

STEEL SECTOR CAREERS

More **opportunities**
than you can imagine



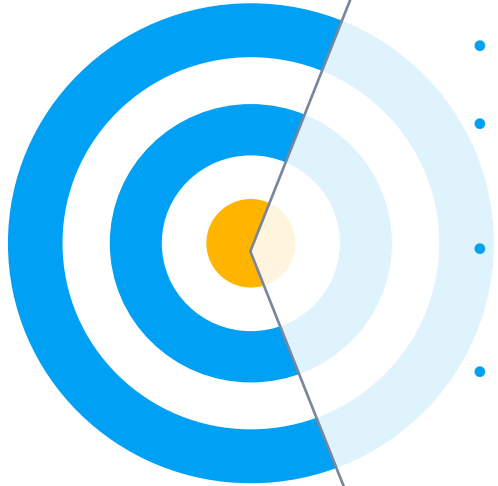
scope

WHITE
RESEARCH

RISA

With valuable contribution of Valeu Consulting, LDK, Enrico Gibellieri, Antonius Schröder and Dean Stroud

Image and Recruitment (ESSA Workshop Results)



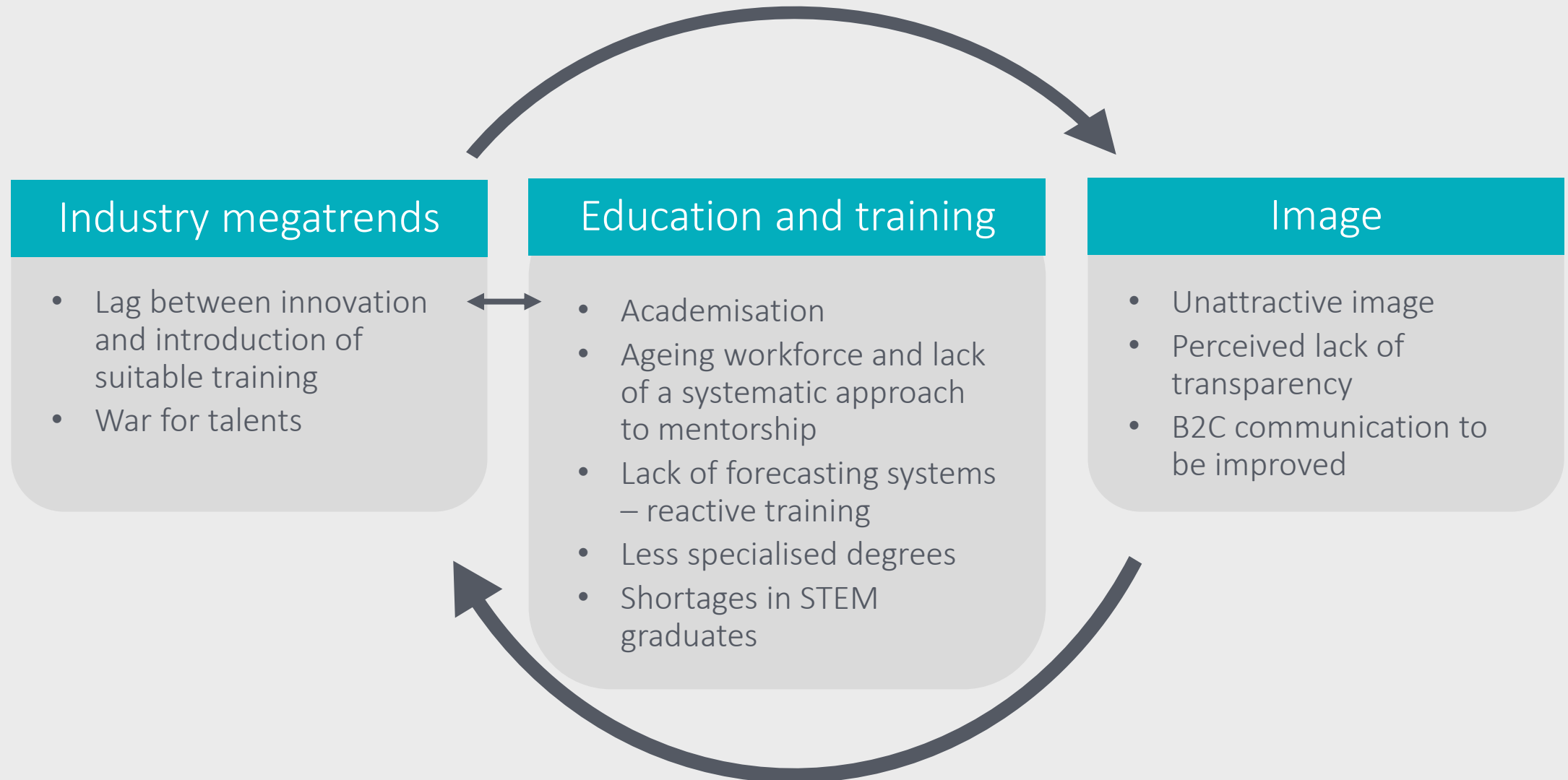
- Image of the steel industry as an "old and dirty economy" complicates attractive employer branding and manifests the steel industry as a dying dinosaur.
- Future strategy of H2 and digital transformation must be clearly highlighted and communicate through different channels. Positive steel industry transformation must be communicated in the press and led by politics.
- Political backing for "green steel" in Germany and Europe necessary.
- Active sourcing of candidates continues to gain importance. Maintaining contacts with cooperation institutions (school, university etc.)
- Reality check for young applicants / trainees: expectation management. After vocational training danger of disillusionment in the continuous shift work.
- Technical professions („blue collar workers") must become more attractive, since these workers control the running systems / maintenance systems
- Quality and quantity issue: The steel industry needs experienced specialists in terms of quality and at the same time many workers in simple production work.
- **Flexible workers with the ability to adapt personal skills are needed.**
- Successful recruiting starts in many places: e.g. employees as ambassadors, early affiliation of young people, show future viability of steel to point out interesting careers in steel industry

Steel Sector Careers

A communication campaign to attract the talents of the future



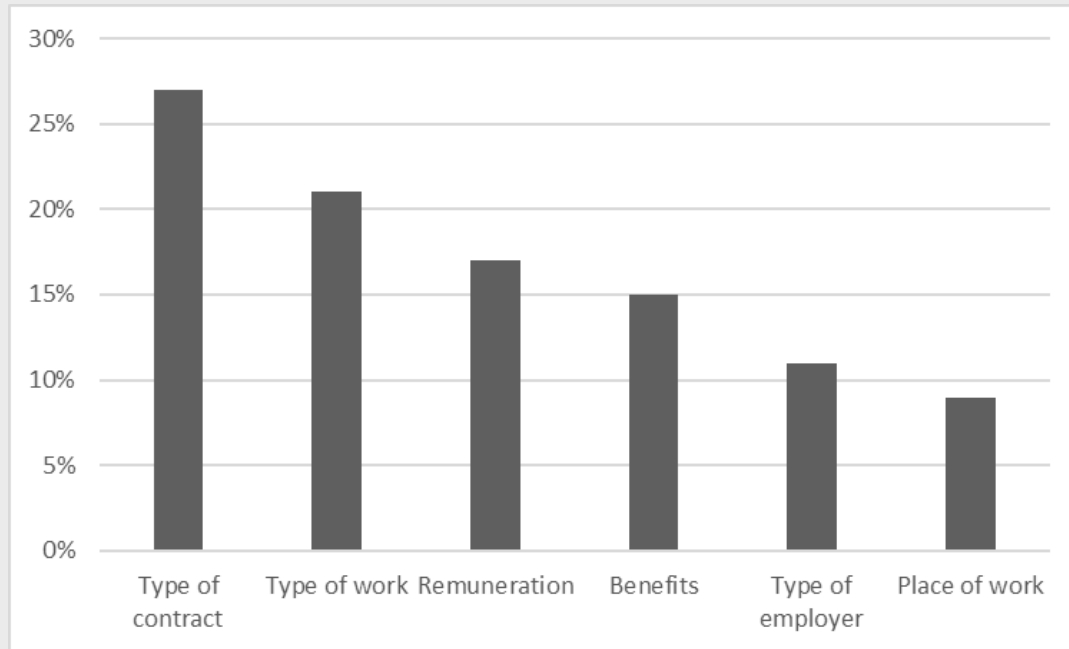
Main causes of skills shortages





Jobseekers' preferences

What would motivate students and jobseekers to work in the steel industry?



Type of contract	Clear preference for permanent positions, strong dislike for part-time and temporary positions
Type of work	Preference for mixed tasks, alternating office work and physical work
Remuneration	Basic salary + bonuses preferred to commission-based remuneration
Benefits	Strong preference for company amenities and training/continuous learning opportunities
Type of employer	Preference for multinational corporations (perceived as more solid); lower relative importance
Place of work	Respondents prefer easy-to-reach locations which are close to the city; lower relative importance



Appealing factors

Dependent variable

Willingness to work
in the steel sector

Relevant determinants
(statistical impact on the dependent variable)



Communication Material - Posters



European Commission

More **opportunities** than you can imagine

Steel is linked to so many key sectors - from **AUTOMOTIVE**, construction and electronics to engineering, renewable industries and domestic appliances.

The steel industry is a pillar of strength for the EU economy, fostering growth, innovation and employment.

Find out more:



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Communication Material

Web page / www.steelcareers.eu

Internal Market, Industry, Entrepreneurship and SMEs


Single market and standardsIndustryEntrepreneurship and SMEsAccess to finance for SMEsSectors

Raw materials, metals, minerals and forest-based industries

- Policy and strategy for raw materials
- Due diligence ready!
- Areas of specific interest
- Industries related to raw materials
 - Metal industries
 - The EU steel industry
 - Non-ferrous metals
 - Steel sector careers
 - Non-metallic minerals industries
 - Mining industries
 - Forest-based industries
 - ESP on raw materials
- Raw materials - links
- News
 - Events
 - Tools and Databases
 - Contracts and grants
 - Public consultations
 - Publications

Steel sector careers

Steelmaking is a key industrial sector in Europe, but it is changing at a fast pace. Both domestic and global competition is fierce and new skills are in demand. The EU cannot and does not intend to compete on cheap labour and low social standards. Rather than engaging in a price war with other steel-producing economies, the EU intends to become a leader in innovative and high-quality products and stay ahead of the technological curve by investing in new processes and technologies. For this, new investments – also in the workforce – are needed.



Boosting the competitiveness of the European steelmaking workforce

Several key actions are required to build and foster a competitive European steelmaking workforce characterised by innovation, quality and technology. They include:


- bridging the gap between the needs of the steelmaking industry and the availability of a qualified workforce
- raising awareness about steelmaking job opportunities
- removing misperceptions and tackling negative aspects around steelmaking jobs

Steel sector careers: More opportunities than you can imagine

'Steel sector careers: More opportunities than you can imagine' is part of a communication and awareness raising campaign under the Commission's **Blueprint for sectoral cooperation on skills: Towards an EU strategy addressing the skills needs of the steel sector**.

Launched in 2019, it aims to counter the misperceptions that heavily influence the image of the steel sector by:

- overcoming the prevalent opinions and negative perceptions
- enabling high-skilled workers to understand the positive aspects of steel sector careers
- enhancing visibility and upscaling the use of existing tools and initiatives for job mobility and steel sector skills development
- facilitating and fostering skills development in the steel sector, but also showing the level of skills required by the steel sector to attract graduates
- helping companies in the steel sector to overcome gaps, shortages and mismatches between skills supply and demand



Interim study: European vision on steel-related skills of today and tomorrow

The interim study "European vision on steel-related skills of today and tomorrow" focuses on the key priority actions in the Commission's blueprint for sectoral cooperation in the steel sector. This includes a thorough assessment of skill availability and shortages in the steel workforce as well as determining the state-of-play of different national vocational education and training (VET) systems. The latter concentrates on 7 target countries: Finland, France, Germany, Italy, the Netherlands, Poland and Spain. Additionally, the study provides information on the perceptions that job seekers have of careers in the steel industry, to offer insights into the biases and challenges that may hinder participation in steelmaking jobs. The research outcomes identified some crucial factors that influence skill availability in the steel sector and provide a series of recommendations at different levels.

Key findings

Steelmaking industry in Europe

- 1.3% of EU's GDP
- €123 billion turnover
- Creates €128 billion of gross added value in EU and plays an essential role in several industrial value chains, including green technologies
- Supports 2.5 million jobs (327,000 direct jobs, 1.5 million indirect jobs, 677,000 induced jobs)
- Automotive, construction, mechanical engineering, tubes and pipes, and domestic appliances are among the most important steel-using sectors
- EU is the second largest steel producer in the world after China (total output 168 million tonnes or 10% of total production)

10 common misconceptions about the steelmaking industry

- Polluting, unhealthy and energy-intensive activity
- Work is manual/physical
- High risk of work accidents
- Unreliable employer
- Concerns for future job security
- Steady job provider for low-skilled labour
- Unattractive career choice
- Low salary
- Steel plants are dirty, high-temperature work environments
- Unsuitable for women

The most in demand jobs in the steel sector

Metallurgical engineers	Data governance specialists
R&D engineers	Data analysts
Application engineers	Application managers
Energy engineers	Quality technicians
Maintenance engineers and technicians	Welders
Automation engineers	Structural steel technicians
Process engineers	Process operators
Design engineers	Furnace and mill operators
Production managers	Metallurgists
IT developers	Mechanists
Electricians	Mechanics

Want to know more about these top jobs?

ESCI provides detailed descriptions of jobs. You can also find out what [skills](#) and [qualifications](#) are needed for these.

Looking for a job in the steel sector?

ESCES, the European job mobility portal, is your one-stop shop for the job market. Check out the [jobsseekers](#) section to search for steel vacancies anywhere in Europe. You can even upload your CV so employers can find you. Available in 26 European languages.

Communication materials

- Newsletter
- Factsheet
- Posters
- Brochure
- Infosheet



Internal Market, Industry, Entrepreneurship and SMEs

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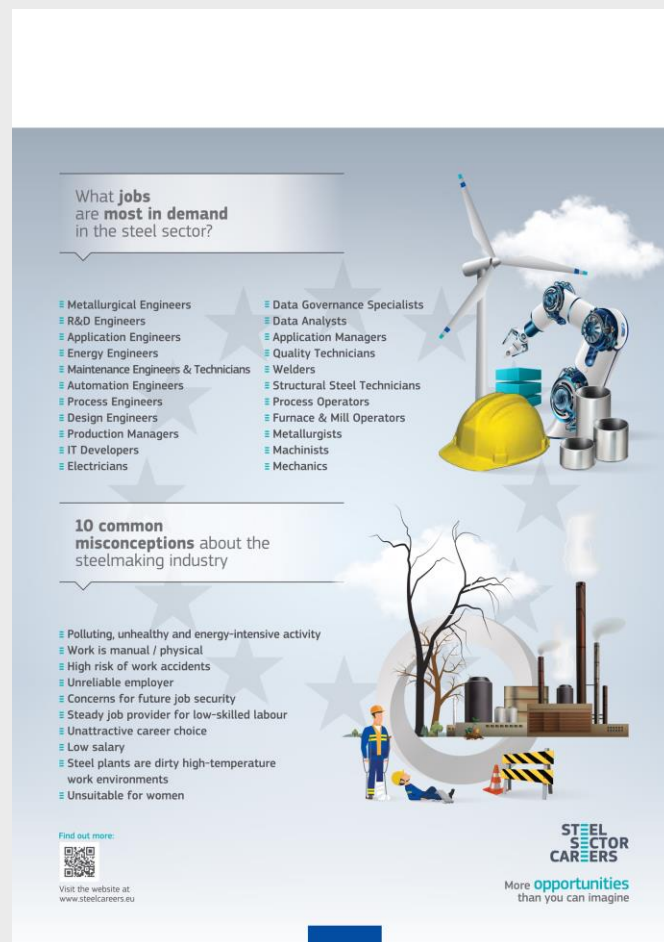
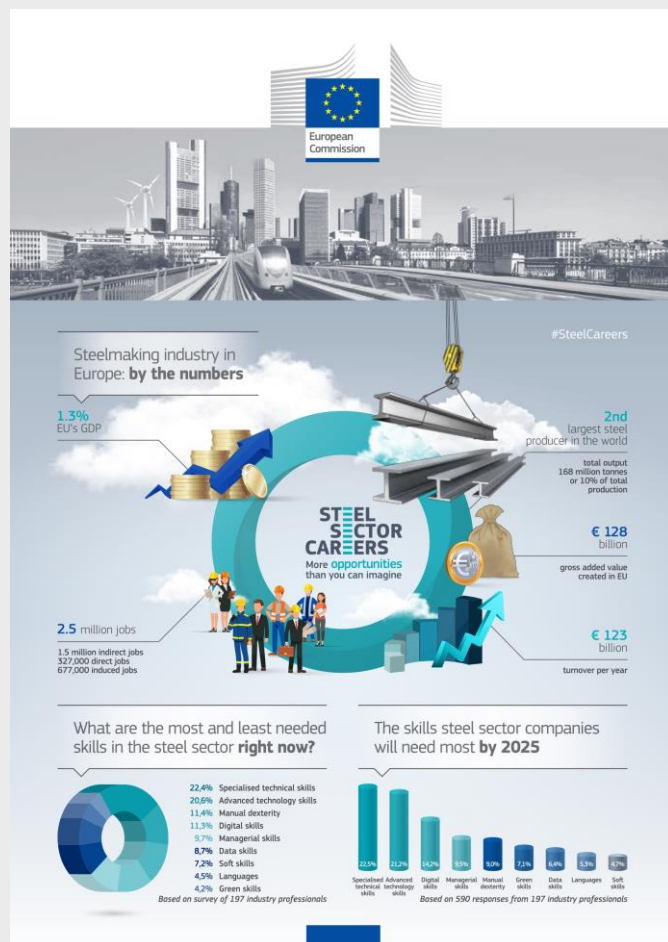
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Communication Material

Factsheet



Available in 8 languages:

EN, ES, FR, FI, NL, DE, IT, PL





Communication Material



Brochure

STEEL SECTOR CAREERS

More **opportunities** than you can imagine

European Commission

Career Paths:

- Metallurgical Engineer
- Energy Engineer
- Data Analyst
- Construction
- Digitalisation
- Energy
- Robotics
- Transportation
- Engineering
- Structural Steel Technician
- Automation Engineer
- Quality Technician

STEEL SECTOR CAREERS

European steelmaking state of play

Steelmaking is a key industrial sector in Europe, but it is changing as it faces global competition. New and new skills are in demand.

How to make the steel sector more attractive?

- Bridge the gap between the needs of the steelmaking industry and the availability of a qualified workforce.
- Raise awareness about steelmaking job opportunities.
- Remove stereotypes and tackle negative aspects around steelmaking jobs.

The “European vision on steel-related skills of today and tomorrow” study

Most in-demand jobs in the steel sector

- Metallurgical Engineers
- Structural Steel Technicians
- Process Engineers
- Process Operators
- Design Engineers
- Data Analysts
- Purchasing & Mkt. Operators
- Production Managers
- Engineering
- Quality Technicians
- Maintenance Engineers
- Technicians
- Electricians
- Welders
- Automation Engineers

Most important steel-related skills today

- 4.2% Green skills
- 4.5% Languages
- 7.2% Soft skills
- 8.7% Data skills
- 22.4% Specialised technical skills
- 20.6% Advanced technology skills
- 11.4% Manual dexterity
- 13.3% Digital skills
- 9.7% Managerial skills

More **opportunities** than you can imagine

The “European vision on steel-related skills of today and tomorrow” study

Most needed steel sector skills by 2025

Skill Category	Percentage
Specialised technical skills	22.5%
Advanced technology skills	21.2%
Digital skills	14.2%
Managerial skills	9.5%
Manual dexterity	9.0%
Green skills	7.1%
Data skills	6.4%
Languages	5.3%
Soft skills	4.7%

Based on a survey of 197 industry professionals

How Industry 4.0 is leading the evolution of skills needs

Tomorrow's workforce will:

- develop a solid understanding of complex organisational and technological processes
- interact with digital interfaces
- analyse larger amounts of data in day-to-day decisions
- be keenly aware of data security and protection
- incorporate more varied tasks while moving away from monotonous and repetitive jobs
- have an aptitude for continuous improvement and lifelong learning

Required skill sets:

- Transferable skills (e.g. critical thinking, teamwork, problem-solving, decision-making)

4.0

Available in 8 languages:

EN, ES, FR, FI, NL, DE, IT, PL



STEEL SECTOR CAREERS

The “European vision on steel-related skills of today and tomorrow” study

General conclusions

THE CHANGING NATURE OF JOBS

As the number of steelmaking jobs is expected to decrease over the next decade, labour demand is shifting to profiles with higher levels of qualifications and skills.

More dynamic models are replacing traditional operational roles because production processes are being transformed by the integration of digital technologies. Small-scale steelmakers that are more agile and have larger amounts of information will be better positioned to meet the needs of their customers.

Employers focus profiles with wider adaptable skill sets that have the necessary flexibility to manage multiple tasks across the production area, and to understand how the tasks they are performing fit in the overall functioning of the steel plant.

While specialised operational skills to perform specific tasks are still considered important, employers prefer profiles that possess a combination of general skills in one specific domain and general skills in other related domains. In overall steel demand, operators will be required to control machine remotely, and therefore to ensure the smooth running of operations. The importance of skills like critical thinking, problem-solving and decision-making continues to grow. Engineering profiles will be required to integrate automation and management tasks, stronger customer orientation and understanding of commercial aspects related to products.

Manual skills will become less relevant. Digital and managerial skills are expected to increase in importance as new trends further drive the transformation of production processes. Workers will be required to interact proactively with automated plant facilities and interpret large amounts of data to make informed decisions. As the European industry is taking steps to improve the quality of production in compliance with EU standards, attention should also be given to safety, health, and resource optimisation. It is expected to become more relevant for workers in production domains.

Communication Material



Info Sheet

European Commission

Info sheet

Changing wrong perceptions of the steel industry



What is "Steel Sector Careers: More opportunities than you can imagine?"

It's part of a communication and awareness raising campaign developed in the framework of the **"Blueprint for sectoral cooperation on skills: Towards an EU strategy addressing the skills needs of the steel sector"**, an initiative of the European Commission and the Executive Agency for Small and Medium-sized Enterprises (EASME).



European vision on steel-related skills of today and tomorrow



Steel Sector Careers Brochure



Steel Sector Careers Leaflet

Looking for more in-depth information?

- skills supply and demand in steelmaking companies
- perceptions of current and future skills needs and gaps
- Image of steel careers and attractiveness of steelmaking as career choice

Explore our resources and find out about:

- key facts and figures of the European steelmaking industry
- most needed skills of today and tomorrow
- most in-demand jobs
- 10 common industry misconceptions

Watch professionals talk about the benefits of steel and what it's like to work in the sector





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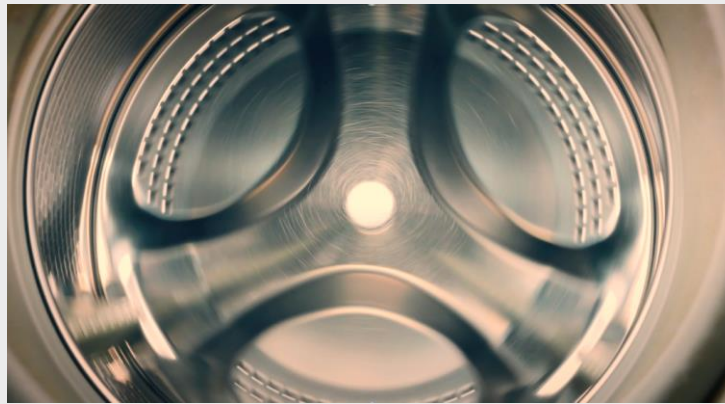


Communication Material



Video Production

<https://www.youtube.com/watch?v=FjfXGg98PsM>





Communication Material



Newsletter



Dear Name Surname,
Welcome to our newsletter!

The European Commission's campaign is well on its way to improve perceptions of careers in the steel industry!

Undertaken within the framework of the **Blueprint for sectoral cooperation on skills: Towards an EU strategy addressing the skills needs of the steel sector**, this is an initiative of the European Commission and the Executive Agency for Small and Medium-sized Enterprises (EASME).



The "European vision on steel-related skills of today and tomorrow" study

The study focuses on the key priority actions in the **Blueprint for sectoral cooperation on skills: Towards an EU strategy addressing the skills needs of the steel sector**.

What information is available?

- Main challenges and how these are likely to impact the evolution of the steel sector.
- Current skills needs and how they are expected to change over next five years, as well as potential gaps and shortages.
- State-of-play description of different national VET systems (Finland, France, Germany, Italy, the Netherlands, Poland, Spain).
- Perceptions jobseekers have of careers in the steel industry, with a view to offering insights into biases and challenges that may hinder access to steelmaking careers.
- Recommendations to support a competitive yet fair European steel sector of tomorrow.

Communication materials at your fingertips

Available in English, French, German, Dutch, Finnish, Italian, Polish and Spanish

FACT SHEET



BROCHURE



POSTERS



Events roundup



Multi-stakeholder workshops held in 7 countries across Europe

Share the results of the European vision on steel-related skills of today and tomorrow study.

Foster debate and productive exchange on actions and measures to reduce skills gaps and improve the image of the steel sector.

Locations: Finland, France, Germany, Italy, the Netherlands, Poland and Spain.

Webinars build on workshops

On 20 and 27 February 2020, two webinars were held involving workshop participants from seven countries.

The first webinar focused on the role of training and education to foster skills development and bridge skills gaps.

The second examined the image and competitiveness, and how these two aspects contribute to building the necessary skills for the steel industry.

Both webinars validated the roadmaps outlined during the multi-stakeholder workshops.



Job fairs

Paris pour l'emploi
3-4 October 2019, Paris

JOBMadrid
13 November 2019, Madrid

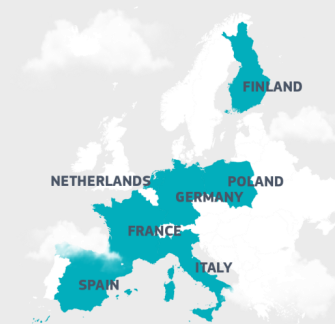
Job & Oriente
28-30 November 2019, Verona

Jobs for Future
13-15 February 2020, Mannheim

Profeeladaya
4-5 March 2020, Bratislava

Available in 8 languages:

EN, ES, FR, FI, NL, DE, IT, PL



VISIT THE WEBSITE NOW



More opportunities than you can imagine

The above is a communication and awareness raising campaign initiative of the European Commission and the Executive Agency for Small and Medium-sized Enterprises (EASME) to counter the misperceptions that heavily influence the steel sector's image.

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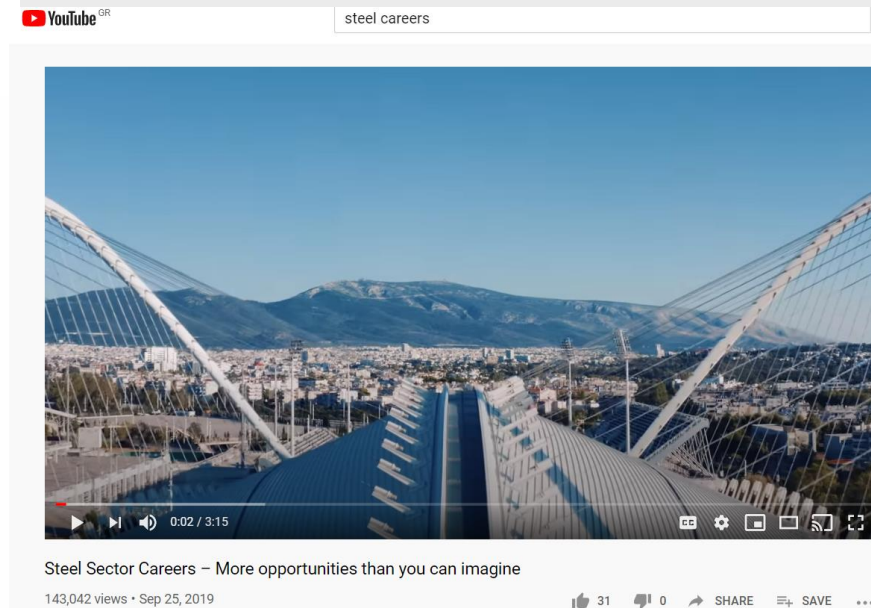
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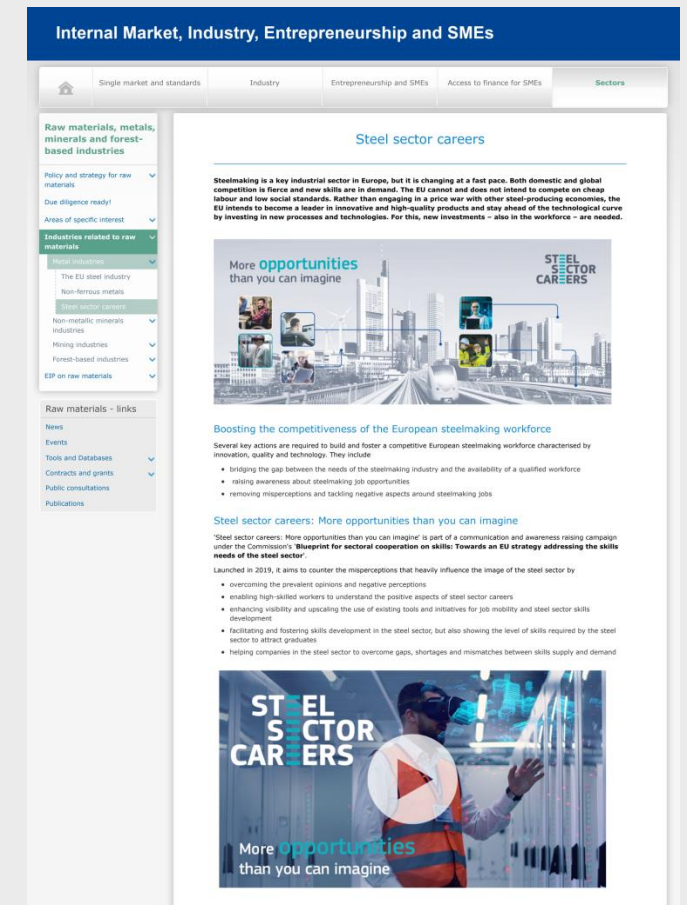
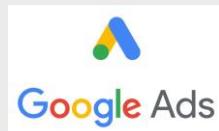
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Digital Campaign



<https://www.youtube.com/watch?v=FjfXGg98PsM>



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