



D 6.2.4 Automotive SSA legacy Conference

Work Package 6 Deliverable



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INTRODUCTION

The proposal foresees that this task is dedicated to EU-wide visibility of DRIVES project, generally aiming at promoting actions, events and conferences to ensure visibility of the work of the Alliance at regional, EU and political levels.

Several events were organised during the project execution, and the ambition was to hold a final event with significant impact.

A final conference would be held towards the end of the project (M48) to present the project outcomes and the future steps towards the replicability and sustainability of DRIVES outcomes across the automotive sector in European regions. It would address the automotive ecosystem: industry, education providers and policy makers interested in the project results to exploit them in the context of local and national environments.

The conference was originally intended to be held in person, in principle in Brussels. However, due to the mobility restrictions related to COVID-19 still in force, it was transformed into an online event.

DRIVES final event, as the great majority of all project's events, was organised by Eupportunity in coordination with sector partner associations and making use of inputs from work package leaders and entities in the Steering Board.

This deliverable covers activities within task 6.2 and task 6.6 and provides an overview of discussions and the objectives of the event, as well some organisational aspects and the assessment of dissemination impact during the entire process pre- and post- the event.

DRIVES project has received funding from the ERASMUS+ programme in 2018 and is considered a pioneer and reference Sector Skills Alliance, inspiring and being precursor of other initiatives that followed in different sectors of activity and, certainly, within the automotive ecosystem.

1 ORGANISATIONAL ASPECTS

The work around the preparation of the final event was first structured in February-March 2021 to allow sufficient discussions among the coordinator and partners. As the project was scheduled to be closed by the end of 2021, the goal was to reserve dates from October to mid-December.

The sanitary restrictions in force led to designing a less ambitious concept that would comprise round-tables promoting information and debates connected to the main issues and outcomes of the DRIVES project.

Partners, mainly work package leaders, were provided with the general concept:

The goal is to discuss around the main topic to share conclusions, get inputs, elaborate on recommendations, legacy and policy inputs:

- *Opening from DRIVES representative with a summary of goals, intelligence and achievements around the main topic of the Round Table;*
- *Policy actors:*
 - *EC- according with theme*
 - *EP- MEP, according with theme*
 - *Council – Permanent Representations; FR EU Presidency*
 - *CoR – Automotive related working groups*
- *Associations*
- *External entities*

Based on the guidance, partners were called to contribute with ideas and potential speakers on two main topics:

- *Preparing skilled workers: new trainings & adapted apprenticeships, covering the thematic areas, a) Recognised trainings: Preparing skilled workers, b) Apprenticeships: hands-on solution;*
- *Skills & Jobs' intelligence: creating a level playing field, covering the thematic areas, a) Trends in automotive skills needs, b) Skills & Jobs: creating a level playing field*

A table was shared with partners with some structural suggestions while giving room for inputs:

	Thematic areas	Policy actors			Associations	External entities	Other
		EC	EP	Council			
RT#1							
RT#2							

Partners were also recalled about the target groups

Industry (I)	Education and training Providers (E)	National Authorities (N)	Sectoral Associations (A)	Policy- Makers (P)
Large, small and medium enterprises or related representatives - regional /national/EU	Public, private, Technology centres, Employment entities, Chambers of Commerce	Within EQF3-8 activities: Research centres, VET schools, Accreditation and Qualification bodies	Associations, clusters and trade unions national/EU	National/EU

During the last quarter of 2021, discussions between the coordinator with the work package leaders and the European Commission directed to the request and agreement for the project extension for three months, pushing the end of DRIVES to March 2022. Several constraints forced redefining the overall concept connected to the last event, again subject to imposed mobility restrictions. It was decided to hold one single final event, fully online.

1.1 ONLINE PLATFORM

Building on previous good and extensive experience using Webex as the platform for online events, it was decided to select it for holding the event. Webex provides the required security against hacking and allows gathering insights about the attendees and using the chat functionality for questions to the speakers. The event was also streamed through the DRIVES Facebook page.

1.2 METHODOLOGY AND CONTENT

The project's three months extension mainly focused on capitalising on the results achieved and their dissemination and exploitation. The majority of the effort was put on WP6 - *Wider visibility and exploitation of automotive sector skills alliance work*. The partners involved were

mostly engaged with dissemination activities, principally Eupportunity, the Coordinator and team, sector Associations within the Steering Board and some residual working time from some work package leaders and partners.

This situation directed to organising a single final event and reinforcing DRIVES achievements towards a couple of relevant EU regions where dedicated local events had not happened.

The basis for the reasoning was about covering DRIVES goal: *‘developing human capital solutions for all levels of the automotive value chain through the establishment of an Automotive Sector Skills Alliance’*.

The purpose was to show DRIVES main results and their sustainable implementation in upcoming endeavours, inspiring for discussions around skills in the contemporary – digital and green - automotive network, rather than presenting or discussing DRIVES activities and outcomes. In the end, the goal was to brand DRIVES as a baseline and source for implementing good practices.

The concept of the final event was redefined considering the message to convey, the importance of benchmarking with other initiatives or studies outside of the consortium and the involvement of relevant stakeholders while providing accountability for the partnership’s 4-year activity. The overall intention was to provide a legacy to the Automotive ecosystem that would be taken as the real cornerstone for the future Automotive Skills Alliance of which DRIVES was the real trigger.

Based on the set of ideas and purpose, relevant personalities from the different target groups were listed and later prioritised to build a consistent and harmonised participation and contribution to the discussion. High personalities from the European institutions and the running Council Presidency (FR) were also included.

External entities (not committed with DRIVES partnership) directly involved with automotive market trends and competence needs were identified.

Other sector skills alliances blueprint projects were contacted to verify willingness and availability to brainstorm on the lessons learned and recommendations to decision-makers. With the same purpose, the European Commission (DG EMPL) was also contacted to guide and moderate this endeavour. In the end, it was decided to drop a brainstorm session on this subject due to conflicting agendas.

Following the conceptual and planning period, the agenda was drafted.

1.3 AGENDA AND SPEAKERS

The draft agenda with guiding notes was shared among the organising team and with the pre-contacted speakers. Several iterations followed playing both with availability of speakers and the logic of the messages that were intended to deliver.

The adopted content was as follows:


9:30	<i>Opening</i>
9:35	<i>Keynote</i> <i>Manuela Geleng, Director for Jobs and Skills, DG EMPL</i>
10:00	<i>The future of the EU Automotive Sector – an independent overview of the automotive industrial landscape</i> <i>Michael Flickenschild - ECORYS</i>
10:15	<i>DRIVES, the automotive blueprint - an overview on the goals and key findings</i>
	<i>DRIVES results – joining stakeholders needs</i> 1) <i>Sectoral Skills Intelligence and Strategy – Christian Baio</i> <i>Strategic roadmap after sector intelligence; trends/skills/job roles</i> 2) <i>Addressing education mismatches – Damjan Ekert</i> a. <i>Set of Job roles and its skills</i> b. <i>The designed training courses; EQF levels covered; (WP3 Leaders team) -</i> c. <i>DRIVES Learning Platform - the tool for training courses in form of MOOC</i> 3) <i>Apprenticeship perspective – Mick Feloy</i> Q&A
11:05	<i>The future in practice: DRIVES EU-wide Framework</i> <i>Putting in practice modular training, micro-credentials and Individual Learning Accounts</i> <i>DRIVES roll-out – stakeholders' initiatives</i> - <i>Stuttgart Region - Sabine Stützle</i> - <i>Ambassadors4Skills&Jobs - Isabel Soares Carneiro</i> Q&A
12:00	<i>DRIVES Legacy - Reflecting and Forecasting the future</i> <i>DRIVES recommendations - Henrique Burnay</i> <i>From and beyond DRIVES legacy - Jakub Stolfá</i> Q&A
12:15	<i>DRIVES sustainability – The Pact for Skills and Automotive Skills Alliance</i> <div style="display: flex; align-items: center;"><div style="margin-right: 20px;">DRIVES Steering Board</div><div><ul style="list-style-type: none">- ACEA -- CLEPA -- ETRMA -</div></div>
13:00	<i>Concluding remarks by DRIVES SB Leader</i>

The released agenda is at Annex 1.

The speakers were selected to fit the purpose of panels and issues to cover.

1.3.1 Opening session





The opening of DRIVES was done by Ms Julie Fionda, representing DG Employment's Director for Jobs and Skills, Ms Manuela Geleng.

	<p>Julie Fionda is a British official working in the European Commission since 2002. She has a background in Economics and she is currently Deputy Head of Unit Skills Agenda. Previously, she was a Member of the Cabinet of Marianne Thyssen, Commissioner for Employment, Social Affairs, Skills and Labour Mobility.</p> <p>Prior to joining the European Commission, Julie worked in the UK administration on regional development and social inclusion initiatives and began her career in the education sector, working on corporate development and planning.</p>
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1.3.2 Automotive trends


	<p>Michael is a Senior Consultant and researcher at Ecorys. He specialises among others in industrial competitiveness, digitalisation and regulatory aspects in the area of emerging technologies and industrial ecosystems. Most recently he finished a study for the European Parliament's ITRE Committee on the future of the EU automotive sector, which looked into how green and digital trends reshape the automotive sector. Previously he also acted as project coordinator for a study for DG RTD exploring the possible employment implications of connected and automated driving. He currently coordinates the High-Level Construction Forum for DG GROW, a stakeholder platform that aims to chart out the digital and green transition pathway for the construction industry ecosystem. His other research includes among other a study on the competitiveness of the European Rail Supply Industry for DG GROW, a study on Key Enabling Technologies and Europe's Technological Sovereignty for the Scientific Foresight Panel of the European Parliament and a study for the ITRE Committee on the impact of COVID-19 on EU industries, where he in particular assessed the impact on strategic value chains such as autonomous vehicles and microelectronics.</p> <p>Before Ecorys, Michael worked in the European Parliament's Committee on International Trade. He has a broad background, studying Political Science and Economics in his Bachelor and then graduating cum laude from his MSc in Public Administration at Leiden University.</p>
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1.3.3 DRIVES outcomes

 Jakub Štolfa	<p>Jakub Štolfa is the program manager and academic staff member at VSB – Technical University of Ostrava, where he has also received his Ph.D. He is responsible for the skills agenda in the Automotive ecosystem. He coordinates the DRIVES project, a Blueprint for the Automotive sector, and is a WP leader in the ALBATTs project. His recent activities focus on a sustainable and pragmatic approach towards the skills agenda in Automotive Ecosystem, establishing the Automotive Sector Skills Alliance, as Pact for Skills in Automotive Ecosystem. He has experience in project/program management, development of training and educational programs, technical background in Informatics and Mechatronics in the Automotive ecosystem.</p>
 Christian Baio	<p>Christian Baio is Strategic Management Consultant at Spin360. LinkedIn Profile</p>
 Damjan Ekert	<p>Damjan Ekert is SPI (ISO15504) and Automotive SPICE consultant and SW Development Manager at ISCN. LinkedIn Profile</p>
Mick Feloy	<p>Mick Feloy is Co-Founder and Director, Local Economy Solutions Ltd. LinkedIn Profile</p>
 Utímia Madaleno	<p>Utímia Madaleno is a Senior Consultant at Eupportunity. Utímia has a Materials Engineering Degree (Instituto Superior Técnico de Lisboa), and is post-graduated from the Tokyo Institute of Technology on Metal-Matrix Composites, having published scientific papers on the subject. Later in 2011, she did European Studies at the ULB in Brussels. From 2000 to 2012, Utímia was Deputy Director and Director of Research in international Organisations (Western European Union and European Defence Agency). Previously she worked for the aeronautical industry. She has been involved in several research projects at national and international level, also managing programmes and projects. She has been in different Advisory Groups for the Commission's work programmes (Aeronautics and Security) and Chaired the Working Group on Situation Awareness and the role of Space of the European Research and Innovation Forum (ESRIF). Utímia has several scientific and technology trends' publications, namely, for the European Commission. She was Adviser for the Portuguese Permanent Representation to the EU, in several Council Groups and also worked in the Horizon 2020 framework programme in support to the MEP Maria da Graça Carvalho. Utímia is work package leader and member of the management board for the ERASMUS+ blueprint projects DRIVES and ALBATTs.</p>


1.3.4 Stakeholders' initiatives


 Anni Siltanen	<p>Anni Siltanen works as a Chief Advisor, Skills and Competence at the Chemical Industry Federation of Finland office in Helsinki. She holds master's degrees in languages and pedagogy as well as European Studies, and an additional management degree. Previously, Anni worked in Brussels with pedagogical sustainability and media literacy issues.</p> <p>In her daily work within the chemical industry, she mainly concentrates on future skills issues, STEM, educational policies and digitalization, working closely together with company representatives and political stakeholder groups.</p>
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 Isabel Soares Carneiro	<p>Isabel Soares Carneiro is the President of Idescom one non-profit association that is active in the economic, social and cultural context of different sectors of the Portuguese the society.</p> <p>Among the different activities to which it is dedicated, IDESCOM develops projects especially aimed at regional and local development, based on strategic partnerships between industry, education and training agents and centres of vocational excellence.</p>
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 Zdenek Karasek	<p>Zdenek Karasek is Moravia-Silesia Governor's Deputy for Coal Platform and Restart programs (Deputy Governor of the Moravian-Silesian Region for Restart and Coal Regions in Transition Programs).</p> <p>Dedicated to contribute to the successful transformation of the region into a prosperous region where people live well.</p>
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1.3.5 DRIVES Sustainability

 Pilar Pérez	<p>Pilar Pérez is Director Membership, Events & Operations at CLEPA, the European Association of Automotive Suppliers.</p> <p>LinkedIn Profile</p>
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 Marta Conti	<p>Marta Conti is Manager, Trade & Parliamentary Affairs at ETRMA, the European Tyre and Rubber Manufacturers' Association.</p> <p>LinkedIn Profile</p>
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Petr Dolejsi

Petr Dolejsi is the Mobility & Sustainable Transport Director at ACEA. He started his career in the public service, leaving the Ministry for Regional Development of the Czech Republic to be Head of Unit to the Permanent Representation in Brussels in 2004. He became member of the Presidency team in 2009 chairing the Competitiveness and Growth working party of the Council. In 2010, he joined ACEA and became a Director for Mobility and Sustainable transport, with a specific focus on CO2 policy, industrial policy, and alternative powertrains. He has graduated Ph.D. in Economics and Social policy at the University of Economics in Prague, following the Masters' degree in Economics and Regional policy.

1.4 REGISTRATIONS

Interested parties were invited to register in advance and provide: name, contact and country of origin, respecting GDPR rules.

The number of registration requests received was **94**. Registered individuals indicated belonging to **17** different **countries**, 2 from outside the EU, as shown in the graphic below:

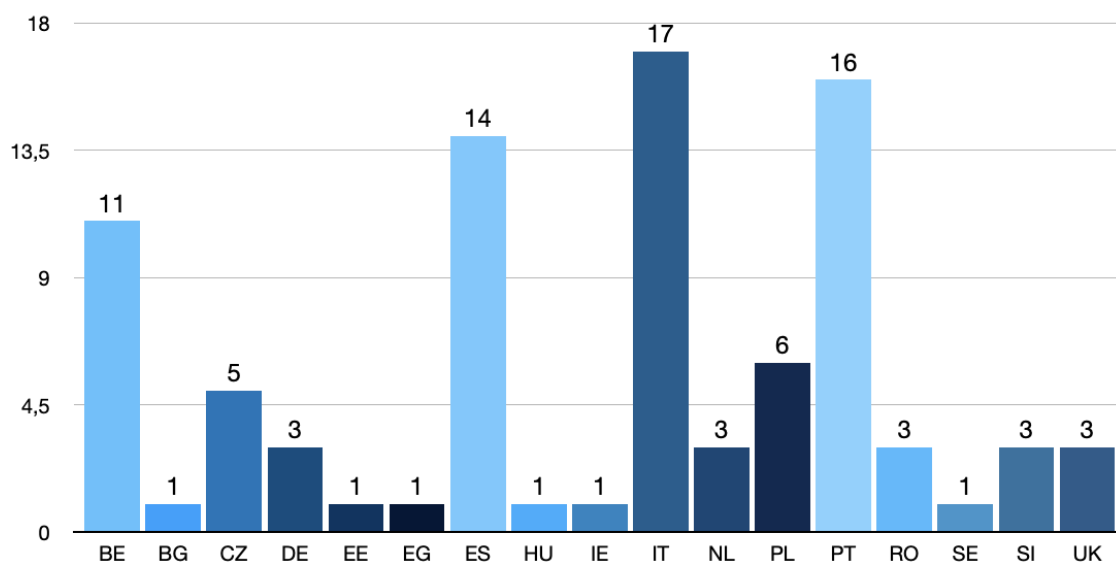


Figure 1 DRIVES Final Event – Attendance geographical distribution

1.5 TOOLS FOR THE EVENT DISSEMINATION

The present project has been considered a reference within the recent blueprint sectoral initiatives. Due to its importance towards new competences required by the automotive sector, and the use of innovative training content, format and certification procedures, DRIVES final event applied for being associated to the European Vocational Skills Week 2022.



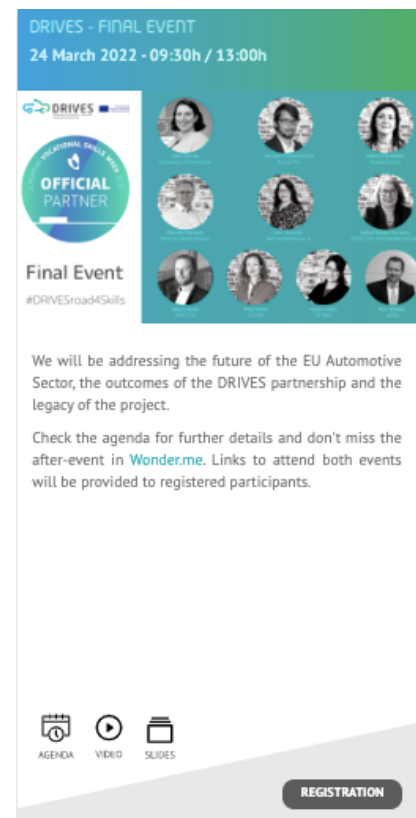
1.5.1 Website

DRIVES final event was announced on the dedicated section of the project's website.

Information about the event was clearly provided, including directing to the registration form and details about the agenda, the different issues covered and the speakers.

After the event was concluded, visitors were able to accede the full recording of the event, as well as a complete set of the presentations supported by PowerPoint.

On the 25/03/22 a [press release](#) was published with the conclusion of the event.



1.5.2 Mailchimp

The invitation (see annex 2) was sent to 1513 contacts. It was open by 379. From these, 49 have clicked the link to access the registration form. 90 invitation e-mails bounced.

1.5.3 Social media

Social media has been an essential vehicle to disseminate DRIVES activities and it was also used to promote the final event before and after it was held. We have posted a considerable number of publications only about the event on Facebook, Twitter and LinkedIn.

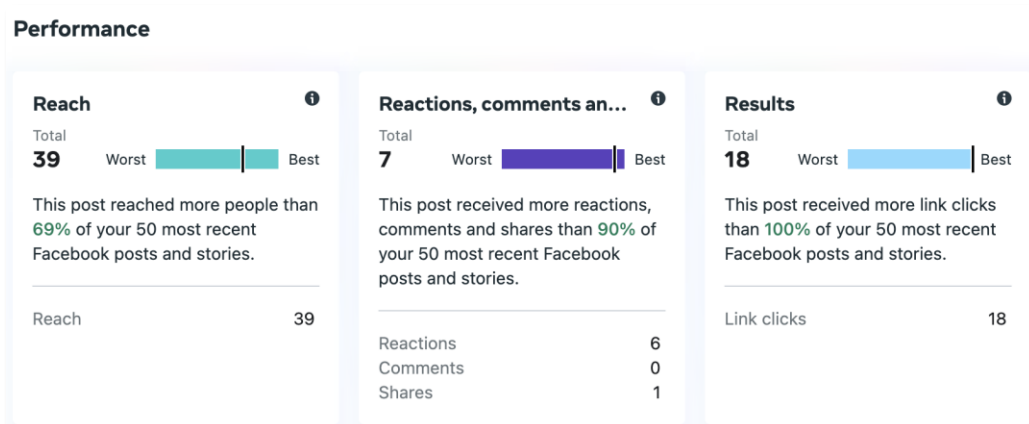
The tag for the last DRIVES event was **#DRIVESroad4Skills** and many of DRIVES followers, either automotive stakeholders or interested parties, have widen the reach to own networks. That is evidenced by different posts shown below.



1.5.3.1 Facebook

The event was promoted by 16 Facebook posts that reached 942 people.

It was also streamed on Facebook, where it is still available. The streaming/video was reached by 39 people. Below are the performance statistics of the Facebook recording.

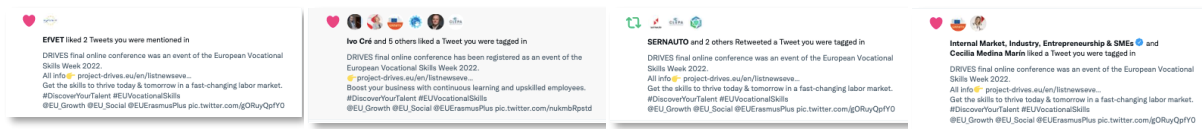


1.5.3.2 Twitter

Before and after the event, 14 tweets were published to promote it, generating a good engagement rate¹, as reflected in the table below.

Good engagement rate	5%
Impressions	4742
Retweets	15
Likes	67
URLs clicks	15

Twitter was the platform preferred by partners, associations and followers for reacting to posts or sharing moments about parts of the streamed event.



1.5.3.3 LinkedIn

The promotional posts published before and after the event were 16 in total.

The posts summed up 2688 impressions, with an average “Clicks per impressions” rate of 3% and with an engagement rate of 7%

1.6 PARTICIPANTS

The event in Webex lasted 240 minutes (30 minutes more than foreseen), from 09:30 to 13:30 CET.

Number of individuals who attended webinar through Webex: **86**

Average viewing time in Webex: **161** minutes

¹ Engagement rates measure how favourably social algorithms are treating a page content and how the social platform considers a post worthy of surfacing to target audience. Twitter engagement rates above 1% are assessed as ‘great’.

Out of the 86 attendees, 34% were from industry, 49% were from the educational sector and an additional 6% came from regional entities. This balance demonstrates that the project was relevant for the supply and demand, the main responsible for skills and skilled workers.

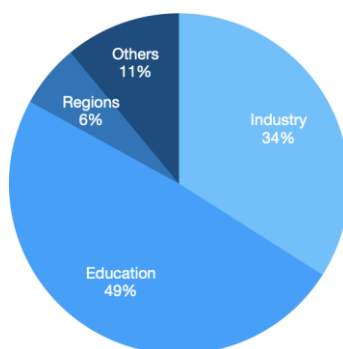


Figure 2 DRIVES Final Event Stakeholder's distribution

2 MAIN MESSAGES

Some of the main messages of the event were later shared through DRIVES social media channels:



3 CONCLUSION

The DRIVES final event has completely accomplished the outlined objectives by demonstrating the quality of the project's achievements to interested stakeholders. It was demonstrated that DRIVES successfully addressed the needed skills to overcome the general challenges and shifting trends in the automotive ecosystem. The partnership showed that the research was concurrent with other EU-studies and that the created content, reasoning and platforms are a substantial and sustainable contribution for upcoming endeavours. As Stated during the event: *'DRIVES made a difference because it leaves a legacy to the automotive sector. It is the cornerstone of the Automotive Skills Alliance'*.

A summary of lessons learnt and recommendations were shared with the audience and the expressed reaction from the European Commission was very positive, recognising the quality of the collective work, management and legacy.

The close of the DRIVES project is certainly not the end of one other blueprint, it is a highway to the myriad of initiatives that can be beneficial to the automotive ecosystem. That was clearly indicated by DRIVES coordinator: *'The end of DRIVES is just a chapter. We are going further together into another: the Automotive Skills Alliance, so this is not a goodbye. We will continue to work together in the automotive ecosystem in the Skills Agenda.'*

ANNEX 1 – FINAL EVENT AGENDA

DRIVES- FINALEVENT

Online

Automotive Sector Skills

Blueprint projects underpinning an EU-wide long-term cooperation

24 March 2022 - 9:30-13:00 CET

AGENDA

09:30	Opening
09:35	Keynote Manuela Geleng, Director for Jobs and Skills, DG EMPL, European Commission
10:00	The future of the EU Automotive Sector – an independent overview of the automotive industrial landscape Michael Flickenschild, ECORYS
10:15	<p>DRIVES, the automotive blueprint - an overview on the goals and key findings</p> <p>DRIVES results – joining stakeholders needs</p> <ol style="list-style-type: none"> 1) Sectoral Skills Intelligence and Strategy – Christian Baio Strategic roadmap after sector intelligence; trends/skills/job roles 2) Addressing education mismatches – Damjan Ekert <ol style="list-style-type: none"> a. Set of Job roles and its skills b. The designed training courses; EQF levels covered; (WP3 Leaders team) - c. DRIVES Learning Platform - the tool for training courses in form of MOOC 3) Apprenticeship perspective – Mick Feloy 4) The future in practice: DRIVES EU-wide Framework Putting in practice modular training, micro-credentials and Individual Learning Accounts 5) DRIVES recommendations – Henrique Burnay <p>Q&A</p>
11:30	5 min break
11:35	<p>Gaining from DRIVES – stakeholders' initiatives</p> <ul style="list-style-type: none"> - Stuttgart Region - Sabine Stütze - Ambassadors4Skills&Jobs - Isabel Soares Carneiro <p>Q&A</p>
12:15	<p>DRIVES Sustainability - The Pact for Skills and Automotive Skills Alliance</p> <p>CLEPA - The Pact for Skills and Automotive Skills Alliance</p> <p>ETRMA - Cooperation beyond DRIVES</p> <p>Concluding remarks by DRIVES SB Leader - ACEA</p>

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ANNEX 2 – MAILCHIMP INVITATION



We are pleased to invite you attend the **Development and Research on Innovative Vocational Education Skills (DRIVES) project** final webinar where we will discuss the work the project accomplished these past years, focusing on outcomes and lessons learnt.

The **DRIVES** is an Erasmus + project, started in 2018, made up of 24 partners, from 11 countries. These past four years we aimed at understanding the European skills market in the automotive sector, contributing to the revamping of education and industry for the future of mobility, delivering human capital solutions to the whole automotive supply chain, covering all levels of the value chain (vehicle production, automotive suppliers and automotive sales and aftermarket services). Through the network of the partners, DRIVES network disseminated EU-wide to more than 300 associations, bringing together more than 270,450 companies of all sizes, representing over 7 million workers.

Find more details on the results of the project please visit our [webpage](#).

In this event you will hear about:

- DRIVES relevance for EC policy, such as the Skills Agenda and the Pact for Skills
- DRIVES impact on the future of skills and jobs in the automotive industry
 - Strategy and Roadmap
 - Reference and Recognition Framework
 - Learning platform and job roles
 - Apprenticeships market
- What changes at the regional level

Register for the event here. A link to access the event will be sent prior to the meeting. The conference is free of charge.