

#Skills4Climate: solving the skills and professionals' shortages in the energy transition

WHAT IS EUROPEON?

Since **1954**, EuropeOn (ex-AIE) is the voice of European electrical contractors, a sector consisting of:

 **300 thousand** businesses, mainly local SMEs but also multinational companies

 **1.8 million** professionals, i.e. **1 in every 134** active Europeans and **15%** of construction sector workforce,

 **200 billion** € annual turnover



Austria - Elektrotechniker



Belgium - Techlink



Denmark - Tekniq



England, Wales & Northern Ireland - ECA



France - FFIE



France - SERCE



Finland - STUL



Germany - ZVEH



Luxemburg - FGT



Netherlands - Techniek Nederland



Norway - Nelfo



Scotland - SELECT



Sweden - Installatörsföretagen



Switzerland - EIT.swiss

CONTEXT

We first launched the Skills4Climate campaign in **November 2019**

Green Deal → involves electrification, deployment of renewables, energy efficiency → concrete implementation relies on availability of electrical contractor & installers

A technical challenge

Energy transition requires the quick rollout of clean technologies

Technologies are evolving at a fast pace

Technologies are increasingly complex and interlinked

A workforce challenge

The electrical contracting sector already reports difficulties with recruiting as well as numerous vacancies

Europe-wide lack of attractiveness of the sector & education

The technical challenge exacerbates the workforce challenge

OVERARCHING ASKS

- Intertwine Skills and Climate Strategies
- Incentives for Technical education
- Incentives for Apprenticeships
- Incentives for Up- and Re-Skilling
- More Public-Private Partnerships

OUR MEMBERS' COMMITMENTS AND ACTIONS



Ausbildungsstruktur E-Handwerk 4.0



The screenshot shows the E-ZUBIS website homepage. At the top left is a 'Menü' icon, and at the top right is the 'E-ZUBIS' logo. The main content area features a large background image of a smiling woman and man in E-ZUBIS work clothes. Overlaid on this are several promotional boxes: a yellow box with 'NEUE BERUFE JETZT CHECKEN.', a red box with 'ELEKTRONIKER IM E-HANDWERK' and 'Für jeden Typ die passende Ausbildung!', a yellow box with 'E-HACKS' and 'Spannende DIY Elektro-Projekte zum nachbauen', and a grey box with 'AUSBILDUNG 2022' and 'Finde Ausbildungsplätze in deiner Nähe!'. Navigation arrows are visible on the right side of the main image.

<https://www.e-zubis.de/>

#Skills4Climate

OUR MEMBERS' COMMITMENTS AND ACTIONS



<https://www.metiers-electricite.com/>

OUR MEMBERS' COMMITMENTS AND ACTIONS

The image shows a screenshot of an Instagram profile for 'nakymatonvoima'. The profile has 33 posts, 122 followers, and is following 1 account. It is described as a 'Näkymätön voima -kampanja' (Invisible Power campaign) with the tagline 'Sisältöjä sähköalasta!' (Content from the electrical industry!). Below the profile name are four circular icons representing team members: LAURA (purple), KIRAN (pink), HENRI (purple), and WAMBUI (green). Each icon has a lightning bolt symbol below it. Below the profile information are three tabs: POSTS, VIDEOS, and TAGGED. The POSTS tab is selected, showing three posters. The first poster is green and asks 'Kysyimme 8.-9. luokkalaisilta, mitä he tietävät sähköalasta!' (We asked 8th-9th graders, what they know about the electrical industry!). The second poster is pink and asks 'Kerro mitä ajattelet sähköalasta ja voita vastamelunappikuulokkeet!' (Tell us what you think about the electrical industry and win noise-canceling headphones!). The third poster is purple and announces 'Korkeakoulujen yhteishaku 16.3-30.3.2022' (University joint application 16.3-30.3.2022).



Have a look at STUL's "Invisible Power" campaign, to improve the attractiveness of electrotech careers: [HERE](#)

OUR MEMBERS' COMMITMENTS AND ACTIONS



Makers van morgen/ Tomorrow's makers => have a look at [the campaign](#)

OUR MEMBERS' COMMITMENTS AND ACTIONS



EUROPEON'S COMMITMENTS AND ACTIONS



Nov. 2020: Launch of the Pact for Skills with Commissioner Breton

How can we emphasise the positive ideas...

“

Not good enough (poor reputation) Dead-end Mostly male (macho?)
Hands-on Team spirit Old-fashioned Getting rid of school
Hard job Innovation Low qualified Dangerous Working outdoors
Low-paid Purposeful (mitigate climate change, contribute to key infrastructures)
Green Dirty job Job security Repetitive tasks
Real career development Challenged life/work balance
Working outdoors Independence & Entrepreneurship

”

...and debunk the negative clichés?

EuropeOn Skills Group: Image of the installation sectors: Looking at the roots of (un)attractiveness & how to challenge them

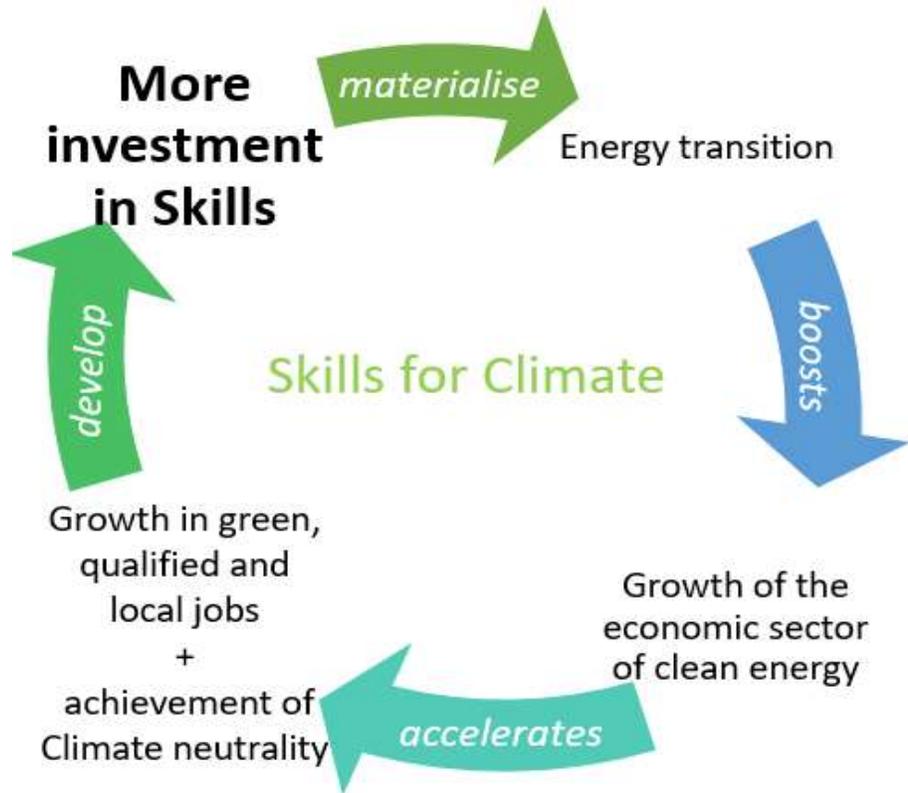
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#Skills4Climate

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THE #SKILLS4CLIMATE CAMPAIGN IN 2022

We gave a new push to our campaign in **March 2022**, in the context of the Recovery plans, the Fit for 55 package and the energy crisis



Investing in climate-related skills will foster jobs that are:

- ⚡ **NUMEROUS**
- ⚡ **GREEN**
- ⚡ **QUALIFIED**
- ⚡ **LOCAL**

THE #SKILLS4CLIMATE CAMPAIGN IN 2022

Read our #Skills4Climate letter → <https://bit.ly/EO-S4C>



- **Require Member States to assess the gap between available and needed installation professionals to achieve EU climate and energy objectives**

This will confront Member States with the pressing discrepancy in available personnel and the challenges they will face in the attainment of EU targets. It will encourage them to take appropriate action to promote technical careers and set up state-of-the-art training facilities.

→ *Opportunity to act in the Renewable Energy Directive, Energy Efficiency Directive, Energy Performance of Buildings Directive...*

- **Launch an ambitious EU campaign to change mindsets across Europe...**

...and enhance the attractiveness of technical/vocational education and careers in the twin transitions.

Such a campaign should also aim at attracting a workforce reflective of the gender and cultural diversity of Europe, presently underrepresented in the sector.

A Europe-wide campaign could be kicked off through an EU Skills Summit, inspiring national governments to develop bespoke campaigns in their own markets.

- **Gather Member States, social partners, academia and all relevant EU and national stakeholders under a “Skills4Climate/Climate crafters Platform”**

Similar format as the “Just Transition Platform”

Making technical careers a priority in the twin transitions

Connecting the challenge to ongoing EU initiatives (e.g. Social Climate Fund, Just Transition Fund, ERASMUS+, Bauhaus initiative, European Year of Youth activities, EU Sustainable energy Week, VET week, etc).

Thank you!



<https://europe-on.org/>



[EuropeOn EU](#)



[Job Potential Report](#)

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