

## Automotive Skills Demand Survey Results

### Factsheet #16

#### INSIGHTS OF THE AUTOMOTIVE SECTOR

#### RECRUITMENT & ATTRACTIVENESS OF THE SECTOR

#### METHODS



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



## THINGS TO KNOW

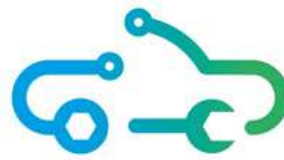
- After brainstorming on the challenges and the path to their approach, automotive stakeholders addressed the methods to improve attractiveness of the sector for creating effective recruitment campaigns.

## HIGHLIGHTS

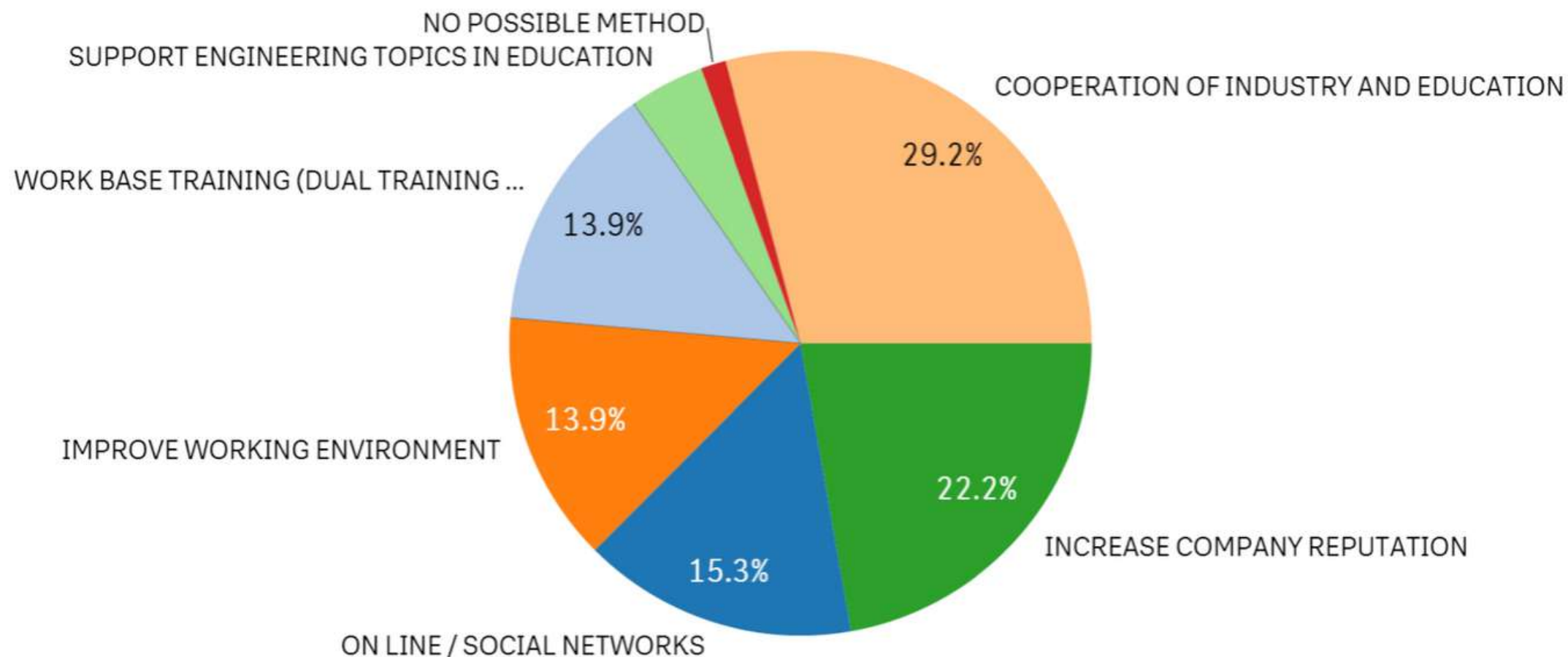
- There is a common understanding among the stakeholders on the utmost value of 'cooperation between industry and education' as a method.
- Although the 'increase of company reputation' was the second suggested method overall, 'improving aspects related to 'work-based training' and fostered use of 'social networks' were also highlighted.

Icon by phatplus from [www.flaticom.com](http://www.flaticom.com)





## RECRUITMENT AND ATTRACTIVENESS OF THE SECTOR METHODS Overall sample



Source: [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)



[www.project-drives.eu](http://www.project-drives.eu)



@ProjectDrives



<https://www.linkedin.com/company/project-drives/>



<https://www.facebook.com/Project-DRIVES-969201189911395/>



<https://www.youtube.com/channel/UCZgQ5DxOZOBDzmRzFp6dt3w>



**For more information visit [www.project-drives.eu](http://www.project-drives.eu)**

The European Commission support for the production of this publication does not constitute an endorsement of the contents, which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.,