



DISSEMINATION OF WP2 OUTCOMES: ACTIONS AND EVENTS

Deliverable 6.3.1 - Sectoral skills and gaps: Dissemination



Co-funded by the
Erasmus+ Programme
of the European Union



Report Title:	Dissemination Of WP2 Outcomes: Actions and Events		
Responsible Project Partner:	Spin360	Contributing Project Partners:	Sernauto, Mondragon University, AIC, SPIN360, EUPPY, SFC

Document data:	File name:	DRIVES-D6.3.1-Sectoral skills and gaps-Dissemination		
	Pages:	25	No. of annexes:	1
	Status:	Final	Dissemination level:	PU
Project title:	DRIVES - Development and Research on Innovative Vocational Educational Skills		GA No.:	2017-3295/001-001.
WP title:	WP 6 - Wider Visibility and Exploitation of Automotive Sector Skills Alliance Work		Project No.:	591988-EPP-1-2017-1-CZ-EPPKA2-SSA-B
			Deliverable No:	D 6.3.1
			Submission date:	31/08/2022 30/03/2022(update)
Keywords:	Automotive sector, Drivers of Change, skills, job roles, challenges, strategy, roadmap, workshops			
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LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
ACEA	European Automobile Manufacturers' Association
ASA	Automotive Skills Alliance
CLEPA	European Association of Automotive Suppliers
DoC	Driver of Change
DRIVES	Development and Research on Innovative Vocational Educational Skills
ETRMA	European Tyre & Rubber Manufacturers' Association
ESCO	European Skills, Competences, qualifications and Occupations
SME	Small Medium Enterprise
VET	Vocational Education and Training
WP x	Work Package x

EXECUTIVE SUMMARY

WP2 dissemination activities are mainly related to its core deliverable: the **Automotive Skills Agenda Strategy & Roadmap** (first release May 2020) and its periodical updates (second release: December 2020 and third and final release December 2021). WP2 has carried out several activities to fulfil the overall project objectives, especially with the purpose of:

- Ensuring a constant view on the changing skills needs in the automotive sector;
- Aggregating and continuously update sectoral knowledge and intelligence;
- Defining and continuously update the strategic roadmap for skills in the automotive sector;
- Providing advice to WP3, WP4 and WP5;
- Developing a common methodology for assessing the current situation and anticipating future needs.

The interaction with stakeholders has been a key component of WP2 activities. Desk-research was combined with their engagement (in different steps) in order to verify the information acquired, and through workshops to validate the foundations of the main project deliverables. Stakeholders have been identified and characterised in the early stages of the project to create an EU stakeholders' database that serves both for the identification and analysis of the intelligence related to WP2 execution and for the design and development of the network that will survive project lifespan.

Currently the Database is composed by 1,661 elements, divided into several categories – European policy makers, industry, education and associations.

In line with WP2 core deliverable (Automotive Skills Agenda Strategy & Roadmap), a preliminary desk-research analysis was conducted to investigate the current situation of the automotive sector to create a first initial document and, most important, to validate the main characterizations and automotive needs for the next steps.

After this analysis, stakeholders were engaged through a survey (so called “Demand” survey) to understand their vision of the sector. The normalised results have been presented to stakeholders into a Workshop in order to have a final validation; they were then collected and

published for the Intelligence forecast Deliverable and the final Demand point of view of Stakeholders.

In parallel, WP2 worked on a desk research analysis to collect a preliminary list of Automotive Occupation profiles presented and validated during a specific workshop to automotive stakeholders and forwarded to WP3, WP4 and WP5.

WP2 activity then proceeded with an engagement of automotive Stakeholders from VET providers, schools, universities and training centres to understand their offer of education (the “Offer” survey); also, WP2 started a cooperation with LinkedIn which allowed to obtain a set of queries from the automotive sector to support the strategic roadmap.

The information from the “Demand” and “Offer” point of view permitted to WP2 to highlight gaps in the sector and leveraging on the LinkedIn partnership, WP2 prepared a set of recommendation used for the [D2.9 “AUTOMOTIVE SKILLS STRATEGIC ROADMAP REPORT”](#) .

After the Roadmap delivery, WP2 immediately started an update activity that led to the second release of the roadmap ([D2.10 “AUTOMOTIVE SKILLS STRATEGIC ROADMAP REPORT– SECOND RELEASE”](#)) and will be leading to the third one by the end of 2021.

For the second release, the Key Action identified in the roadmap have been put under the attention of several stakeholders to investigate their relevance and consistency, and if any revisions of their strategic approach were necessary. As a general observation, stakeholders reported that KAs are still valid and their implementation is still crucial, with no key modifications to be done.

The third and final release will further enrich the roadmap with information and best practices that can help the wider automotive community to translate the strategy outlined in the roadmap into a set of practical and operational actions for implementation. To do this, WP2 is engaging and involving regional automotive clusters stakeholders through workshops. In addition, this activity was done with the support of the outcomes coming from WP5 which has identified best practices already in place across the EU. This third release will be also used as an input for the Automotive Skills Alliance (ASA) to permit to use all the know-how collected during 4 years DRIVES project as a base for the Automotive domain.

1 INTRODUCTION

The scope of this report is to provide an overview of the actions, initiatives and events that were prepared and executed to disseminate the outcomes WP2 and interact closely with stakeholders to collect regional/national perspectives and inputs.

Throughout the project's life time we have engaged with stakeholders in two main ways:

- Through the project's communication channels
- By disseminating results during WP2 workshops

DOCUMENT OUTLINE

The document is composed of the following sections:

- Section 1 "INTRODUCTION"
- Section 2 "ACTIVITIES"
- Section 3 "DETAILED STAKEHOLDERS INTERACTIONS"
- Section 4 "CONCLUSIONS AND NEXT STEPS"

2 ACTIVITIES

WP2 dissemination activities are mainly related to its core deliverable: the **Automotive Skills Agenda Strategy & Roadmap** and its periodical updates. As Figure 1 shows, all WP2 activities have been focused on a continuous interaction with stakeholders: desk-research activities were combined with an engagement of stakeholders (in different steps) in order to verify the information acquired, and through workshops to validate the foundations of the main project deliverables.

This led to the creation of the above-mentioned roadmap (first release May 2020). The second release (December 2020) – which follows the contents and structure of the first one has been enriched with new information and interactions with stakeholders in order to make it more and more aligned with the real needs of the sector and sectoral outcomes. The third and final release¹ follows the same previous approach, with further interactions with stakeholders in order to deep-dive into a more operational perspective that could help the automotive community in the implementation of the strategic objectives set by the roadmap.

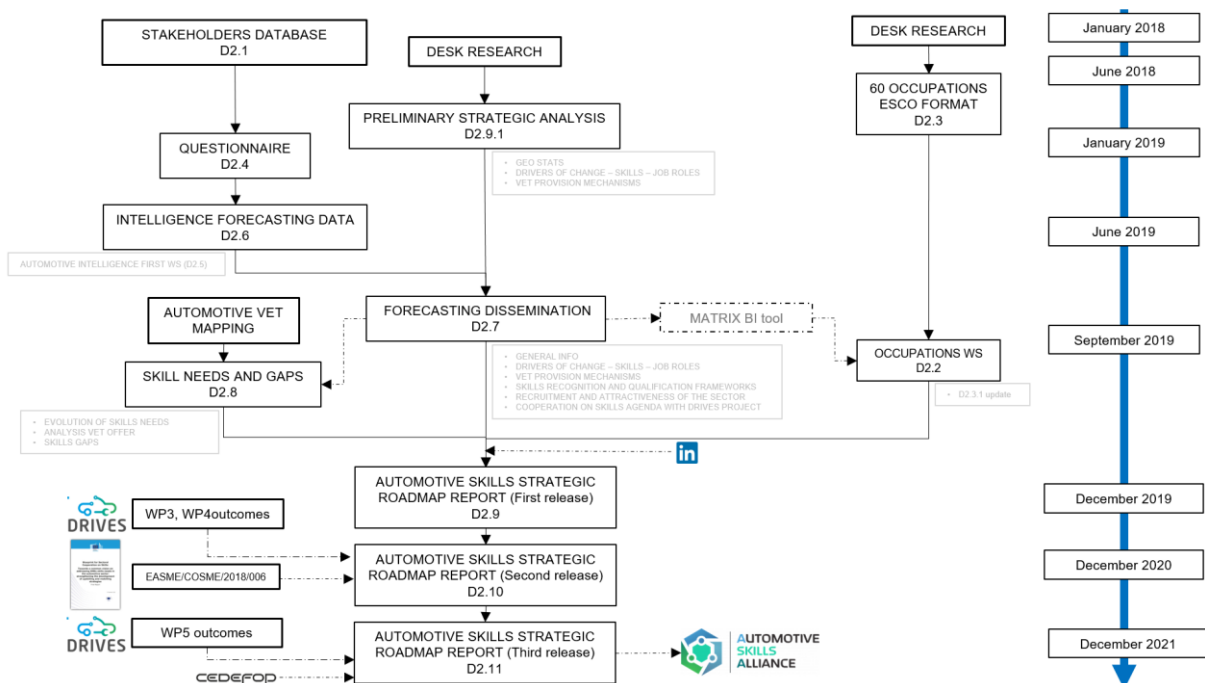


Figure 1: the sectorial skills and gaps update process of DRIVES WP2

¹ The third and final release is currently ongoing and due on December 2021

In Figure 1 is possible to see that a preliminary desk research analysis (D2.9.1 [“PRELIMINARY STRATEGIC ANALYSIS”](#)) was conducted to investigate the current situation of the automotive sector. Such preliminary strategic analysis compared the outcomes of the European Automotive Skill Council² report and GEAR 2030 report³ with other available intelligence/reports related to the EU automotive sector in order to identify the main Drivers of Change within the European automotive sector. Subsequently, a wider literature review was undertaken in order to validate, review and add new Drivers of Change to this initial list, and this analysis enabled the validation of the initial choice of Drivers of Change.

As a next step, stakeholders were engaged through a survey (the so-called “Demand”⁴ Survey). These results were presented to stakeholders during a workshop (D2.5 [“AUTOMOTIVE INTELLIGENCE FIRST WORKSHOP”](#)) in order to have a final validation. The collected results were published into the Deliverable D2.6 [“INTELLIGENCE FORECASTING DATA”](#).

Using all the information collected from the preliminary desk research analysis and the intelligence forecasting data (demand survey and workshop validation) the final Demand point of view is represented by Deliverable D2.7 [“FORECASTING DISSEMINATION”](#).

In parallel, WP2 worked on a desk research analysis to collect a preliminary list of Automotive Occupation profiles (D2.3 “OCCUPATION PROFILE”) and this list was merged with the results of the Job Roles and Skills section of the D2.7 “FORECASTING DISSEMINATION” report. These were presented during a specific workshop (D2.2 “OCCUPATION WORKSHOP”) to automotive stakeholders and forwarded to WP3, WP4 and WP5 to support them in their specific activities.

WP2 activities proceeded with an engagement of automotive VET providers, schools, universities and training centres to understand their offer of education. This was done through a new specific survey, (the so-called “Offer”⁵ survey), which was based on the normalised

² European Sector Skill Council: Report, Eu Skill Council Automotive Industry, 2013

³ GEAR 2030, High Level Group on the Competitiveness and Sustainable Growth of the Automotive Industry in the European Union, 2017

⁴ The “Demand” survey identified the demand of skills and competences from a set of stakeholders (mainly companies)

⁵ The “Offer” survey identifies the offer of skills and competences from a set of stakeholders (mainly VET providers)

output of deliverable D2.6 “INTELLIGENCE FORECASTING DATA” (the “Demand” point of view).

In addition, WP2 started a cooperation with LinkedIn⁶: this allowed to obtain a set of queries from the automotive sector to support the strategic roadmap.

2.1 CREATION OF THE ROADMAP

By leveraging on the partnership with LinkedIn and matching the information coming from the “Demand” and “Offer” point of view, WP2 identified the main sectoral gaps and prepared a set of recommendations used in the [D2.9 “AUTOMOTIVE SKILLS STRATEGIC ROADMAP REPORT”](#). The roadmap was created and is being currently updated as one of the main outputs of WP2: the project objectives planned so far are being mapped to the results used as an input to this report and objectives validity and relevance being confirmed or adjusted. As planned from the beginning, the project itself can generally fulfil its objectives and also generate project consortium envisioned pilot strategies as a possible blueprints and solutions for future automotive domain skills needs with the respect of future possible European, national and regional follow-up solutions. All decisions are based on a complete vision of the sector from different points of view:

- Ensure a constant view on the changing skills needs in the automotive sector: the 2 surveys have been created to engage automotive stakeholders and interact with them to obtain first-hand valuable information and matching them with desk-research activities. The partnership with LinkedIn has been useful to obtain their point-of-view on the sector.
- Aggregate and continuously update sectoral knowledge and intelligence: linking and merging all the deliverables outcomes together has been crucial to aggregate different source information in a row. The decision to use a business intelligence tool (from the engineering to the creation with VSB support) has been considered a great implementation to have a tool able to aggregate and receive/analyse update in real time.
- Define and continuously update a strategic roadmap for skills in the automotive sector: with WP6 support the DRIVES project has consolidated a stakeholders Database (D2.1) always

⁶ www.linkedin.com, July 2021

updated with information regarding stakeholders ready to cooperate with us. Their interaction, ensembled with LinkedIn partnership the BI tool and the development of activities of WP3, WP4 and WP5 with new possible stakeholders creating a yearly roadmap update as confirmed by the first release made during 2020. DRIVES entered also in contact with CEDEFOP: the first proposal was to have a strong interaction during 2020. During 2021 a closer relation with the Automotive Skills Alliance (ASA) is having a double benefit:

- ASA partnership is supporting the roadmap update, as the Alliance gathers several automotive stakeholders and offers an easy and direct approach to them;
- The roadmap update process at regional cluster will support the Alliance in the offer of relevant inputs and needs.
- Provide advice to WP3, WP4 and WP5: all the Deliverables have been discussed with WPs. The presence of WP2 leader into WP3, WP4 and WP5 had simplified the communication and transferability of know-how. Moreover, meanwhile at the beginning of the project WP2 gave inputs for other WPs, in this stage WPs are offering inputs to update the roadmap (e.g., WP2 is using WP5 best practices to inform regions about “how it is possible” to implement practical actions related to skills anticipation process).
- Develop a common methodology for assessing the current situation and anticipating future needs: a glossary and a matrix useful to share know-how between partners was created and shared during 2019. The DRIVES matrix (Occupations, description and skills according to ESCO) was used to communicate the D2.3 (in 2018) and its updated D2.3.1 during 2019.

The roadmap fulfils the following mission, vision and values:

- **Mission:** Build sustainable ecosystem for continuous cooperation on upskilling and reskilling of workforce in the automotive sector, by including the key sectoral stakeholders and looing to specific skills needs, education and training offer, to tackle the rapid and ongoing sectoral innovation and change.
- **Vision:**
 - Sustainable and systematic sectoral cooperation focused on skills agenda amongst key stakeholders on European and national/regional, such as large enterprises, SMEs, sectoral associations, trade unions, public authorities
 - Continuous, systematic and pragmatic way to gather industrial skills needs in the Automotive sector
 - Continuous and adjustable education and training offer reflecting the needs of industry and minimising the gaps while ensuring sustainable level of knowledge

- Systematic recognition of skills and knowledge achieved to allow transferable approach to skills and education and training offer
- Ensure systematic approach to initial as well as continuous education and trainings in the automotive sector
- **Values:**
 - Commitment: Industry, social partners, trade unions, training providers and institutions are committed to close the skills gap in the automotive sector
 - Trust & Respect: Stakeholders work together in close dialogue on the basis of mutual trust and in respect of each other's competences and values
 - Forward Looking Sector: Positive and forward-looking attitude towards change with innovation and training at the basis of dealing with upcoming drivers of change
 - Workforce Driving Change: The competitiveness and sustainability of the automotive industry relies on its workforce and its ability to drive it forward
 - Subsidiary: Tackle the skills gap challenge at the most appropriate level, whilst striving for a European framework

The approach to the sector of the DRIVES project relating to the skills agenda can be summarised into the following elements:

- **Key Areas of Skills Agenda** - the work is based on eight key areas defined by the partnership. It serves as the main elements for a sectoral strategy on skills and has been analysed one by one in order to permit a deep evaluation of each characteristic and evaluate specific actions.
- **Automotive Skills Agenda Analysis** - based on the defined Key areas, the DRIVES project has carried out over last two years composed of **Desk research, Survey focused on Skills needs and Survey focused on Skills offer**. It served as one of the inputs to the strategy: a funnel of information gathered by the desk-research activity, combined with direct engagement of stakeholders to support findings and recommendations included in the strategy and roadmap. European meetings were carried out with stakeholders to present previous outcomes and the main results and to collect first-hand feedback and opinions. The overall approach and key findings of the sectoral analysis are described in Appendix B.
- **Automotive Skill Agenda Strategy** - DRIVES is proposing an overall set of **Base Objectives** and **Specific Objectives** that serve as the basis for a sectoral agenda skills strategy. On that basis we are proposing **Key Actions**, with detailed **Actions** what should be done.

- **Automotive Skill Agenda Roadmap** – takes into the account the Key Actions identified and puts it to the perspective of **Stakeholders** involved and **Timing**.

The main purpose of Automotive Skills Agenda Strategy is to assure implementation of the mission and vision statements, and to assure a sustainable approach to continuous upskilling and reskilling in Automotive Sector.

The Automotive Skills Agenda Strategy consist of **Base Objectives** and **Specific Objectives** following the key areas of the Automotive Skills Agenda. **Key Actions** are the main actions to be taken to assure continuous and successful skills agenda in Automotive to tackle the ongoing changes. Each Key Action is described in further detail with a link to Specific Objectives, which needs to be justified with Rationales from Automotive Skill Agenda Analysis and available intelligence, and with specific and related Actions to be taken.

The methodology applied for the sectoral strategy for the skills agenda in the automotive sector focuses on fulfilling the mission, vision and values.

Based on the analysis, DRIVES proposes **Automotive Skills Agenda Strategy** with **8 Key Actions** (KAs) with specific **Activities** (56) to be taken:

1. KA 1: Establish EU Reference Recognition of Skills and Job Roles
2. KA 2: Establish a Harmonized Approach to Education and Training Offer
3. KA 3: Understand and make available innovative methods of delivery of training and education
4. KA 4: Modular Approach to the Training Provision
5. KA 5: Focus on All Levels of Education and Training
6. KA 6: Improve Recruitment and Attractiveness of the Automotive Sector
7. KA 7: Actively Involve Key Players and Sectoral Intelligence Update
8. KA 8: Ensure Sustainable Approach

For each of the KAs, the **Automotive Skill Agenda Roadmap** has been proposed and takes into the account the Key Actions identified and links it to the **Stakeholders** involved, assigning each of them a specific **Role** (key or supporting) and **Timing** (short/mid-term or continuous).

2.2 ROADMAP SECOND RELEASE

The second release of the roadmap ([D2.10 “AUTOMOTIVE SKILLS STRATEGIC ROADMAP REPORT– SECOND RELEASE](#)) takes into consideration the feedback received from stakeholders

during a systematic interaction with the DRIVES Partnership, stakeholders and also a comparison with main results from other relevant projects focused on the automotive skills agenda.

For the purpose of this update, each Key Action has been put under the attention of several stakeholders of the sector to investigate their relevance and consistency – especially by taking into consideration the detailed **Activities** to be done for each KA, and if any revisions of their strategic approach were necessary. As a general observation, stakeholders reported that KAs are still valid and their implementation is still crucial, with no key modifications to be done.

The Key Actions updated were followed also by a desk research process based on European running projects and initiatives in the Automotive sector. It is valuable to underline some results of the COSME project⁷ focused specifically on SMEs skills needs in the Automotive sector.

WP2 immediately started in 2020 this update activity to collect feedback from stakeholders to revise the roadmap itself. Specifically, 4 actions have been carried out:

- Creation of a dissemination toolkit;
- Collection of feedback from stakeholders;
- Mapping results and analysing gaps;
- Roadmap update (D2.10)

2.2.1 CREATION OF A DISSEMINATION TOOLKIT

A specific “dissemination toolkit” has been implemented to streamline all the broadcasting activities of the roadmap based on:

- Dedicated page into the main DRIVES web site
- Presentation document of main activities of WP2 and outcomes
- Addressing of gaps coming from the outcomes
- Roadmap Key actions explanation

⁷ *Towards a common vision on addressing SMEs skills needs in the automotive sector: strengthening the development of upskilling and reskilling strategies, EY and Fondazione Giacomo Brodolini, 2020*

- Creation of a set of on-line specific surveys to collect and normalise feedback regarding the Roadmap Key Actions.

2.2.2 COLLECTION OF FEEDBACK FROM STAKEHOLDERS

The above-mentioned toolkit has intended for simplify the use of the information collected, presenting them in a consistency manner and create an immediate opportunity to gathering feedback ready to be used for the analysis.

The toolkit has been presented in WP2 social networks meetings during all the year (2020) and the main umbrella organisation of DRIVES (eg. ACEA, CLEPA, ETRMA, Confindustria / SFC and EfVET) presented it into their communication activity to their network). Specific Workshops have been organised to present results and collect feedback using also instant poll tools to gather feedback from automotive stakeholders; moreover, for specific RoadMap Key Actions, dedicated one-to-one meetings with umbrella organisations (ACEA, CLEPA, ETRMA and CONFINDUSTRIA/SFC) have been organised.

In terms of interaction with stakeholders, WP2 took into consideration also results and outcomes from WP3 and WP4 DRIVES partners and reports produced from other European Automotive projects (eg. COSME⁸).

2.2.3 MAPPING RESULTS AND ANALYSING GAPS

The collected feedback was compared with the roadmap's results (D2.9 "AUTOMOTIVE SKILLS STRATEGIC ROADMAP REPORT"). The results are incorporated into the second release of the roadmap (D2.10 "AUTOMOTIVE SKILLS STRATEGIC ROADMAP 2nd RELEASE) and represent a confirmation of the activities carried out by WP2 and DRIVES partner during the first 3 years of the project.

2.3 ROADMAP THIRD AND FINAL RELEASE

The objective of this third and final release is to further enrich the roadmap (D2.10 "AUTOMOTIVE SKILLS STRATEGIC ROADMAP 2nd RELEASE) with information and best practices that can help the wider automotive community to translate the strategy outlined in the roadmap into a set of practical and operational actions for implementation. To do this, WP2 is engaging and involving regional automotive clusters stakeholders through workshops (see

⁸ *Towards a common vision on addressing SMEs skills needs in the automotive sector: strengthening the development of upskilling and reskilling strategies, EY and Fondazione Giacomo Brodolini, 2020*

below). In addition, this activity was done with the support of the outcomes coming from WP5 which has identified best practices already in place across the EU. D2.11 “AUTOMOTIVE SKILLS STRATEGIC ROADMAP 3rd RELEASE” will be also used as an input for the Automotive Skills Alliance to permit to use all the know-how collected during 4 years DRIVES project as a base for the Automotive domain.

For this final release, WP2 is using the same methodological approach of the previous one:

- Creation of a dissemination tool for national workshops
- Collection of feedback from stakeholders;
- Mapping results and analysing gaps;
- Roadmap update (D2.11)

2.3.1 CREATION OF A DISSEMINATION TOOLKIT

A specific “dissemination toolkit” has been implemented to streamline all the activities of the roadmap. As the sectoral intelligence process was organised into 8 Key Actions and 56 Specific Activities – and the second release was focused more on the validation of the 8 main Key Actions, this final release is based on the gaps highlighted between «Demand» and «Offer» of skills, with the decision to group the 56 specific Activities into **4 main common topics**. By using WP5 outcomes as specified above, each of the 4 main common topics was matched with best practices already in place in the automotive sector across Europe ⁹. The four main common topics are:

- **TOPIC 1: STANDARD DEFINITION**
- **TOPIC 2: FACILITATING ENCOUNTERS BETWEEN DIFFERENT STAKEHOLDERS**
- **TOPIC 3: INTELLIGENCE**
- **TOPIC 4: TRAINING PROGRAMMES**

The detailed agenda sent to national organising entities is at annex 1.

⁹ [Good Practices Resource Tool](#) developed by DRIVES project partners, where several best practices across the automotive industry are listed and thoroughly described.

2.3.2 COLLECTION OF FEEDBACK FROM STAKEHOLDERS;

The above-mentioned 4 topics and associated best practices are being presented during the regional workshops, where participants are asked if similar best practices associated to each topic are:

- Already successfully in place in the region – (and if so, which ones)
- Not implemented in the region but potentially interesting
- Not relevant for the region (and if so, if there are other themes that shall be addressed that WP” has not yet covered).

2.3.3 MAPPING RESULTS AND ANALYSING GAPS

The results will be incorporated into the last update of the roadmap (D2.11 “AUTOMOTIVE SKILLS STRATEGIC ROADMAP 3RD RELEASE) and will be transferred to ASA as an indication of the main needs and gaps into different European Automotive clusters.

3 DETAILED STAKEHOLDERS' INTERACTIONS

Table 1: main WP2 interaction with Stakeholders and Automotive experts

Subject	Location	Date	Guests
A common ontology, Automotive Matrix, 60 and 25 job profiles (with description), The survey: approach, suggestions and discussions	Lomazzo (CO), Italy	11/07/2018	WP2 experts
Meeting with ESCO to validate DRIVES Matrix tool "in ESCO format"	Online	17/08/2018	WP 2 and ESCO
60 occupations, survey strategy, glossary and taxonomy	Online	14/09/2018	WP2 and WP3
WP2 status of activities, Drivers of change: result of analysis from existing report the 60 characterised and classified occupations.	Brussels, Belgium	25/10/2018	Automotive umbrella organisations
DRIVES meeting and WP2 f2f meeting	Italy, Lomazzo (CO)	19/01/2019	DRIVES partnership
Demand Survey presentation	Online	14/03/2019	Stakeholders
Automotive Intelligence Workshop to validate survey outcomes	Online	05/06/2019	Stakeholders
Offer Survey preparation	Online	24/06/2019	EfVET
Offer Survey presentation	Online	16/09/2019	Stakeholders
D2.2 occupation profile workshop	Online	30/09/2019	Stakeholders
Gaps presentations	Stuttgart	18/02/2020	P01, P013, WRS network
RoadMap Workshop	Online	21/02/2020	Stakeholders
RoadMap presentation	Online	12/03/2020	DRIVES Partnership
WP2 2020 activities: roadmap update			
WP2 2020 activities: roadmap update			
RoadMap update	Online	09/10/2020	Automotive Umbrella organisations
Webinar RoadMap Dissemination	Online	20/10/2020	Partnership
Webinar RoadMap Dissemination	Online	19/11/2020	EfVET network
Coordination and brainstorm on WP2 outcomes and dissemination activities	Online	08/04/2021	Jakub, Utimia
Webinar Roadmap Dissemination	Online	16/04/2021	ASA network
Innovation Garage project: DRIVES outcomes dissemination	Online	11/05/2021	Italian VET and Automotive students
Challenges faced with regards to standard definition for skills, connecting with relevant stakeholders, gathering intelligence and setting up of training programmes	Online	12/05/2021	ASA network
Automotive Skills Alliance (ASA) and Skills Intelligence – lessons from running automotive ecosystem skills alliances	Online	02/06/2021	Jakub, Marek, ASA network
Results of the survey (mentimeter)assessment - how to increase cooperation and dissemination	Online	18/06/2021	Christian, Marta Conti, ASA network

Subject	Location	Date	Guests
#DRIVESRegionalTalks			
RoadMap update Workshop Portugal	Online	20/07/2021	Portuguese automotive cluster
RoadMap update Workshop Italy	Online	01/10/2021	Italian automotive cluster
RoadMap update Workshop Germany	Online	22/10/2021	German automotive cluster
RoadMap update Workshops Romania	Online	27/10/2021	Romanian automotive cluster
RoadMap update Workshops Poland	Online	18/11/2021	Polish automotive cluster
RoadMap update Workshops Spain	Online	30/11/2021	Spanish automotive cluster
RoadMap update Workshops Spain- Basque Region	Online	23/03/2022	Basque Region automotive cluster
RoadMap update Workshops Austria	Online	28/03/2022	Austrian automotive cluster

3.1 DRIVES REGIONAL TALKS

The DRIVES TALKS was the series of webinars conceived by WP6 coordinator to support WP2 with the purpose to get a regional perspective that would be taken into account in the preparation of the third release of the Automotive Skills Agenda Strategy & Roadmap.

The set of workshops spanned the second semester of 2021 and the last period of 3 months extension. Its objective was also to disseminate the results of the project to VET and industry representatives, across some selected and enthusiastic - countries Portugal, Poland, Germany, Romania, Spain, Italy and Austria. The webinar format was smaller and more personal to allow more productive discussions.



Figure 2 The set of #DRIVESRegionalTalks

4 CONCLUSIONS AND NEXT STEPS

The Automotive Skills Agenda Strategy & Roadmap shall be seen as a toolkit aggregating the main results of the strategy on skills for the automotive sector, which are encouraged to be used by the wide automotive community. The periodical updates (second and third release) were conceived to keep the roadmap constantly updated with the evolutions of the sector and all the webinars and workshops with stakeholders as part of the dissemination activities contributed to this key component.

In particular, the workshops that contributed to the second release of the roadmap confirm its relevance and consistency – especially by taking into consideration the detailed activities to be done for each Key Actions: all of them are valid and their implementation is still crucial, with no key modifications to be done.

It is envisaged for the third release to be it a step further in this strategy on skills' exercise: the ongoing regional workshops will help the dissemination of best practices ongoing across the EU, in order to get into a more “operational” aspect of the roadmap exercise and support the automotive community in translating the strategy into concrete actions, proposals and plans. In addition, these results will be transferred to ASA as an indication of the main opportunities, challenges, needs and gaps into different European Automotive clusters.

ANNEX 1 – DRIVES REGIONAL TALKS AGENDA

DRIVES REGIONAL TALKS WORKSHOP

Event Pack

The event is part of the EU project “Development and Research on Innovative Vocational Educational Skills” (DRIVES), the Blueprint for Sectoral Cooperation on Skills in the Automotive sector.

AGENDA

TIME	TOPIC	SPEAKER
xx.00	Welcome remarks and project presentation	Spin360
xx.10	Project presentation: roadmap development	Spin360
xx.50	4 main topics and related best practices: discussion and feedback collection	Spin360 All participants
xx.00	Closing	Spin360

As an expert stakeholder in the sector, your feedback during the event is very important to us. This short event pack will help you to understand how to actively contribute to the workshop by providing an added value.

BACKGROUND

The aim of the workshop is to get a regional perspective that will ultimately contribute to the development of the third release of the Automotive Skills Agenda Strategy & Roadmap¹. The roadmap provides a sectoral strategy and key actions to ensure that needs of industry in terms of skills and job roles are reflected by education and training institutions. This was done through a sectoral intelligence process including a desk research, surveys focused on skills needs and surveys focused on skills offer. The process led to the identification of 8 Key Actions and 56 Specific Actions.

AIM OF THE WORKSHOP

Based on the gaps highlighted between «Demand» and «Offer» of skills, it was possible to group the 56 specific actions into 4 main common topics: For each of the 4 main common topics, existing best practices already in place in the automotive sector across Europe have been found².

We would like to ask for your contribution to see if similar best practices associated to each topic are:

¹ Second release is currently available at https://www.project-drives.eu/Media/Publications/006/Publications_2005_202300230_182134.pdf

² Please have a look at the Good Practices Resource Tool developed by DRIVES project partners, where several best practices across the automotive industry are listed and thoroughly described.

- **Already successfully in place in your region** – if so, which ones? Could you share with us?
- **Not implemented in your region but potentially interesting**
- **Not relevant for your region** – if so, why? Are there are other themes that shall be addressed that we have not covered?

The four main common topics are:

TOPIC 1: STANDARD DEFINITION

This topic underlines the importance of providing a **reference definition of skills and job roles** relevant for automotive-mobility ecosystem. This includes, for example, establishing a common methodology to the harmonisation of skills and jobs ontology in order to facilitate identification and description of skills; having unified and harmonized databases and information resources of skills and job roles **to allow easy comparison**; adopting a reference framework by all stakeholders involved.

Best practices already in place include, for example:

The Cedefop European Database on Apprenticeship Schemes

Brief Description	Apprenticeship information resource developed by CEDEFOP. This database enables different EU countries apprenticeships to be compared. As a result of the range of information collected and its broad focus the comparisons can be made on a country level or a scheme level
Benefits	<ul style="list-style-type: none"> • <u>Country fiches</u>: navigation and understanding of apprenticeships from a national context. • <u>Scheme fiches</u>: this focuses on specific country schemes identifying their features. As some countries have more than one scheme it separates them so that individual schemes and their characteristics can be examined • <u>Comparison tables</u>: comparison of countries and schemes. It can help identify countries with similar schemes and characteristics • <u>Map</u>: visual representation of the number of apprenticeship schemes within a country • <u>Advanced search</u>: this feature provides indicators which can be selected based on interest

TOPIC 2: FACILITATING ENCOUNTERS BETWEEN DIFFERENT STAKEHOLDERS

This topic stresses the importance of **establishing and/or connecting with stakeholders and skills domain groups** of industry experts tasked with updating new and emerging job roles and skills; consolidating an active automotive community focused on skills with relevant participation of stakeholders, with particular reference to companies, national associations and VET providers; organising events aimed at facilitating exchange between key stakeholders.

Best practices already in place include, for example:

Junior Automotive Apprenticeship Advisory Board (JA3B)

Brief Description	an initiative led by Gestamp - multinational company involved in the global automotive industry, in collaboration with the Universidad de Mondragon and sponsors in Spain. JA3B is an event hosting young people from 14 to 18years-olds from different European countries, organized to design and think collaboratively about the future of the automotive industry, not only in the professional field but also in academia. Its aims include discussing participants experiences of the automotive sector, its future challenges and the development of a strategic action plan to make it an exceptional place to work.
Benefits	<ul style="list-style-type: none"> • Companies get first hand impressions from European youth regarding the attractiveness of employment in the automotive sector • Nurture a sense of European citizenship through sharing common practices and challenges

TOPIC 3: INTELLIGENCE

Intelligence refers to presenting trends and future foresight to education and training providers for a better vision of future needs and possible changes; providing easily accessible data reflecting the current situation of the sector; updating existing curricula to address the challenges and skills changes.

Best practices already in place include, for example:

+ High Value Manufacturing Catapult – Skills Foresighting Process

Brief Description	The future skills foresighting process in the UK is an example of a structured process of engaging with research organisations and employers to understand new organisational capabilities needed in the automotive sector in 3 to 5 years-time and then engaging with employers and educators to identify the competencies (knowledge and skills) needed to implement the capabilities. The Foresighting process consists of engaging with these 3 sets of stakeholders with each stage creating an output used in the next stage. Research organisations are by definition looking at future challenges and capabilities; employers know how these capabilities will be developed and which job types will be impacted and, of course, educators are experts in turning the capabilities into competency statements and, ultimately, training courses.
Benefits	<ul style="list-style-type: none"> • Good engagement with all stakeholders • Competency statements that have been honed to ensure the content is focussed on future needs • Identifying organisational capabilities as the foundation for the new competencies. • Taking a structured approach which means each stakeholder adds value to the process.



TOPIC 4: TRAINING PROGRAMMES

Topic 4 refers to the need of **developing specific training activities/programmes to support up/reskilling as well as to attract and train a young workforce**. This includes: training for workers with lower level of skills to upgrade their skills and create clear progression pathways between different training levels; stimulating preparation of new modular training and education plans and curriculum; developing initiatives in connection with guidance for young people as well as teachers and families; setting up training programmes with train-the-trainers approach focused to technical skills, digital skills and soft skills.

Best practices already in place include, for example:

Azubi Car – Skoda Auto

Brief Description	The <u>Azubi</u> Car initiative is an example of a programme at the Skoda Vocational School in the Czech Republic that gives learners the opportunity to design and manufacture their own concept car. Students build their dream car. Skoda hires all the students who successfully complete the programme. Learners work under the supervision of 7 vocational teachers for support and also to ensure safety. Parts are supplied by Skoda auto, with minor exceptions (e.g. car seats).
Benefits	<ul style="list-style-type: none"> • Opportunity to undertake unique complex work • Think differently, communicate, organize, solve problems, work in teams and gain personal experience on what they have learned in a real-life situation and apply the knowledge gained • Meet designers directly • Possibility of future career within Skoda