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Consortium:

Leader:
Assocalzaturifici (Italy)



European Confederation of the Footwear Industry (Belgium)



IndustriAll European Trade Union (Belgium)



Attracting New Skilled Workforce

VS/2017/0006

www.inmyshoesproject.eu



Attracting New Skilled Workforce for Quality Jobs in the European Footwear Sector

Description

The aim of this social dialogue project is to address the recruitment of young workers and define mid-term strategies for attracting, training and hiring them, providing them with the necessary opportunities to obtain quality jobs within the footwear Industry, and make them to feel proud to belong to the Footwear community. This project was based on the conclusions of a previous EU social dialogue project (VS/2013/0385), which provided an updated picture of the European footwear sector and served to set future priorities of action for the European Social Dialogue. The low attractiveness of the sector among young workers was identified among the top priorities to be addressed in the short term at European level.

Objectives

- To increase employment in the European Footwear Industry
- To maintain a strong and qualified workforce in the footwear sector in the context of an ageing workforce
- To promote the attractiveness of the footwear sector through a targeted communication campaign
- To analyse all the elements which can increase opportunities for young people to enter the footwear sector at the level of training and hiring (recruitment) and in terms of working conditions (employment)
- To implement and analyse the best practices identified and implemented in other initiatives

Expected Outcomes

- A report recommending actions to be implemented by the footwear sector to attract and retain new workers
- A practical guideline of best practices for the inclusion and retention of young workers in the footwear sector
- Enhanced attractiveness of the footwear sector among young workers

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