

The Makers of Tomorrow: Setting up the framework for attractiveness campaigns

Perspective from the European
electrical contracting sector



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- Belgium - Techlink
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- Scotland - Electrical Contractors' Association of Scotland (SELECT)
- Sweden - Föreningen Installatörsföretagen (IN.SE)
- Switzerland - EIT.swiss

About EuropeOn

EuropeOn has been the European voice of the electrical contracting industry since 1954. With over 1.8 million professionals in over 300.000 businesses and with a turnover of over EUR 200 billion, electrical contractors are responsible for the electrical installations in buildings and infrastructure, enabling cities and citizens to take part in the Energy Transition. EuropeOn leads the #Skills4Climate campaign and is part of the Electrification Alliance, the Platform for E-mobility, the Forum for European Electrical Domestic Safety, and the Construction2050 Alliance, among others.

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1. Executive Summary

With higher ambition since its 2023 revision, the Energy Efficiency Directive (EED) must now be implemented. A key challenge for both the EED and the Green Deal is to attract, train and recruit a sufficient number of qualified professionals.

To that end, the EED states in Article 28§3 that “the Commission shall, in cooperation with a group of experts nominated by Member States, set up a framework for or design a campaign to attract more people to energy efficiency professions while ensuring respect for the principle of non-discrimination”.

Providing jobs for over 1.8 million professionals in Europe, electrical contractors, represented by EuropeOn, have conducted an analysis of existing attractiveness campaigns in our sector. It primarily builds on case studies from Belgium, Finland, the Netherlands, Sweden and England, but also investigates more campaigns.

With this report, EuropeOn demonstrates the relevance of **promoting technical education and careers** through awareness campaigns is a necessary steppingstone to secure the sufficient workforce that will enable Europe to achieve its energy efficiency goals.

The findings recommend that public support should be directed towards **country-level campaigns**. Further, they suggest **scaling up existing campaigns** that have proven successful but need additional backing to guarantee that increased awareness translates into more candidates for courses and job opportunities.

From the results of its analysis, EuropeOn has drafted a list of **13 recommendations**.

Where to start?	<ol style="list-style-type: none"> 1. Design focused campaigns to improve impact and avoid all-encompassing campaigns; specifically promote technical education and careers to yield a strong leveraging effect 2. Adopt a broad understanding of “energy efficiency-related professions” 3. Collect valuable data as a starting point (gap assessment, benchmarking, polls...)
Who? (target audience)	<ol style="list-style-type: none"> 4. Precisely identify and differentiate target audiences, and include opinion leaders 5. Make diverse profiles visible and relatable (e.g. through testimonials and sector role models)
By whom?	<ol style="list-style-type: none"> 6. Let social partners lead in designing authentic campaigns, in cooperation with policymakers and training providers or educational institutions
How?	<ol style="list-style-type: none"> 7. Pick the right communication channel for each specific target audience 8. Back messaging with sector role models to increase credibility 9. Include non-digital activities in campaigns, such as school visits, short immersion apprenticeships, mentoring, etc. 10. Actively involve businesses in campaigns to improve authenticity, grow pride and retain the existing workforce 11. Set up multi-annual campaigns to reach audience and develop over time
So what?	<ol style="list-style-type: none"> 12. Define assessment tools and KPIs from the start
No one-size-fits-all	<ol style="list-style-type: none"> 13. Opt for “grassroots” campaigns, designed at national (or local) level, and support the scaling-up of existing campaigns with a track record of success. Simplify access to relevant EU funding or set up one-stop-shops

2. Introduction, rationale and objectives

Who would not want to become a “climate fighter”, a “clean tech heroine” or a “green ambassador”? As Europe is embarking on an energy and digital transition, an increasing number of hands and brains are needed to turn our vision of a sustainable future into reality. However, it is not that easy to find enough candidates to take up this challenge.

At a time where European citizens, especially the younger generations, aspire to work with purpose and make a positive and concrete impact through their actions, a priority for policymakers should be to guide students and jobseekers towards jobs relevant for the transition. This should include supporting large-scale attractiveness campaigns.

Why does the electrical contracting sector care?

- With **over 1.8 million professionals in Europe**, electrical contractors represent a key sector to deliver on national and European energy efficiency targets, e.g. through retrofitting and installing energy efficient technologies.
- The energy and digital transitions offer **tremendous growth opportunities** for our companies. Nevertheless, this potential is hampered by the difficulty of finding qualified professionals. In Germany alone, electrical contractors are currently looking for approximately 96,000 workers[1].
- The electrical contracting sector experiences first-hand the lack of attractiveness of our careers and of technical careers in general, which is why **we have developed national attractiveness campaigns** in recent years.
- When debating about implementing the energy transition, technical careers are the elephant in the room: Europe needs makers, people who can install and integrate clean technologies and understand how to design energy efficient systems.
- Electrical contractors install “building elements” as referred to in Directive 2010/31/EU on the Energy Performance of Buildings (EPBD) and in the Directive EU/2023/1791 on Energy Efficiency (EED).

[1] <https://www.zveh.de/news/detailansicht/e-handwerke-bedarf-an-hoehere-qualifizierten-fachkraefte-steigt.html>

What are the objectives of this report?

- **Sharing best practices** and key learnings based on campaigns initiated by EuropeOn's members in recent years at national level. We focused on five case studies but provide additional references along the report.
- **Informing the Commission with recommendations** to implement Article 28§3 of the revised Energy Efficiency Directive. This could lead to initiatives from the Commission, such as:
 - i. issuing guidelines for relevant funding,
 - ii. setting up a one-stop shop to guide social partners when applying.

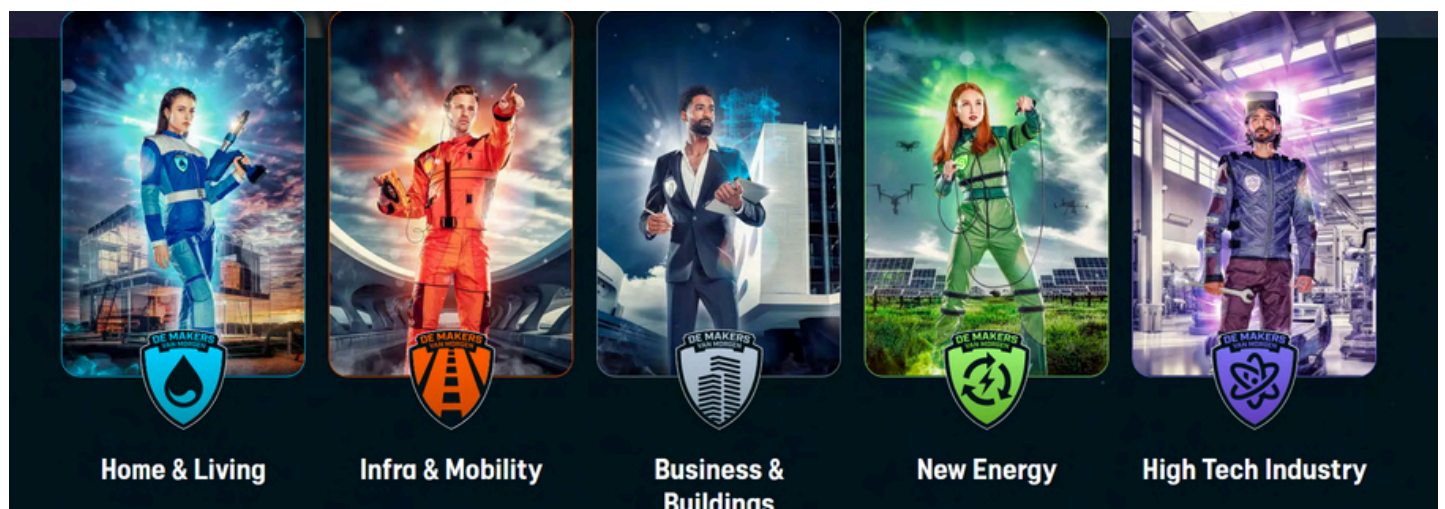
3. Recommendations for future guidelines

1. Starting point | Focused campaigns are more impactful...

Effective campaigns must have a specific focus to resonate with potential applicants, as all-encompassing, generic campaigns are less likely to engage them.

Messages concerning energy efficiency campaigns should prioritise technical education and careers. This will help to raise awareness about the increasing need for technical professionals that the widespread adoption of clean technologies and energy solutions is bringing and will exacerbate further.

Such messages should in particular counteract long-standing clichés and misconceptions that have diminished the perceived value of technical education and careers in European societies.



Campaign "Je kunt zo veel meer in de techniek" ("You can do so much more with technology") (Netherlands) - courtesy of Techniek Nederland

As shown in multiple publications and investigations[2], European societies have for decades put a disproportionate emphasis on cognitive abilities and holding an academic degree, to the detriment of practical abilities and vocational education and training (VET). Few parents would encourage their children to become an electrician, many teachers will threaten “last-in-class” pupils to be sent to technical schools and in practical apprenticeships.

Attractiveness campaigns should therefore prioritise refocusing technical jobs for the energy transition. The case studies we gathered provide interesting rebranding ideas **building on the following assets:**

- 1.VET opens the way to careers for students who want to **concretely contribute to the energy transition and sustainability**.
- 2.Technical education and careers offer **long-term opportunities and fast-evolving careers**, as technologies keep improving and diversifying.
- 3.Technical education and careers are **profitable**: through apprenticeship and other work-based learning, candidates “earn as they learn”. Once graduated, pay is as competitive with many academic positions, if not higher. Also, technicians such as electricians often start their own company.
- 4.VET provides **a quality and diverse education**: for instance, on average, a basic electrician curriculum takes 3 years and can be upgraded with specialisation (e.g. to design energy-efficient integrated systems, to work in industry, with renewables, etc).
- 5.Manual labour can be rebranded as **craftmanship** which counter-weighs a growing lack of purpose at work[3].
- 6.Technical jobs can also appeal to people with strong **social skills**, as there are many customer-oriented jobs (think: your local electrician).

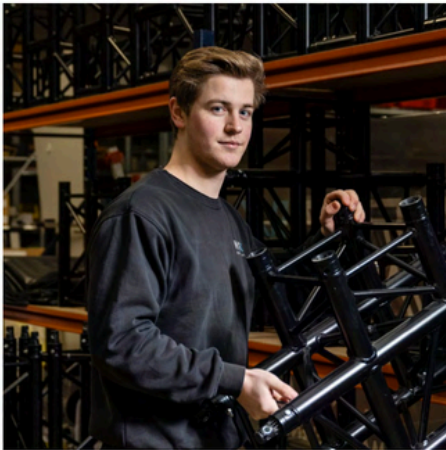
RECOMMENDATION 1: Design focused campaigns to improve impact and avoid all-encompassing campaigns; specifically promote technical education and careers to yield a strong leveraging effect

[2]For example: Head, Hand, Heart: The Struggle for Dignity and Status in the 21st Century, David Goodhart, Penguin (2021)
[3] <https://www.greatplacetowork.com/resources/blog/purpose-at-work-predicts-if-employees-will-stay-or-quit-their-jobs>

2. Starting point | ...but should beware of siloed approaches

While Article 28§3 of the Energy Efficiency Directive addresses attractiveness campaigns for energy efficiency-related professions, the latter should be considered in a broad and inclusive manner. **Limiting the definition too strictly might overlook the substantial contributions of professions within, say, the renewable energy sector.** The risk is to ignore the broad range of activities some professions include (e.g. electricians) when it should be an additional argument.

Expanding the criteria to encompass these roles will foster a more diverse and skilled workforce.



« À l'école, je ne savais pas qu'il existait autant d'opportunités. »

Sam

Campaign “Install Tomorrow” (Belgium) - courtesy of Techlink

RECOMMENDATION 2: Adopt a broad understanding of “energy efficiency-related professions”

3. Starting point | Collecting data to begin on solid ground

A prerequisite before starting a new campaign or scaling up an existing one is to gather data that will inform its design. Data collection can be completed in many ways such as:

- **Assessing and quantifying workforce needs**, to clearly identify the priority professions and sectors for now and in future years
 - i. Interestingly, another provision in the revised EED states that *“By 31 December 2024 and at least every four years thereafter, Member States (...) shall assess the gap between available and in demand professionals. Member States shall make the assessment and recommendations thereof publicly available (...)”* (Article 28§6).
 - ii. See EuropeOn’s dedicated report[4].
- **Surveys and polls** are valuable to acquire a better understanding of the challenge, and therefore create a more customised and effective campaign. Conducted by trade associations, they can be directed at skills providers and employers, to better understand training and career opportunities and needs. They can also be directed at the audience that the campaign targets.
- **Benchmarking existing awareness/ attractiveness campaigns** related to the energy sector or any other sector. This report is a first attempt at doing this. The Commission should provide a more comprehensive and in-depth analysis (potentially by contracting an external consultancy).

Finally, such preliminary data will prove useful to assess the outcome of the campaign.

RECOMMENDATION 3: Collect valuable data as a starting point (gap assessment, benchmarking, polls...)

[4] EuropeOn (2024): [A Checklist for Assessing the Green Workforce - EuropeOn Guidelines for the Implementation of the Energy Efficiency Directive’s workforce provisions](#)

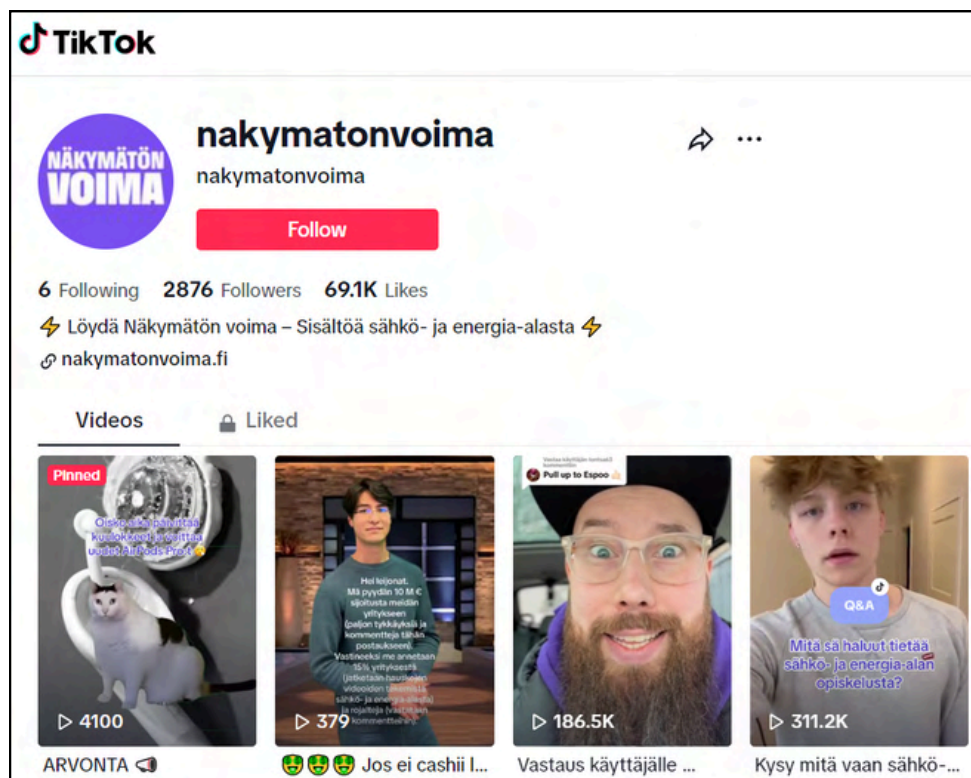
4. Who? | Identify and differentiate target audiences

Our case studies show that several distinct audiences are relevant. When it comes to awareness strategies, it is not enough to address the primary audience (i.e. potential candidates), because their entourage and other opinion leaders play a major role in shaping their perceptions.

4.1. Targeting potential candidates

4.1.1. **Prospective students must be addressed from an early age**, as misconceptions on education and careers paths start early in life and are persistent[5].

- In our examples, the earliest targeted age group is 10 years old. As new generations are now “digital natives”, they can be easily reached by online channels.
- Secondary-school students are another crucial target, because they will soon have the responsibility to choose their career path.
- Young adults are also relevant, whether they want to re-orientate or might be prone to drop-out.



Campaign “Näkymätön Voima” / “Invisible Power” (Finland) - curtesy of STUL

[5] <https://www.in.se/globalassets/dokument/rapporter/publik/kompetens/installatorsforetagens-rapport-hur-hamnade-du-har-den-korta-versionen.pdf>

4.1.2. In some countries, a large (even majority) share of energy transition workers is (young) **re-skilled professionals or career changers** from a different background. This is an asset to nurture.

4.1.3. It is also necessary to **open the door to more diverse candidates**. In particular, female candidates are extremely scarce in technical education and jobs. Depriving energy transition-related sectors of roughly half of the labour market makes no sense. This topic will be further addressed below.

4.2. Targeting opinion leaders

4.2.1. Younger audiences are heavily influenced by **parents**, who must be targeted too. It is key to show parents that apprenticeships and (technical) jobs offer long-term prospects, with close to 100% guarantee of finding a job quickly, good wages[6], and career evolution. Some of the analysed campaigns have dedicated pages which list “*ways to persuade your entourage*”[7] while other campaigns directly address parents[8].



Campaign “INSTÁLATE en tu futuro profesional” / “Install yourself in your professional future”, where parents recommend their children to become electricians (Spain) - courtesy of FENIE

[6] « Les électriciens gagnent vraiment bien leur vie. » (installtomorrow.be) & Upplyst Sverige - upplystverige.se

[7] <https://installtomorrow.be/fr/persuade-ton-entourage/>

[8] <https://fenie.es/instalate-en-tu-futuro-profesional/entorno-familiar/>

4.2.2. At school, **teachers and student counsellors** are another fundamental type of opinion leaders who must be targeted as they can influence pupils and their parents.

4.2.3. **Professionals working in public employment services or job centres** must also be convinced of the benefits of advising career changers to re-skill into technical professions related to energy (efficiency).

4.2.4. **Policymakers** can also be a relevant audience, as they have a responsibility in prioritising funding for quality technical education and in designing comprehensive climate and energy plans that will translate into jobs.



The Electrical Contractors' Association in England, Northern Ireland and Wales unveils new charter to recharge electrical skills - courtesy of ECA

4.3. Targeting the sector

It may also be relevant to target companies as a way to involve them in the outreach activities and to build pride among existing professionals. This aspect is particularly important in the latest developments of the Finnish campaign featured in this report.

See recommendation 10.



Extract of a checklist to organise a company visit (Finland) - courtesy of STUL

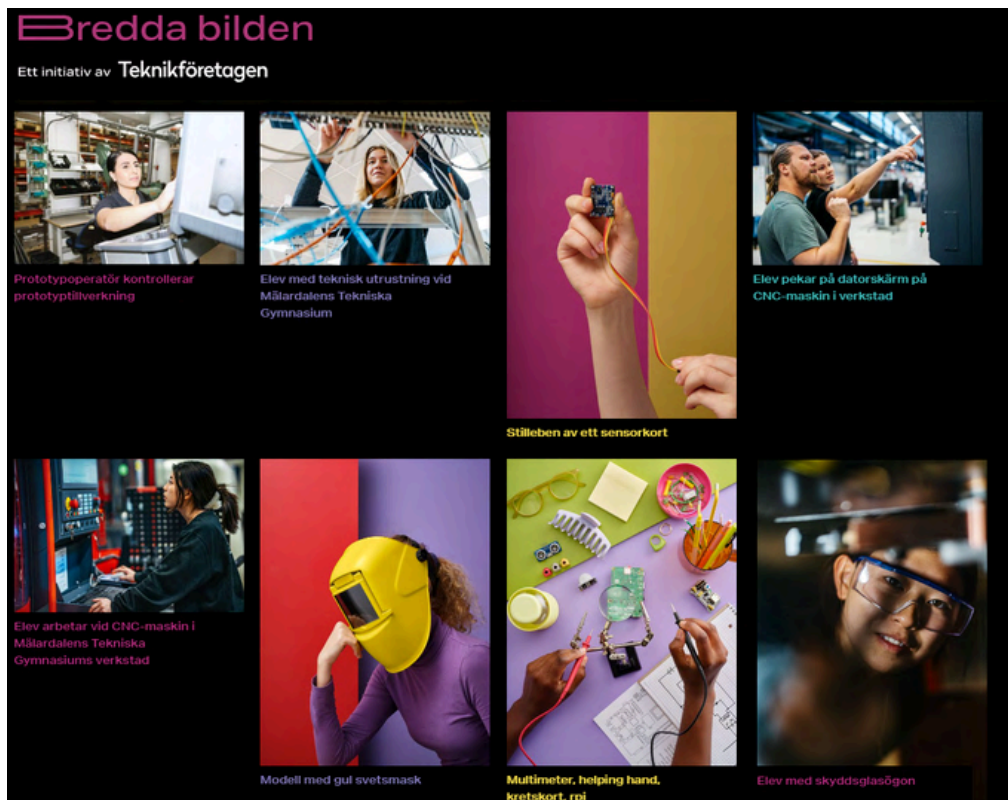
RECOMMENDATION 4: Precisely identify and differentiate target audiences, and include opinion leaders

5. Who? | Promote diversity

In OECD countries, 72% of “green jobs” are held by men[9]. This analysis encompasses all types of jobs, not just technical ones where the share of women is even lower. Even Sweden, which is generally excelling at gender equality, reports that in 2020 there were 32.543 male electricians (97.6%) but only 790 female electricians (2.4%)[10].

Action is being taken from an HR perspective (e.g. re-defining work/life balance, providing attractive maternity leave policies) or a more symbolic angle (e.g. employers talking to their peers about the benefits of hiring more diverse employees[11]). However, it all comes down to **first training more female applicants through VET.**

Highlighting women and diverse profiles in campaigns effectively communicates inclusivity. In Sweden, the confederation of technical industries has created a free image bank featuring women in technology roles to support stakeholders in attracting female candidates, because “an image is worth a thousand words”. Indeed, when interviewed, some of EuropeOn’s members recalled “campaign fails” where messages such as “even women can apply” probably deterred rather than attracted candidates.



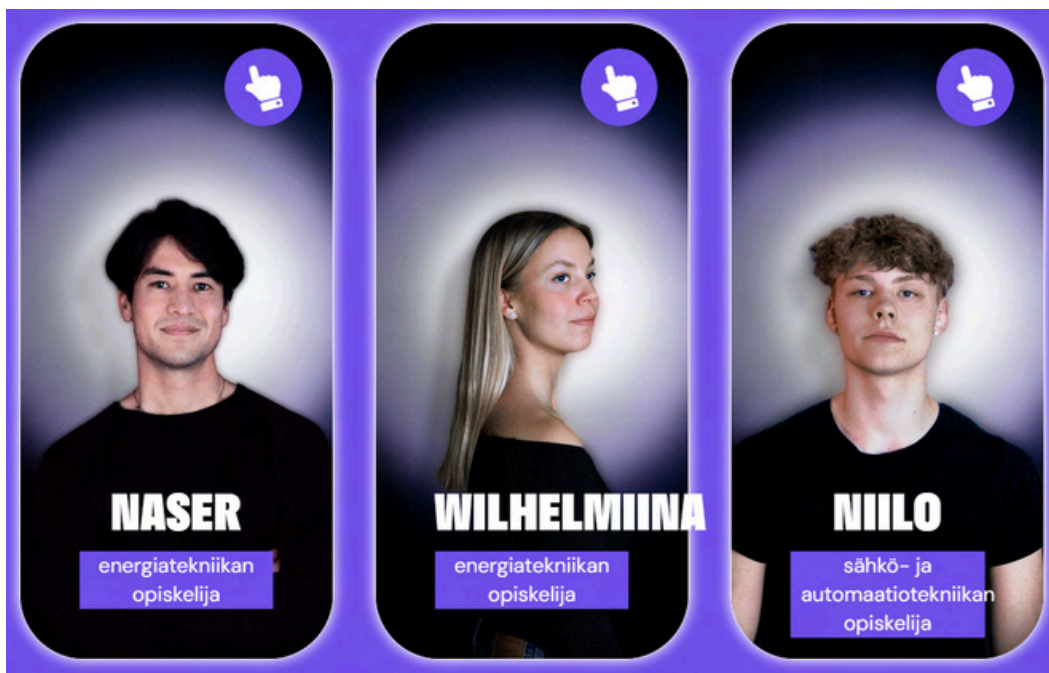
A photo bank showing women in technical roles - curtesy of Teknikföretagen

[9] <https://www.oecd-ilibrary.org/sites/302d43f1-en/index.html?itemId=/content/component/302d43f1-en>

[10] [What we do - upplystsvetige.se](http://www.upplystsvetige.se)

[11] [Members' Corner - Danish installers are looking for more female employees - EuropeOn \(europe-on.org\)](http://www.memberscorner.org)

Effective strategies include showcasing authentic testimonies from female professionals, serving as credible and relatable role models[12]. Another example is Finland’s “Invisible Power” campaign which features real professionals, including women and international profiles, to reflect diversity and inclusivity. These individuals are active on social media and engage in outreach activities like school talks and fairs, enhancing the campaign over the two past years. This approach, focusing on genuine representation and engagement, is applicable to broader strategies to diversify the energy efficiency workforce.



Campaign “Näkymätön Voima” / “Invisible Power” (Finland) - courtesy of STUL

RECOMMENDATION 5: Make diverse profiles visible and relatable (e.g. through testimonials and sector role models)

[12] Members' Corner - Ida started her own company, right after her exam as an Electrician - EuropeOn (europe-on.org)

6. By whom? | Social partners on the lead

Social partners, especially trade organisations, are best placed to portray curricula and jobs related to energy efficiency in an accurate and up-to-date manner.

Obviously, these organisations possess deep insights and understanding of the sector, allowing them to tailor campaigns that accurately reflect the skills, values, and opportunities while authentically depicting the realities of the job. Secondly, trade organisations have a vested interest in ensuring the long-term sustainability of their workforce. This means their campaigns are likely to emphasise career growth, stability, and the tangible benefits of joining the industry, making them more persuasive. Furthermore, these organisations often have access to a broad network of member companies, acting as intermediaries between potential recruits and recruiters. Finally, they can function as a unified voice for the industry, bringing credibility and authority.



Company representatives meet with secondary school students in Toulouse, France in March 2024 - curtesy Métiers Electricité/ SERCE

It may also be relevant, for example in our Swedish case study, to **bring together employers’ associations and unions** when designing a campaign, as they are usually aligned on themes such as valuing competence and quality education, and promoting diversity.

Additionally, **setting up roundtables**, especially in the brainstorming phase, with public authorities (involved in climate, energy, building, trade, labour, education policies, particularly job-seeking agencies), all types of skills providers, and value chain peers, will help the promotion of the campaign.

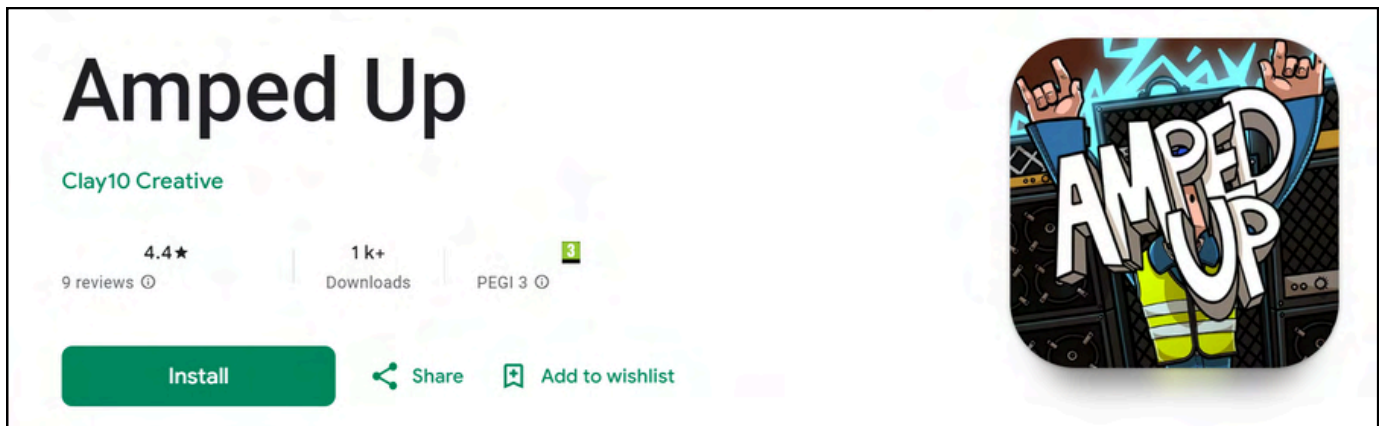
External funding and financial support are essential for scaling up these efforts to meet the significant challenges ahead, while trade organisations are in a prime position to craft and argue for successful campaigns.

RECOMMENDATION 6: Let social partners lead in designing authentic campaigns, in cooperation with policymakers and training providers or educational institutions

7. How? | There is a social media channel for each target audience

A significant finding derived from the studied campaigns is their unanimous utilisation of **social media platforms, tailored specifically to their target groups' demographics**. Notably, Facebook is increasingly recognized as a platform predominantly used by parents. Conversely, TikTok is gaining popularity among younger audiences.

Similarly, content must be different depending on the target audience. For instance, a younger audience will connect with testimonies from same-age role models and games that highlight the job. For teachers, the German electrical contractors' association prepared some teaching material for different school levels[13].



“Amped Up” app

About this game: “Can you fix the electricity and get the rock concert back on track? Whether you're a beginner or an apprentice electrician, test your skills and knowledge with this fun game from the National Electrotechnical Training” (UK)

RECOMMENDATION 7: Pick the right communication channel for each specific target audience

[13] <https://www.lehrer-online.de/>

8. How? | Recruiting role models and “influencers”

Attractiveness/ awareness campaigns need to showcase the reality of the sector. That is because potential candidates may not have a clear (if any) idea of what the advertised education and profession can offer.

Working with role models/ sector “influencers” gives a credible face (or, better, faces) to a campaign, all the while acting as communication consultants for the sector. Ideally, the role models should be actual professionals who can highlight their own experience. Besides, gathering diverse testimonies from students and employees can help potential candidates to make the leap into technical sectors.

« Le cliché du travail très lourd pour un salaire de misère est complètement dépassé. »

Guillaume



« Pouvoir dire : ‘c’est moi qui l’ai fait !’, ça me remplit de fierté. »

Mathéo



Campaign “Install Tomorrow” (Belgium) - curtesy of Techlink

Role models should look like the professionals that the sector wants to recruit. It is a subtle but powerful way to show that there is a place for everyone.

Interestingly in the Belgian case study, the strategy was not limited to “sector influencers”. The campaign partnered with celebrities (such as actors) to ask them to reflect on the need for more technical talents in the energy sector. In Germany, the electrical contractors’ association has a partnership with the German Handball Association to broadcast advertising on their “E-Zubis” (play on the word “intern” in German) campaign. The E-Zubis logo is also sewn on the national youth team’s shirt[14].



Campaign “E-Zubis” in partnership with the German Handball team - courtesy of ZVEH

***RECOMMENDATION 8: Back messaging
with sector role models to increase
credibility***

[14] <https://www.e-zubis.de/stellenfinder/>

9. How? | Social media are not enough and campaigns must “get real”!

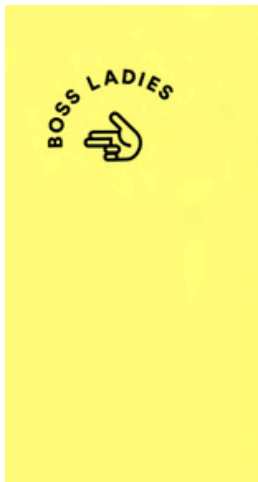
While it is quite easy and satisfactory to aggregate likes, views and clicks, it is no small task to convert such interactions into actual increases in applicants for technical education and jobs.

Social media triggers curiosity from the viewer, but our case studies show that potential **applicants need more tangible hooks to convince them to apply**. Complementary initiatives, that also require support from all interested parties (including policymakers), must be included as integral part of the campaigns, namely:

- Meeting with professionals or role models at school.
- Attracting candidates to fairs and public events. In Germany, candidates have recently been invited to “test” their future career through virtual reality (VR) glasses.
- Setting up mentoring networks (this proves particularly valuable when trying to get female candidates involved)[15].
- Providing opportunities to “test” technical professions, e.g. with workshops in school (as early as possible), or short immersion apprenticeships at companies (for instance, the Finnish case study is planning to offer two-week immersion apprenticeships as of 2024).
- Providing a resource hub with precise information on jobs and education or training opportunities (or, ideally, a hotline or a helpdesk, as in our Dutch case study).

RECOMMENDATION 9: Include non-digital activities in campaigns, such as school visits, short immersion apprenticeships, mentoring, etc.

[15] <https://www.boss-ladies.dk/>



**FGU:
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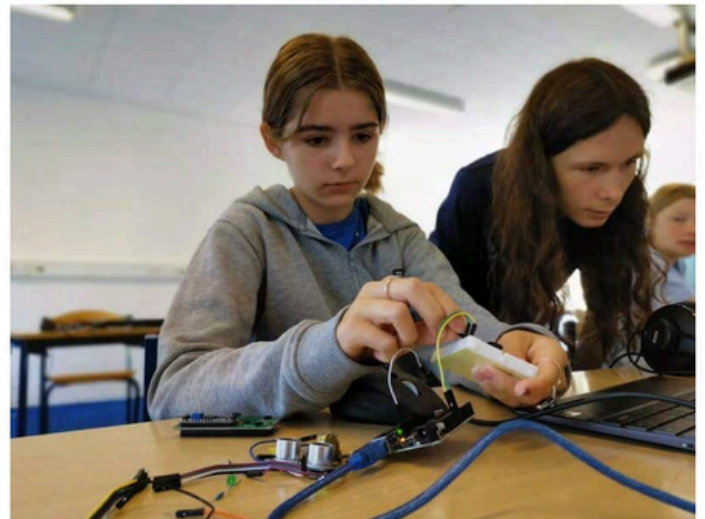


**Tækker tage som
den første kvinde i
10 år**



**Myter om kvinder i
de
mandsdominerede
fag**

“BossLadies”, a Danish initiative promoting technical crafts to female candidates through mentoring, ambassadors, visits, etc.



“MakerCamp”, another Danish initiative, is a vocational summer school where up to 210 children and young people aged 10 to 16 can participate over the course of a week - courtesy of DinCamp and TEKNIQ Arbejdsgiverne

10. How? | Involving businesses is key

Several case studies indicate a lack of awareness within the sector regarding ongoing campaigns, with some stakeholders questioning their impact due to their absence from visible channels. This is understandable in a time of customised communication, such as social media, where employers are not the primary target audience.

Nonetheless, it is imperative to devise strategies to include employers in the communication loop for multiple reasons:

- **businesses (indirectly) fund campaigns** led by their trade organisation: they must be kept informed about ongoing campaigns to ensure their long-term support.
- **businesses have a key role to play in helping attractiveness campaigns “get real”**. For instance, they can identify role models among their employees, host immersion apprenticeships or take part in “job-dating” events.
- **awareness campaigns can also bring pride into the sector**. Showcasing professionals in campaigns helps retaining them into a sector they will view more positively. Addressing labour shortages is both about attracting new people and retaining existing talent.

Additionally, content-wise, campaigns may include dialogue with the industry. In our Swedish case study, one of the campaign’s priorities is to incentivise the sector to update HR policies and recruitment strategies.

RECOMMENDATION 10: Actively involve businesses in campaigns to improve authenticity, grow pride and retain the existing workforce.

11. How? | Playing the long game

Changing mindsets and debunking misconceptions about professions does not happen overnight. It also takes time to create a new branding and ensure that a campaign reaches its audience. **Campaigns should be planned as long-term initiatives evolving over time.**

All the campaigns we have been studying are multi-year campaigns. In the Finnish case, it was initially planned for six months and was eventually prolonged for several years. Moreover, some of these projects have progressively included more target audiences, or developed more tangible actions, such as gathering testimonies or offering short immersion apprenticeships.



Campaign "Näkymätön Voima" / "Invisible Power" (Finland) - courtesy of STUL

RECOMMENDATION 11: Set up multi-annual campaigns to reach audience and develop over time.

12. So what? | Assessing campaigns' success

Assessment criteria are often missing from campaigns requirements at proposal stage, or they are developed mid-project, which is not advisable.

Here are some assessment criteria or KPIs:

- **Number of clicks/likes/views are “nice to have”**, but they are not enough.
- **Opinion polls aimed at target audiences** should be conducted regularly and should focus on the perception towards careers and education related to energy efficiency. In the Dutch case study, they are run quarterly and reflect the positive effect of their campaign.
- **Number of applicants in relevant training and professions.** This KPI should also include asking the applicant if they were aware of the campaign.

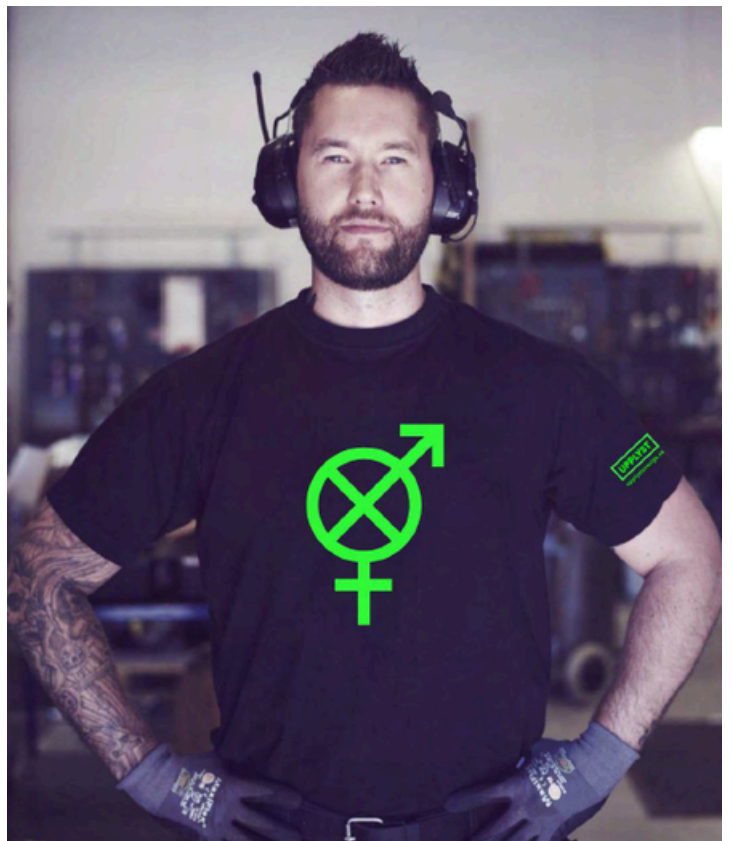
RECOMMENDATION 12: Define assessment tools and KPIs from the start.

13. No “one size fits all” | Scaling up (existing) grassroots campaigns

The lack of workers and skills in the energy transition are shared challenges across the 27 Member States and understandably the EU wants to take an active part in tackling this challenge. However, setting up a Europe-wide campaign, although always a “nice to have”, risks losing track of focused messages and authenticity, jeopardising effectiveness.

Focused messages help to precisely target the audience and, in turn, interact with it in a customised and effective way. **This will work better with messages building on cultural specificities and national (or local) challenges relevant to the local labour market.** For example, it makes a lot of sense in the Netherlands to specifically address professionals aged 20-40 who want to re-skill. However, this may be less of a priority in other countries.

Authenticity makes a campaign relatable to viewers. This is why **a bottom-up campaign in someone’s native language, with role models coming from their country, managed by national social partners,** will increase its credibility and chances of success.



Campaign "Upplyst" ("Enlightened") (Sweden) - courtesy of Installatörsföretagen

Therefore, the EU's support will be better allocated if it funds grassroots campaigns at country-level. This can include new campaigns, but also **funding the scaling up or amplification of existing campaigns currently led by social partners**. The latter is both a cost-effective and time-effective strategy for several reasons:

- **Leveraged resources:** existing campaigns have already laid the groundwork and borne the cost for market research, branding, and the establishment of communication channels and audience. Furthermore, scaling up existing initiatives enables to speed up positive outcomes.
- **Proven strategies:** funding campaigns that have demonstrated success or progress towards their goals reduces the risk associated with untested marketing strategies. It allows funders to invest in proven approaches and saving significant time and resources in not starting anew.
- **Preventing redundancies:** multiplying campaigns can lead to mixed messages and costly redundancies (e.g. competing websites that both list education opportunities in different ways).
- **We have no time to lose:** changing mindsets and training a workforce skilled for the energy transition will take time, so amplifying existing campaigns is valuable.



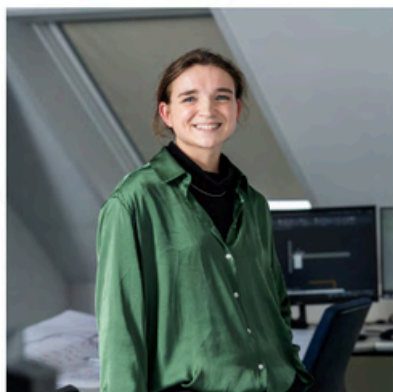
Campaign "Je kunt zo veel meer in de techniek" ("You can do so much more with technology") (Netherlands) - courtesy of Techniek Nederland

Of course, funding should not just go to any existing campaign. Potential contenders should provide relevant assessments of their current success and present scaling-up projects in phase with the Commission's guidelines for Article 28§3.

Finally, several EU funds and programmes are likely to fund the creation or scale-up of attractiveness campaigns, and they all have their own rules and guidelines. Therefore, **the Commission could set up a one-stop-shop to guide relevant stakeholders through EU funding rules and calendars.**

RECOMMENDATION 13: Opt for “grassroots” campaigns, designed at national (or local) level, and support the scaling-up of existing campaigns with a tracked record of success. Simplify access to relevant EU funding or set up one-stop-shops.

4. Case studies



« J'ai envie d'innover, de mettre en œuvre des nouvelles techniques »

Pauline



Name of the campaign	"You can do so much more with technology" ("je kunt zo veel meer in de techniek")	Invisible Power ("Nakymaton voima")	Install Tomorrow	Enlightened ("Upplyst")	A - Recharge Electrical Skills
					B - Electrician Plus
Country	Netherlands	Finland	Belgium	Sweden	England
Objective	Boost the awareness and attractiveness of technical education and jobs	Boost the awareness and attractiveness of technical education and jobs Making electricity-related jobs "visible"	Show the assets of the installation sector and the advantages of a technical education	Improve gender equality and inclusion in the electrical trade	Lack of <u>qualified</u> workers to deliver on Net Zero objectives
Duration of the campaign	Since September 2023, for at least for 2 years (maybe 4) Campaign is expected to evolve, based on assessments	Since spring 2021, initially for 6 months but highly successful so will continue until end of 2024 (at least)	Since 2022 until 2029 Campaign is expected to evolve, based on assessments	Since 2018, no end date	Since 2023 (but there was less "organised" messaging before). 2024 is a strategic year due to national elections. No end date.
Budget & Resource Allocation	1 million euros annually	In 2023: 235 k€	Approx 113k€ in 2024	Approx 40k€ (50% paid by the electrical contractors' association, 50% paid by the Union of electricians)	NA



Target audience(s) & tone					
Key Messages and Content Strategies	<p>"Technical careers are great, meaningful and diverse: there is a job for everyone!" The campaign uses poll test (with always a positive outcome: "you can always work here")</p>	<p>"Technical careers are great, meaningful and diverse: there is a job for everyone!" Starting point was a survey among companies to understand bottlenecks and clichés about the sector</p> <p>4 role models as faces of the campaign. Includes non-Finnish people (foreign workers who share their experience in English) --> 2 boys 2 girls</p>	<p>"technical jobs are great and they are a sensible choice" Campaign involves well-known influencers who are not part of the sector (e.g. actor Wim Willaert)</p>	<p>Everyone is welcome in the industry</p>	<p>"Competence must be valued!" These campaigns are focused on policy asks</p>



<p>Content/ channels</p>	<p>Dedicated website: 1/ a thirty-second test ("are you ready for a meaningful job?") 2/ Videos with 5 key profiles embodied by superheroes ("home & living", "infrastructure & mobility", "business & buildings", "renewable energy", "high tech industry") => 2 women and 3 men--> showing the diversity of missions but also the diversity of expected candidates 3/ A helpdesk</p> <p>Social media (Instagram, TikTok, Facebook, X)</p> <p>Posters in public transport Communications toolkit for members, schools, etc</p>	<p>Dedicated website to guide people on training & education opportunities</p> <p>Social media (Instagram, TikTok, Facebook, X) Cinema advertising</p> <p>Events in schools</p> <p>Public events & fairs</p> <p>As of 2024: 2 weeks apprenticeships (starting small: 10 cooperating companies) => provided first-hand experience of working in the electricity sector</p>	<p>Dedicated website containing: 1/ testimonies of students and young professionals 2/ General information on education paths 3/ "convince your family and friends" (myth-busting) 4/ Question box</p> <p>Social media (Instagram, TikTok, Facebook, LinkedIn) => the first 2 are for youngsters and the last 2 for parents</p>	<p>Dedicated website with key figures (average monthly pay before taxes is approx. 3,5k€)</p> <p>Social media: Instagram and Facebook. Maybe TikTok soon</p> <p>4 main axes: 1/ Highlighting role models 2/ Engage in dialogue with schools and pupils - developed material promoting debates on gender parity and tolerance 3/ Influencing the industry to update HR policies and recruitment strategies - showcase best practice 4/ Running surveys to document gender (im)balance</p>	<p>A - Press articles, outreach to policymakers, and charter B - Press articles, outreach to policymakers, and easy-to-grasp concept: "electrician plus" (=you must first get a basic education as an electrician, then up-skill to specialities, instead of receiving short trainings for highly specialised tasks)</p>
<p>Other partners involved (creatively and financially) ?</p>	<p>Fully owned by the Dutch association of technicians (Techniek Nederland)</p>	<p>Partnership between the Finnish electrical contractors' association (STUL) + The wholesalers' association (STK) + STEK (non-profit body promoting the electrical sector). The latter funds most of the campaign. Because of this multilateral ownership, the campaign has a stand-alone visual identity</p>	<p>Fully owned by the Dutch association of technicians (Techniek Nederland)</p>	<p>Co-owned by Swedish association of technicians (Installatörsföreningen) and the Electricians' trade union. Both are fully aligned on competence & gender challenges</p>	<p>A - The Electrical Contractors' Association (ECA) is leading, but consulted unions, education providers & others.</p> <p>B - Initiative led by TESP (The Electrotechnical Skills Partnership, a not-for-profit industry partnership including ECA)</p>



<p>Source</p>	<p>Je kunt zoveel meer in de techniek</p>	<p>Nakymatonvoima presentation-in-English.pptx (live.com)</p>	<p>Install Tomorrow – Installer l'avenir, ton avenir ?</p> <p>https://installtomorrow.be/nl/</p>	<p>Upplyst Sverige - upplystverige.se</p>	<p>A/ https://www.eca.co.uk/news/2023/nov/eca-recharges-electrical-skills-at-the-house-of-commons B/ https://www.the-esp.org.uk/electrician-plus/</p>
<p>Assessment 1 >> Lessons Learned and Common Pitfalls</p>	<p>TikTok clicks assessment is way better than expected, meaning we should focus more on younger audience The campaign should develop more follow-up to translate interest into application</p> <p>Campaign was initially not "seen" by the sector (which is normal: they are not the target). More "traditional" communication has been developed.</p> <p>Communication should strike the right balance between fantasising about our sector ("we are saving the world") and the day-to-day reality</p>	<p>Student counsellors are the "gatekeepers": they are an indispensable target. Campaigns need time to be successfully seen: multi-annual campaigns are an effective tool. Influencers/ role models should be closer in age with their target audience.</p> <p>Potential candidates need more than messages and good visuals: they need to experience the sector more concretely. This is why, as of 2024, 2-week apprenticeships will be offered thanks to partnering companies</p>	<p>Pitfall: "likes" and "views" are nice, but how do we know they translate into applications? Need to develop more metrics, such as opinion polls.</p>	<p>NA</p>	<p>Lesson learnt: engaging with an external audience of policymakers involves different language => public affairs is a different world than what ECA was used to => had to hire a public affairs expert Getting a broader support: don't be an island=> consultation session</p>



Assessment 2
>> What were your metrics for success?

	<p>Metrics:- attitude towards the sector, quarterly poll with an independent research institute- number of clicks on the website and SoMe (monthly)- how many people are taking the test - how many people have seen the campaign (somewhere) => half a million since Sept 2023</p> <p>Measured results: Scoring positive everywhere, even better than other labour-market campaigns from other stakeholders</p>	<p>1/Number of applicants to the sector2/ Social media:-unique viewers -viewing time -number of likes</p> <p>-number of comments</p> <p>3/School visits:-amount of pupils -feedback from pupils -feedback from student counsellors</p> <p>4/Website:-number of visitors -time spent on the site</p> <p>5/Partnership with other stakeholders:- Number of companies willing to organise a company visit for schools or to take a pupil in their work practise program -Experiences of cooperation between pupils, student counsellors and business representatives</p> <p>6/ Brand awareness has not been measured but the campaign role models have been recognised in shopping malls etc and people want to take selfies with them **Overall, the assessment is positive. Excellent results on TikTok which exceeds expectations by far</p>	<p>- social media outreach: Instagram: 248 followers, 3066 likes TikTok: 587 followers, 16000 likes</p>	<p>Surveys on the share of women/men in the sector/ in training</p> <p>Number of visitors on Facebook (53k in 2023) and Instagram (183k in 2023)</p>	<p>Metrics:- Getting this narrative (on competence) in the policymakers' manifesto for the next elections</p> <p>- Starting campaigns with employers and education providers => common mindset Measured results: Although it is difficult to prove the relation, in September 2023, electrical apprentices had the highest uptake of apprentices among all crafts (this is new)</p>
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<p>If you had the financial means and political support, how much further could this campaign go?</p>	<p>More videos and content on the reality of the work (to make it more concrete and mitigate expectations) Amplify existing "incubators"/ beroepentuin (where people can discover the work and get some up-skilling) Working with influencers (very expensive)</p>	<p>Improve outreach: more advertising in cinemas and on social media More ambassadors speaking at schools (expensive) More association's employees who could work full time on linking companies with schools for the 2-week apprenticeships Improve local presence in a very scattered country Improve cooperation between schools and companies to reduce students' dropout</p>	<p>Provide STEM workshops in schools for pupils who are 8-10-year-old (the younger, the better) More campaigns targeting parents (they are opinion leaders for their children)</p>	<p>NA</p>	<p>NA</p>
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5. Conclusion: get real!

With the new provision enshrined in Article 28§3 of the Energy Efficiency Directive, the Commission can further support governments and national stakeholders with funding and guidelines to set up or amplify campaigns. The energy transition needs to “get real” and so should campaigns aiming to attract students and workers into energy efficiency-related professions.

A first reality check lies in the fact that the energy transition heavily depends on finding “makers”, people who hold technical expertise, whether they can assemble batteries, install a heat-pump, or integrate technologies in a seamless way. Therefore, technical profiles should be considered as a priority angle for campaigns.

The pursuit of authentic messaging through real-life testimonials and role models offers compelling arguments to attract students and professionals willing to re-skill. This can be achieved if campaigns are designed at national (or local) level, following a bottom-up approach. They should also be kept in the realm of social partners who can play an intermediary role between recruits and recruiters and showcase up-to-date and credible labour market expectations. Campaigns should not be limited to digital communication but also include networking and awareness-raising opportunities in the real world, for example school visits, short immersion apprenticeships and mentoring.

The Makers of Tomorrow:

Setting up the framework for attractiveness campaigns



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