

Country:	Europe
Member/Country:	European Tech & Industry Employers (CEEMET)
Initiative	Multiple Initiatives

Overview

Austria (WKO)

For Austria, we can mention the following initiatives to counteract labour shortages.

- 1) In the province of Vorarlberg, the labour initiative "Lebe den Genuss- Live the pleasure". A homepage has been created providing information on job profiles and training opportunities in the food industry. The homepage is very attractively designed and it is, thus, very easy to find your way around. On the very first page, it is possible to apply to well-known companies. There is a link to their own youtube channel. Here is the link to it: <https://www.vlmi.at/>
- 2) Another initiative is called "Technikland Vorarlberg - Zukunft leicht gemacht (Future made easy)". Here, too, the training paths, apprenticeships and companies are briefly presented on the homepage. In addition, you can get an overview of job profiles, career opportunities and projects in an online magazine. In the country of the world-famous opera ball, of course, no "apprentice ball" should be missing as a motivating measure. <https://technikland.at/>
- 3) The third initiative Hi, Tech Girl, aims to increase the share of women in technical apprenticeships. <https://technikland.at/hitechgirl/>

France – (UIMM)

The following actions are undertaken by UIMM to tackle labour shortages:

- **Communication actions targeting young people** : UIMM has been communicating for several years on attractiveness of jobs in the MET sector. Since 2021, UIMM has decided to target younger people by a campaign on different social networks. An Instagram account ([uimm.lafabriquedel'avenir](https://www.instagram.com/uimm.lafabriquedelavenir/)) has been created as well as the #FiersDeFaire. A chatbot (yumi) has been launched on whatsapp to help young people find adapted training opportunities in the industry. This campaign keeps going in 2022 with:
 - the launch of a specific filter on Instagram to discover industrial jobs;
 - the production of videos;
 - the launch of operations with video game influencers: organisation of challenges on Twitch (e.g. construction of a drone manufacturing plant on the video game Satisfactory).[UIMM - #FiersDeFaire - UIMM \(lafabriquedelavenir.fr\)](https://www.instagram.com/uimm.lafabriquedelavenir/)

- **Active sectoral policy on training**: among others, the social partners of the metal industry have agreed by collective agreement to increase the number of apprentices in the sector by 50% by the end of 2023 (this objective should be achieved). They have also set up qualitative targets in terms of breach of apprenticeship contract rates, success rates, or professional integration.

- **Conclusion of a Pact between the Labour ministry and sectoral social partners of the metal industry to reduce labour shortages**: This Pact was concluded on 11 March 2022 and has a duration of 1 year. The economic recovery has accentuated recruitment difficulties experienced by certain sectors, such as the metal industry. At the same time, some jobseekers remain permanently excluded from the labour market. To address this mismatch, the government announced in autumn 2021 the implementation of a plan to reduce labour shortages, mobilising nearly 1.4 billion euros, including 800 million dedicated to training jobseekers, particularly long-term ones, in the skills sought by companies that are recruiting. The implementation of this plan requires the mobilisation of the social partner at sectoral level. The French metal industry is the first sector to conclude such a Pact with the State.

Within the framework of this Pact, the State undertakes to:

- Amplify the training offer designed with companies to meet the sector's skill needs ;
- Implement the so-called "agile engineering" to meet needs within a short timeframe, such as the financing of certification courses started under the status of jobseeker and finalised under the status of employee, or the financing of on-the-job training courses;

- Mobilise the operators of the public employment service in order to propose targeted and territorial approaches to promote job offers from companies in the sector, within the framework of dedicated recruitment events in employment agencies (“Pôle emploi”). The Regions will also be mobilised.

The metal industry sector undertakes to mobilise the companies in its sector, in particular to:

- Integrate long-term jobseekers in their search for applicants and mobilise the plan's tools in their recruitment processes;
- Welcome more young people and jobseekers for immersion periods, work placements and dual training, via periods of work experience that enable the company to identify the right candidates and jobseekers to discover jobs;
- Welcome jobseekers, and in particular long-term jobseekers, in individual operational preparation programmes for employment, in pre-recruitment training or in dual training.

Germany (Gesamtmittel)

Information on best practices by Gesamtmittel, the Federation of German Employers' Associations in the Metal and Electrical Engineering Industries take into account the following background:

- The German Metal and Electrical Engineering industries (MET industry) are one of the economic sectors with the **highest STEM employment** in Germany. Around 37% of STEM employees work in the MET industry. These skilled workers at all qualification levels are of crucial importance for the sector's innovative strength and competitiveness.
- After a profound drop in demand after the outbreak of the Covid-19 pandemic, **demand for people with an education in STEM has risen sharply** again and is even higher for the first time than in the corresponding comparable month before Corona in 2019. The nationwide labor shortage in STEM education in October 2021 totals 276,900 people. Structural effects from digitalization, decarbonization and demographics will greatly increase demand in the coming years.
- **Women underrepresented:** Especially in the IT occupations that are particularly important for decarbonization and digitization, the share of women is comparatively low. For example, the share of women among all employees subject to social insurance contributions in IT specialist occupations fell from 15.5% at the end of 2012 to 15.1% at the end of March 2021. In energy and electrical engineering specialist occupations, the proportion of women increased only slightly from 6.8% at the end of 2012 to 7.0% at the end of March 2021. In the engineering occupations in energy and electrical engineering, the proportion of women is particularly low - the rate rose from 7.6 to 9.8%. [\[Source\]](#)

Gesamtmittel and its member associations have been committed for decades to securing young talent as a fundamental corner stone for the success and competitiveness of MET companies. All initiatives are aimed at motivating children and young people – girls and women in particular – about a professional future in the MET industry. Our portfolio covers all age groups and every educational path, from daycare to university, with a focus on promoting STEM education:

- For more than 30 years, the metal and electrical industry has been providing information at schools and trade fairs about apprenticeships and careers in the industry. Gesamtmittel is managing a **fleet of trucks** (so called "M+E-InfoTrucks", see here) that are sent across Germany to advertise apprenticeships in the MET industries. At many secondary schools and comprehensive schools, the InfoTrucks have become an integral part of vocational education. The service is free of charge for the schools. The trucks come directly to the school and are available during class time. Initially, buses were used, but these have now been replaced by ten new, state-of-the-art "M+E InfoTrucks" which have set new standards in careers information for young people. In these Infotrucks, students learn about job profiles and training/apprenticeship opportunities in the MET industry and receive information about available positions in their region. The trucks showcase the many advantages of a career in the MET industry and are, for example, sent to schools or requested by companies to recruit talent. Modern industry applications, experiments and exhibits can be experienced in every truck. Young people learn about technical interrelationships at typical MET workstations and experience the fascination of technology in a practical and intuitive way. Among other things, they can program a computer-controlled CNC milling machine and produce a workpiece themselves. An elevator model vividly demonstrates why intelligent IT control significantly reduces waiting time for users. The exhibits are accompanied by interactive tasks and background information on tablets.

- In this context, a mobile application also enables companies and young people to network. Particularly during the pandemic, online live streams were additionally used to provide all relevant information directly to their homes or classrooms, so that additional target groups such as parents or high school graduates can be reached.

- **STEM-network for excellence:** “MINT-EC” (German abbreviation for STEM-Excellence) is the nationwide excellence network of schools with an outstanding STEM profile. Schools of excellence are supported with special offerings for students, teachers and school management. The school network has now grown to 339 schools, reaching 360,000 students and 29,500 teachers.

- Since teachers play a crucial role in getting students motivated about a STEM education path, Gesamtmetall supports the non-profit initiative bringing together STEM teachers with outstanding teaching ideas. The heart of the initiative is the biennial European festival, where Europe's most innovative teaching concepts are presented at an educational market and awarded prizes. Teachers return to their classrooms with new ideas and concepts, from teaching methods to project outlines and materials.

- Gesamtmetall offers an online portal named „**think ING.**” as a network tool for young engineers. As there are almost 7,000 engineering degree programs in Germany, Think ING. offers help in finding one's way through the variety of possible courses of study and professions. Trainees, students and young professionals report on their path to a career in engineering. The think ING. Network brings together pupils, students, teachers, companies, initiatives and associations. This makes it easier for companies and potential young professionals to get in touch with each other.

Sweden (Tekniföretagen)

Labor shortages, and boosting skills development and apprenticeship are constant challenges for Swedish industrial companies. Securing relevant competence has long been one of the biggest challenges in Sweden. Upper secondary skills are the most common level of education and where the demand is bigger, but the demand for academic competence continues to increase. The number of young people in industry-related education has been gradually declining for many years. Today, many municipalities have chosen to downgrade technology and industrial education in upper secondary school in parallel with an already strained situation.

The green transition, together with the development of new technologies, such as electrification, digitalization etc within the manufacturing industry has led to an increase in the demand for cutting-edge expertise. In the past, the lack of labour and skills was due to the fact that not enough people applied to work in the industry. But the development of new technologies and the green and digital transitions has led to an increasing demand in skills and, thus, the skills challenge is no longer just a volume issue. Nowadays, the problem is also that companies lack (cutting-edge-) skills. To counteract the above-mentioned shortcomings, several initiatives are being put in place in many different areas. The solutions include that the educational offer at local and regional level should be better dimensioned in relation to the company's needs. These are issues that are handled at national level and that require the involvement of the social partners. An example of one of the major and current measures, is the introduction of a new agreement between the social partners and the Swedish government.

As a result of this agreement, people who are in the middle of life and have work experience are given the opportunity to continue their education with the help of a student grant which with grants and loans for the vast majority will correspond to at least 80% of the person's salary. Professionals are given the opportunity to study for up to 44 weeks (equivalent to one year) with the new student grant. This support enables the individual himself to take the initiative for “competence development” and adjustment to strengthen his position in the labor market. At the same time, this will facilitate the employers' supply of skills.

The agreement will be implemented in October 2022

Key Messages

Address immediate labour and skills shortages to keep the economy moving

III. Support productivity growth through high-quality skills and training

Build on the success of Skills Bootcamps by expanding their remit and ensuring they continue to support entry into roles facing critical skills and labour shortages.

Focusing Bootcamps where employer demand is greatest and can't currently be addressed through immigration, will increase successful job outcomes and maximise value for money to the taxpayer. This can be done by:

- Ramping up existing Bootcamps in welding, retrofitting and mechanical and electrical engineering, where businesses are reporting serious shortages
- Continuing support for HGV Bootcamps
- Rolling out a new 'Warehouse Operative' Bootcamp to confront delays in supply chains and at ports. This should include a forklift drivers accreditation.

Looking ahead, Skills Bootcamps will complement the Skills Challenge Fund, ensuring individuals can access quick and agile training.

IV. Attracting global talent and boosting investment

Make the immigration system more agile to respond to economic need by updating the Shortage Occupation List and points-based system.

Urgently update the Shortage Occupation List (SOL) in line with the Migration Advisory Committee's outstanding recommendations, immediately launch the 2022 review and commit to doing so annually.

Where there's evidence of persistent domestic labour shortages, make the points-based system more flexible – enabling people in roles below RQF level 3 to enter the UK – if the salary threshold is met.

In the longer-term, an independent Council for Future Skills can recommend which occupations need additional visas, while focusing on ensuring that skills are developed in the UK whenever possible.

How can the Government help firms attract and retain talent and enhance productivity?

- Reform the apprenticeship levy and focus existing government-backed training and upskilling programmes to the most needed jobs;
- Create an independent Council for Future Skills to optimise training towards future economic demand and identify shortages in home-grown talent;
- Make the immigration system more responsive to economic need through an urgently updated and annually agreed shortage occupation list.