



## KEY ACTION 6: IMPROVE RECRUITMENT AND ATTRACTIVENESS OF THE AUTOMOTIVE SECTOR

## AUTOMOTIVE SKILLS AGENDA STRATEGY & ROADMAP

### DESCRIPTION

The Skills Agenda is closely linked to recruitment, which is influenced also by the attractiveness of the automotive sector.

This is key both to recruit new employees and retain the current workforce.

The key issues are to identify the challenges and possible methods to further support the attractiveness of the sector.

### RATIONALES

The perception of the public of the industry was heavily damaged by the “Diesel Gate”. In addition, the outdated perception that working for this industry is linked to dirty and heavy machinery still persists.

These are reports of the first interaction with stakeholders during DRIVES “Demand” Survey where “company reputation” was indicated as one of the main ways to attract (and retain) young and talented workforce (1).






New, innovative ways of training, based on the certification and recognition of such methods, could meet the expectations of young workers to polish their skills and promote personal development. In this sense, effective marketing for programmes providing both technical and more narrowly related automotive skills can also help.

(1) Project DRIVES Deliverable 2.7 Forecasting dissemination report, [https://www.project-drives.eu/Media/Publications/10/Publications\\_10\\_20191108\\_114724.pdf](https://www.project-drives.eu/Media/Publications/10/Publications_10_20191108_114724.pdf), April 2020



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	Industry 	Education and Training Providers 	National Authorities 	Trade Unions 	European Commission 
1.1. Conduct specific EU-wide communication campaigns and specific HR policies targeting each specific group of automotive workers to retain talented workers	K	S	K	S	S
1.2. Foster communication actions to disseminate modern automotive job profiles, integrating e.g. Green, technical and digital skills, as well as soft skills	K	K	K	K	S
1.3. In order to boost the attractiveness of the sector a clear “career path forecast” should be developed	K	S	S	K	S
2.1. Develop initiatives in connection with guidance for young people as well as teachers and families	K	K	K	S	S
2.2. Carry out targeted outreach initiatives for the automotive industry to promote its attractiveness among youngsters and professionals coming from other sectors with relevant skills for new automotive activities	K	S	S	K	S

	SHORT/MID-TERM EXECUTION - To be done in a given timeframe because it is “urgent”, and / or propaedeutic to other activities.
	CONTINUOUS EXECUTION - Activities to be carried out continuously, with methodology and constancy over time.
K	KEY ROLE - Active contribution to achieve the Action.
S	SUPPORTING ROLE – Supportive role to help achieving the Action.

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