**Blueprint for Sectoral Cooperation on Skills: Towards an EU strategy addressing the skills and recruitment needs of the paper-based value chain (pulp & paper manufacturing and paper-based printing) N° EASME/COSME/2018/023**

**Short title: SPPRING**

**PROJECT SUMMARY**

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The objective of this project is to provide a framework for developing a sectoral skills and recruitment strategy for the EU paper-based value chain, addressing both current and likely future skills needs, as well as education and training content and recruitment issues, as a basis for helping the sector try to remain globally competitive in the face of technological changes and policy changes which respond to societal challenges.

To this end, the research work will complement the existing analysis of the supply and demand sides of skills training and recruitment needs in the EU's paper-based value chain, with further knowledge, so as to identify existing mismatches, overlaps and gaps. Then, using that as a platform, the project will assess the sector’s likely future needs as a basis for deriving both core and ancillary skills, and the education and training needed to address them.

The project will also draft a sectoral recruitment strategy to address the root causes of low demand for jobs in this sector, especially among young people, and what needs to be done to reverse this trend. This recruitment strategy will be underpinned by material to be created such as videos demonstrating the job opportunities in the sectors, company visits and career days.

In line with the work packages presented in the call for tender the following activities will take place:

1. identify, map and analyse the current state of the art of the supply and demand of sector-relevant education and training (frameworks and contents), as well as identify existing sectoral skills and training needs;
2. identify, map and assess future sector-relevant education and training needs (frameworks and content) for sectoral skills, as well as their envisaged delivery pathways;
3. identify future-relevant core and ancillary sectoral skills (tasks, competences, skills functions and sets) and education and training (frameworks and contents) to address them;
4. help overcome existing low recruitment levels to the paper-based value chain, due to the negative perceptions of it held by key targets groups, by developing a sectoral recruitment strategy and a supporting toolkit;
5. develop the detailed elements of a sectoral strategic approach to implement the findings of the above work, as well as a sectoral recruitment strategy.

# **CONSORTIUM, COMPETENCIES AND RESOURCES TO IMPLEMENT THE PROJECT**

Project Coordinator: Intergraf, the European Federation for Print and Digital Communication

Partners:

* Cepi a.i.s.b.i., Confederation of European Paper Industries, Belgium)
* Stichting GOC, The Netherlands
* Hochschule der Medien, State University of Applied Science, Germany
* Fachverband der Papier Industrie, Austria (Austrian Association of Paper Industries)
* Chamber of Commerce and Industry of Slovenia, Paper and Paper Converting Association, Slovenia
* Spin 360, Italy

Experts:

* APIGRAF: Teresa BORBA, Legal Adviser and Fernando FONTOURA Director and CEO
* ETPL: Katre SAVI, Chief Executive and Ivar KASELAID, Tallinn Polytechnic School
* UNIIC: Richard NAVEZ, Director
* ASSOCARTA: Gian Luca ANTONELLI, Social Affairs Manager
* UNIDIS: Mathieu DUFOUR, General Delegate

# **PROJECT BUDGET, TIMING AND RESOURCES**

The total project budget is € 791,474 and the project runs over 18 months, from December 20, 2018 to June 19, 2020.

# **PROJECT WORKPACKAGES**

**WP 1**: Administration and preparation of the work with EASME and Project Partners

**WP 2**: Desk Research on current education and training available and on current skills needs. This comprises an on-line survey for all stakeholders to look at current and future skill needs as well as at current and future training and education. To verify the results of the survey a workshop will be organised.

WP 3: Assessment of future relevant education and training needs and their envisaged delivery pathways. This includes desk research and results of the survey in WP 2. It also includes the testing of an e-learning tool (ebook) for printing machine operators in 2 countries.

**WP 4**: Identification of future relevant core and ancillary skills (tasks competencies skills functions and sets). This includes desk research and results of the survey in WP 2. To verify the results of the survey a workshop will be organised.

**WP5:** Development of a sectors recruitment strategy. Based on the research and the experience of the project partners a sectoral recruitment strategy will be drafted for the paper and for the printing industry. This strategy will be complemented by a Toolkit for recruitment campaigns including social media activities, videos and interviews to demonstrate job opportunities in the paper and print industry. The WP 5 will also comprise Mentoring Guidelines, Company Visits for teachers and career advisors as well as career days for paper and print and ideas on how to increase mobility of the labour.

**WP 6**: Conclusions and recommendations for future training and education in the print and paper industry. This final phase of the project will also feature a conference to publish the results of the research and the toolkit.