

## AMBASSADORS4SKILLS & JOBS Programme



The automotive sector is being challenged by technical and technological development, innovation and globalisation. These challenges put great pressure on employers, as they see the emergence of new job roles, which, in turn, require new skills from their employees.

Coping with these challenges, the aim of the DRIVES Project is to implement the Blueprint objectives for the automotive sector, namely the delivery of human capital solutions covering all levels of the value chain.

IDESCOM, as one of the Portuguese partners of the DRIVES Project is aware of the lack of attractiveness in qualifications and courses in Portugal, aimed at jobs and careers in the automotive industry.

In fact, the public's perception of employment in the automotive industry is outdated, and remains the idea that working for this industry means low-skilled jobs, with heavy machinery, little innovation, low payment and no social recognition.

Being the situation today very different, this outdated perception keeps young people away from training and learning options for the automotive industry. The new job roles and the skills required are still quite unknown despite being not only innovative but challenging, and ensuring a remarkable employment rate.

To counter this lack of knowledge, and the resultant lack of attractiveness of training for the automotive sector, IDESCOM launched the AMBASSADORS4SKILLS&JOBS Programme, which aims to create a network of highly qualified professionals for the automotive industry.

Within the framework of what is proposed, the AMBASSADORS4SKILLS&JOBS Programme will ensure the dissemination and use of knowledge and resources made available by the DRIVES Project and beyond it through the Pact for Skills to promote the sustainability of the new approach and the new opportunities that DRIVES has created.

A dedicated website for the Programme will be put live where visitors will find a community of members, curricula vitae of students and graduates, courses and apprenticeships for the automotive sector, and also R&D projects. This platform for the AMBASSADORS4SKILLS&JOBS Programme will allow creating synergies between universities, research centres and employers. These will also be able to publish on the website work proposals or partnerships for research or innovation projects.

The AMBASSADORS4SKILLS&JOBS Programme, created and coordinated by IDESCOM, is developed according to an annual Action Plan. This plan is developed through field activities carried out by the AMBASSADORS network, which has the support of the AMBASSADORS ADVISERS Council. The Council consists of the Portuguese partners from the DRIVES Project and representatives from companies, associations, local authorities, universities, schools and research centres.