

#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

#Skills4Climate



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 right is the E-ZUBIS logo. A navigation menu is visible on the left. The main content area features a large background image of a smiling man and woman in E-ZUBIS uniforms. Overlaid on this are several colored boxes with text: 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.

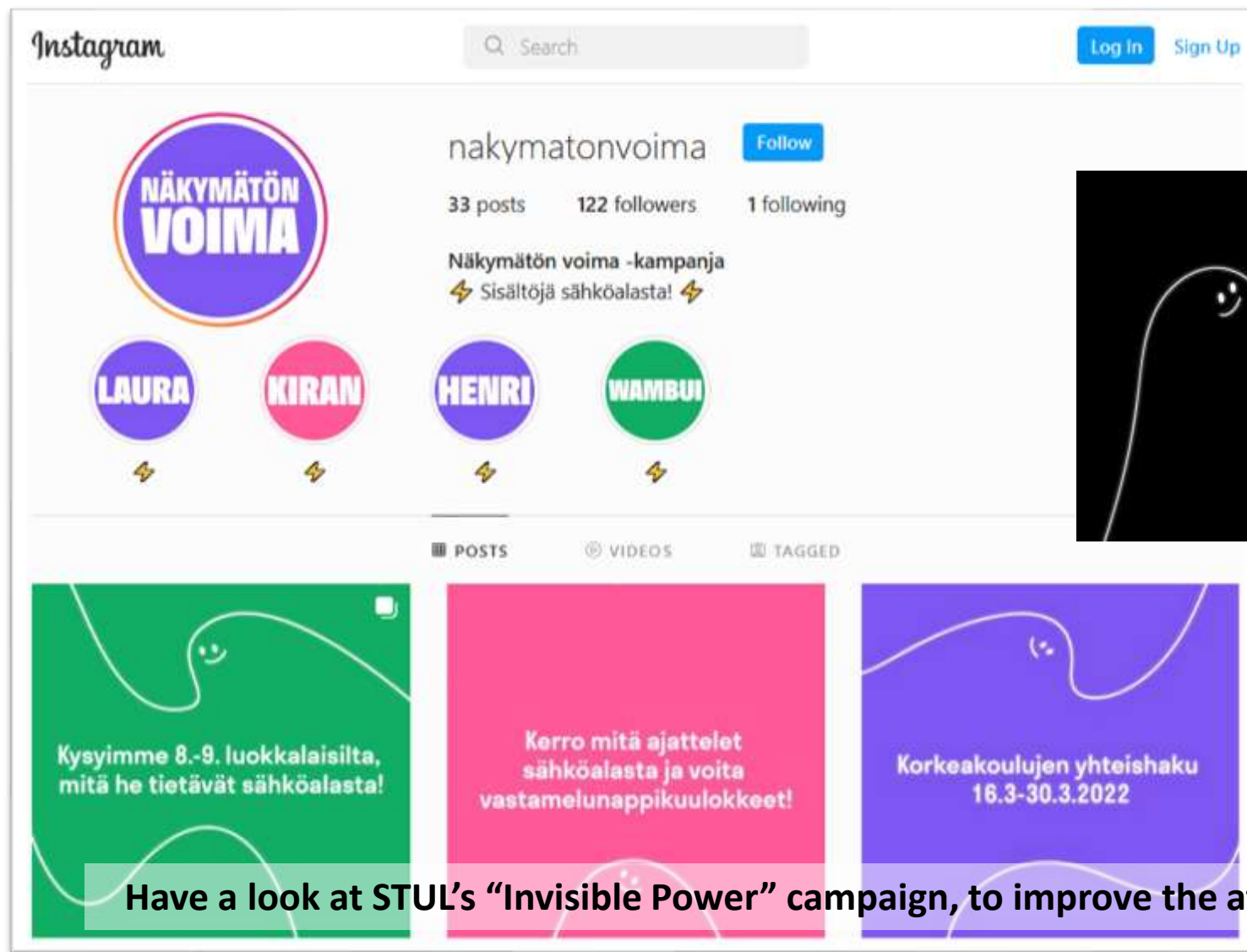
<https://www.e-zubis.de/>

OUR MEMBERS' COMMITMENTS AND ACTIONS



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

OUR MEMBERS' COMMITMENTS AND ACTIONS



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

OUR MEMBERS' COMMITMENTS AND ACTIONS

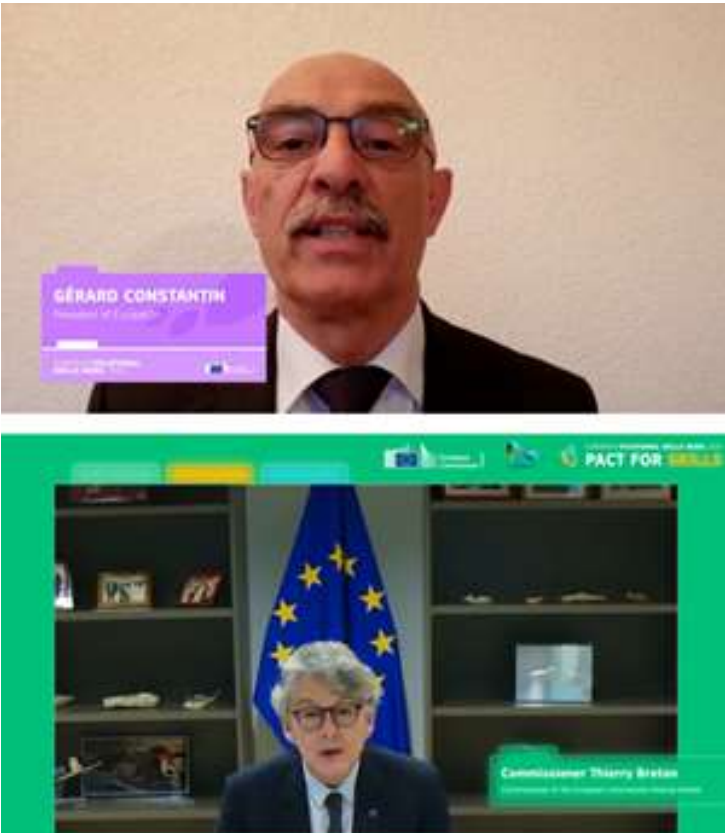


Makers van morgen/ Tomorrow's makers => have a look at [the campaign](#)

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...

“

Dead-end
Mostly male (macho?)
Not good enough (poor reputation)
Old-fashioned
Hands-on
Team spirit
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

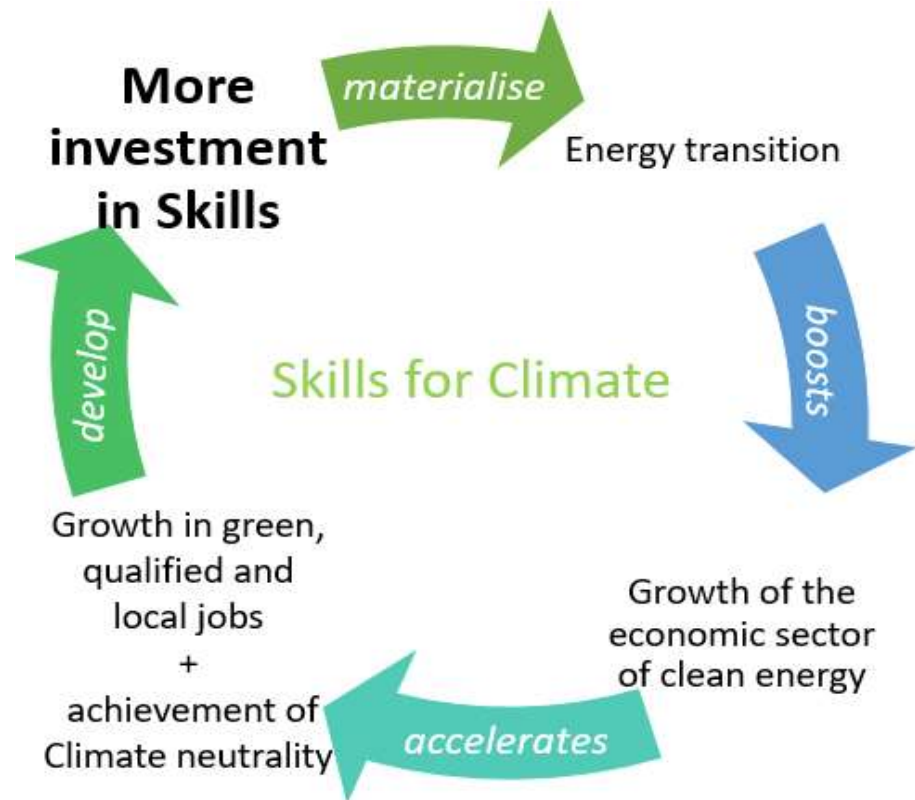
EuropeOn
ELECTRICAL CONTRACTORS ASSOCIATION

#Skills4Climate

EuropeOn
ELECTRICAL CONTRACTORS ASSOCIATION

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>



#Skills4Climate

- **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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