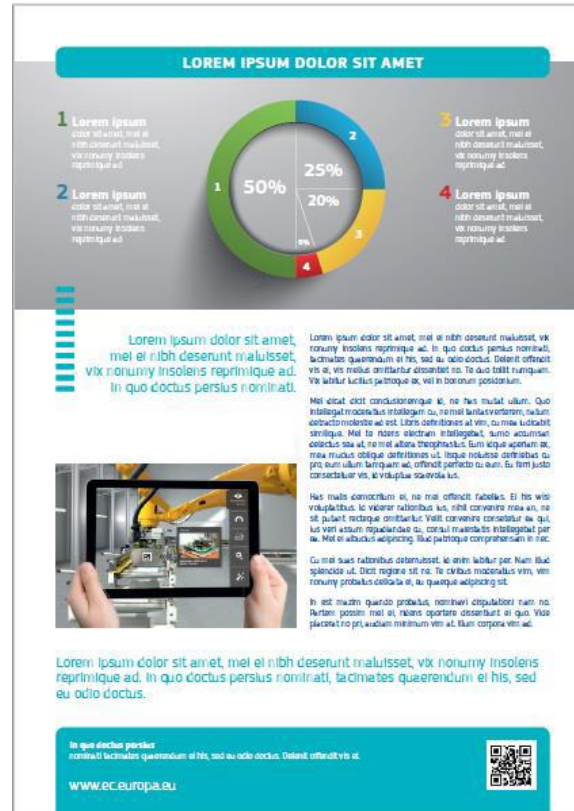
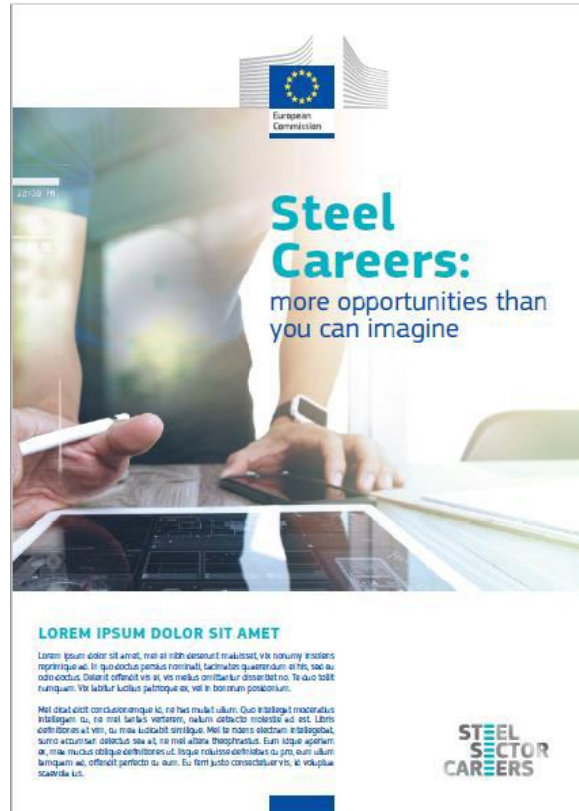
OUR COMMUNICATION CAMPAIGN

Leaflet



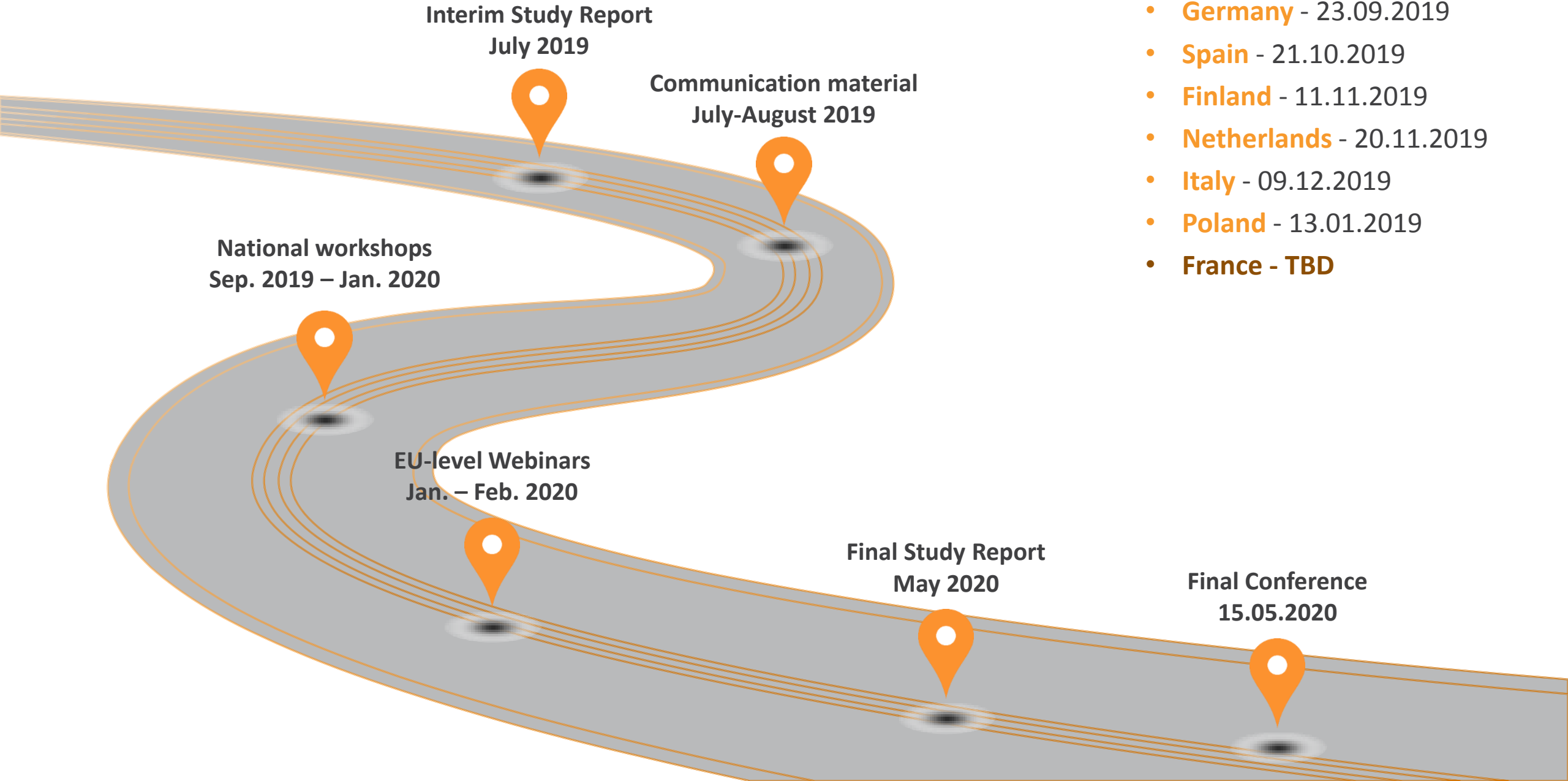
Leaflet

- 8 languages (EN, DE, FI, FR, IT, NL, PL, SP):



OUR TIMELINE

OUR TIMELINE



Interim Study Report
July 2019

Communication material
July-August 2019

National workshops
Sep. 2019 – Jan. 2020

EU-level Webinars
Jan. – Feb. 2020

Final Study Report
May 2020

Final Conference
15.05.2020

- **Germany** - 23.09.2019
- **Spain** - 21.10.2019
- **Finland** - 11.11.2019
- **Netherlands** - 20.11.2019
- **Italy** - 09.12.2019
- **Poland** - 13.01.2019
- **France** - **TBD**

THANK YOU!

scope



WhiteResearch

