



Mobilitätszentrum
Energie und Umwelt

new energy
new work

Local Strategies for
greener jobs and skills
June 9-11, Trento, Italy



The Region of Styria in Austria

	Year	Styria	Austria	EU 27
Population	2009	1,207.000	8,355.000	427,724.000
Employment Rate	2008	71,6 %	72,1 %	65,9 %
<u>Commercial sector:</u>				
Agriculture and forestry	2008	7,7 %	5,6 %	5,5 %
Production	2008	29,1 %	26,0 %	26,8 %
Services	2008	63,2 %	68,4 %	67,7 %
Unemployment Rate	2009	4,6 %	4,8 %	8,9 %

Mobility Center Energy & Environment

Labor- and Qualification Management that supports the
restructuring of the Styrian Economy

Starting Situation

- Economic Crises
- Ideas for the Project
- Energy Strategy Styria 2025

Impacts of the Economic Crises

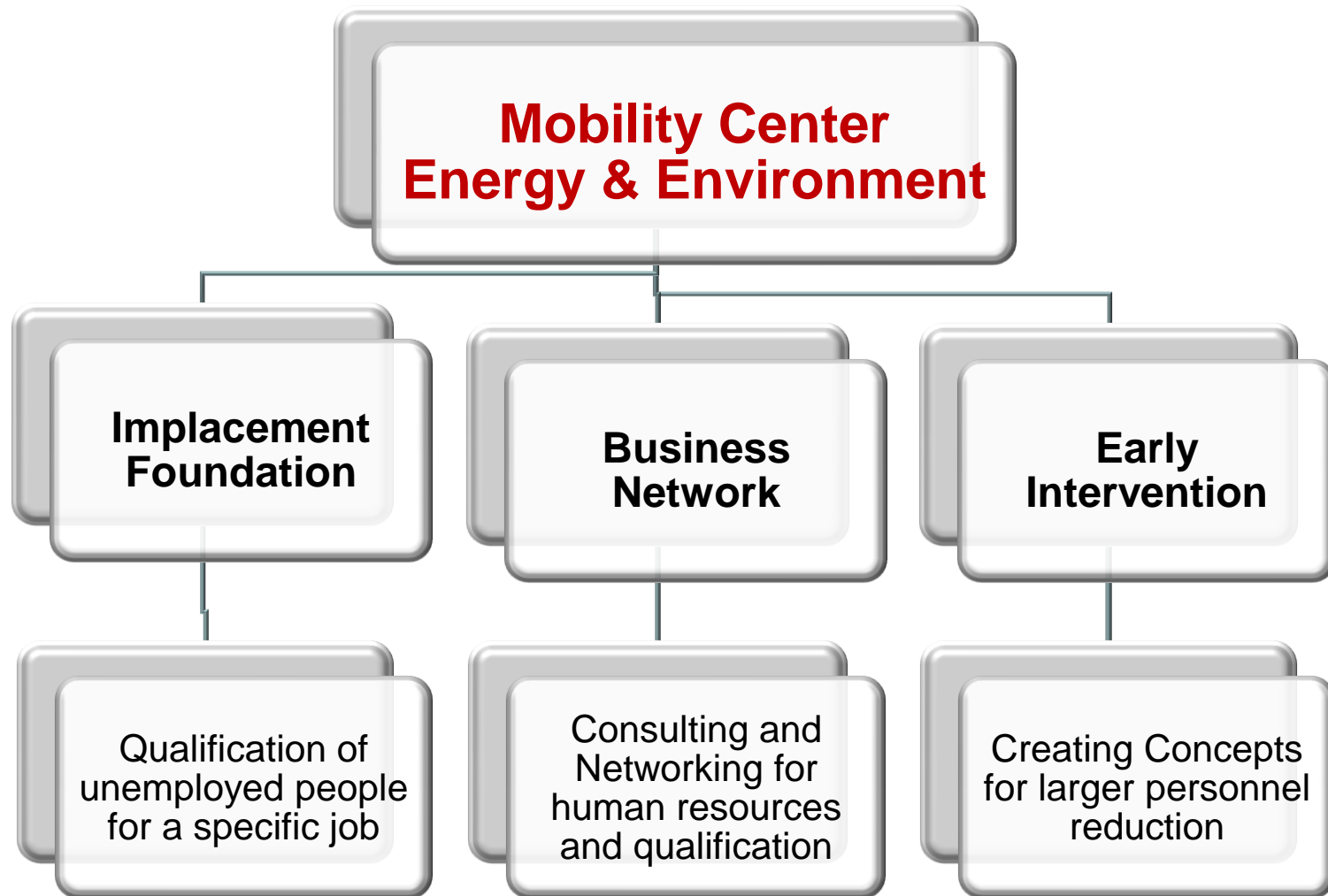
- Increase in unemployment rate: + 26,8% from 2008 to 2009
- Short-time-Work (35.135 people)
- Decrease in vacant jobs: - 9,7 %
- Smaller volume of work
- Decrease in order volume (25% of businesses said it was „bad“, 49% said it was „average“)

Ideas of the Project

- Regionalization
- Energy & Environment as a growth sector
- Guideline: „Mit Energie aus der Krise“

Energy Strategy Styria 2025

- Energy Strategy 2025 by the Government of Styria:
 - Within the next 15 years
 - by reducing the energy input
 - through a high level of renewable energy sources
 - through the use of bio mass
 - and through innovation and infrastructure
- ... a minimum of 25.000 new jobs in Energy and Environment will be created.



Mobility Center: Target Group (1/2)

- Enterprises
 - Enterprises in Styria, in the sector Energy & Environment
 - Energy Efficiency and Saving
 - Renewable Energy
 - District Heating and Cogeneration
 - Energy Infrastructure, Spatial Planning and Mobility
 - Research and Education, Energy Consulting
 - Environmental Technology
 - Other Enterprises in Styria
 - That need qualification in Energy & Environment
 - That are forced to reduce personnel

Mobility Center: Target Group (2/2)

- Unemployed people in Styria
 - Who are trying to find a job in Energy & Environment?
- Others
 - Social Partners
 - Schools for continuous education
 - Networks...

Green Enterprises – Green Jobs

- Green Enterprises
 - defined by the Energy Strategy 2025
 - all occupational categories
- Study by the Public Employment Service Austria (AMS)
 - Soft and Hard Skills in the sector of alternative Energy
 - qualification needs
 - personnel recruiting methods

<http://www.umwelt.steiermark.at/cms/ziel/44162181/DE/>

<http://www.forschungsnetzwerk.at/downloadpub/AMSReport61.pdf>

Occupational Field	Occupation	Hard Skills	Additional Qualification/ Professional experience	Important Soft Skills
MERCANTILE	Data Analyses	Technical and / or commercial apprenticeship (of which some are on a level of higher education)	<ul style="list-style-type: none"> • Very good computer skills (Database & Programming skills) • Language skills (especially english) • Work experience • Economic skills 	<ul style="list-style-type: none"> • Analytical Skills • Team working skills • Communication skills • Accuracy • Ability to work under pressure • Engagement
	Technical distribution	Technical and / or commercial apprenticeship	<ul style="list-style-type: none"> • Good foreign language skills • Work experience (especially in sale) • Industry knowledge (Branchenkenntnisse) • Mercantile and mathematics skills • Computer skills 	<ul style="list-style-type: none"> • Team working skills • Communication skills, negotiating skills • Customer orientation • Independence • authority • willingness to travel
	Technical procurement	Technical Apprenticeship	<ul style="list-style-type: none"> • Good Computer skills (MS-Office and SAP) • Language skills (English and German) • Business economics skills and mercantile skills • Work experience 	<ul style="list-style-type: none"> • Social skills • Team working skills • Communication skills • Good sense of business (Unternehmerisches Denken) • Ability to work under pressure • Independence, own initiative
	Energy Consulting / Training	Technical Apprenticeship	<ul style="list-style-type: none"> • Computer skills • Language skills (English and German) • Work experience 	<ul style="list-style-type: none"> • Organizational Skills • Authority

Occupational Field	Occupation	Hard Skills	Additional Qualification/ Professional experience	Important Soft Skills
TECHNICAL	<ul style="list-style-type: none"> Technician 	<ul style="list-style-type: none"> Technical apprenticeship (of which some are on a level of higher education) 	<ul style="list-style-type: none"> English Skills Computer skills (MS-Office and specific software) Work experience Industry Skills (Branchenkenntnisse) in the specific business (Fachbetrieb) 	<ul style="list-style-type: none"> Team working skills Engagement Communication skills Flexibility Ability to work under pressure Analytical Skills Accuracy
	<ul style="list-style-type: none"> Project Technician 	<ul style="list-style-type: none"> Technical Apprenticeship: Higher Education or Higher Technical Institute with work experience 	<ul style="list-style-type: none"> Technical Know-how English Skills Computer Skills Work and project experience 	<ul style="list-style-type: none"> Social Skills Team working skills Communication skills Flexibility Customer- and Process-Orientation
	<ul style="list-style-type: none"> Technical Support 	<ul style="list-style-type: none"> Technical Apprenticeship 	<ul style="list-style-type: none"> Computer skills (MS Office and Programming) English Skills Work experience Technical know-how 	<ul style="list-style-type: none"> Communication Skills Flexibility Independence, own initiative Analytical Skills Accuracy

Occupational Field	Occupation	Hard Skills	Additional Qualification/ Professional experience	Important Soft Skills
MANAGEMENT	<ul style="list-style-type: none"> Commercial Management 	<ul style="list-style-type: none"> Technical and / or commercial apprenticeship on a level of higher education 	<ul style="list-style-type: none"> Good computer skills Language skills (English, another foreign language) Work experience Industry Skills (Branchenkenntnis) and mercantile skills 	<ul style="list-style-type: none"> Team Working Skills Ability to work under pressure Engagement Communication skills Independence Flexibility Leadership Competencies Authority Customer Orientation Accuracy Willingness to Travel
	<ul style="list-style-type: none"> Project-, Product-Management 	<ul style="list-style-type: none"> Technical and / or commercial apprenticeship 	<ul style="list-style-type: none"> Work experience Industry Skills (Branchenkenntnis) and mercantile skills 	<ul style="list-style-type: none"> Communication skills Team working skills Independences Flexibility Ability to work under pressure Analytical Skills Leadership Competencies Good sense of business (Unternehmerische Denkweise)

Project Data

- **Timeframe**

- May 2010 – April 2016

- **Human Resources**

- Qualification of 1000 unemployed people for a specifically defined job

- **Budget and Source of Financing**

- Total sum: EUR 5,150.000; of which
 - EUR 2,050.000 are provided by the government of Styria
 - EUR 1,050.000 are provided by the Public Employment Service Austria (AMS)
 - EUR 2,050.000 are provided by businesses

Thank you for your Attention!



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