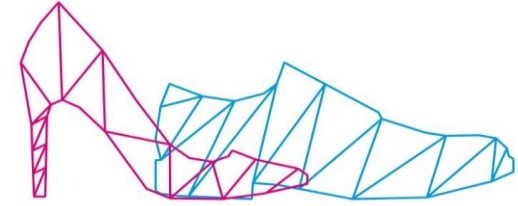


**Sustainable Textile and Leather Forum**

Budapest, 3<sup>rd</sup> of December 2018



**#INMYSHOES**

THE FOOTWEAR SECTOR IS YOUNG

**SHAKE THE FUTURE OF**

**THE FOOTWEAR SECTOR**

**Carmen Arias, Secretary General**



**Confédération Européenne de l'Industrie de la Chaussure**  
**European Confederation of the Footwear Industry**

# Youth (>25 years) unemployment rate in EU-28, January 2018:

1. Greece → 42%
2. Spain → 36%
3. Italy → 32%
- ...
20. Hungary → 10,9%
- ...
27. Czech Rep. → 6,5%
28. Germany → 6,4%

Footwear companies in the EU consider the lack of qualified personnel as one of their biggest challenges for the sustainable economic growth of their business



# Worrying numbers...

## UN REPORT 2017

- **35%** of European population would be over 60 years old by 2050 with an average age of 46.6
- **34,7%** of Hungarian Population would be over 60 years old by 2050
- The average age in Hungary will be **48.5** years old by 2050



# 21<sup>st</sup> century worker



## Generation Y (1981-1994) 'The optimists'

- Technologically literate
- Strong social orientation
- Team-work
- Welcome mentoring schemes
- Passionate about values
- Present-focused
- Embrace diversity
- Want to be discovered
- Value non-monetary benefits over cash (eg. flexible work options)



## Generation Z (1995-2010) 'The realistics'

- Digital natives
- Raised on social web
- Balance collaborative/independent work
- Welcome alternative education
- Creative & responsible
- Project-based work
- Future-focused
- More diverse & inclusive
- Driven by career advancement



Health &  
Safety

Sustainability

Vision &  
Creativity

Evolution

Engagement

Social  
Media



## WHAT ARE YOUNG PEOPLE LOOKING FOR?

Autonomy

Flexibility



Use of New  
Technologies

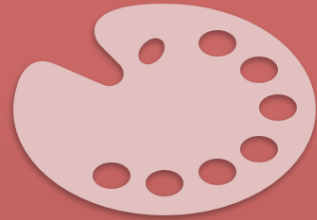
Diversity



# What has to offer the Footwear Industry to youngsters?



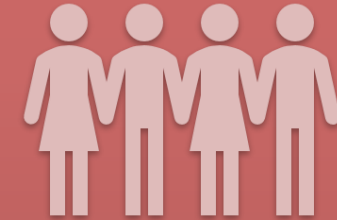
Occupation that gives the satisfaction of making a high-quality product



Highly creative working environment



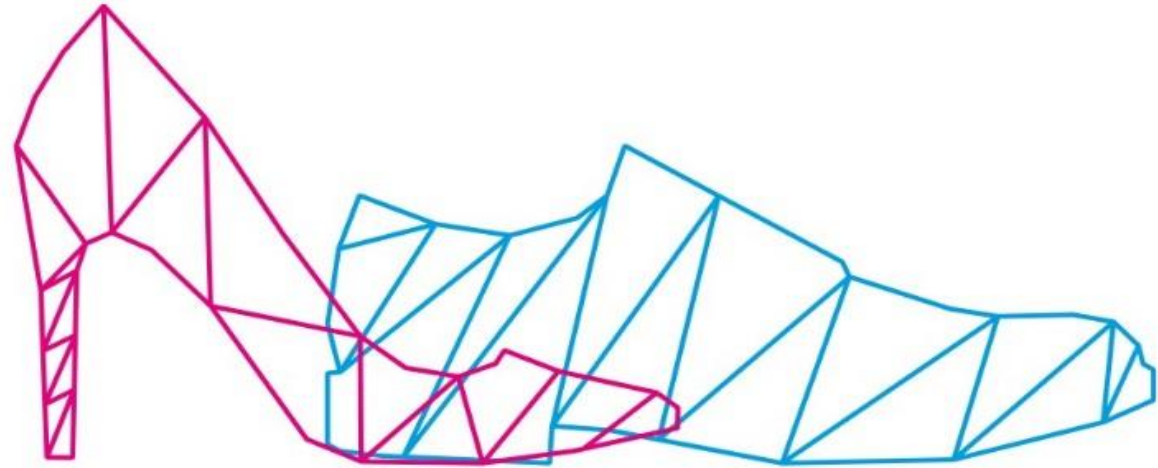
Immediate and stimulating job opportunities



High number of possible job occupations



**PROJECT  
Attracting  
New  
Skilled  
Workforce**



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THE FOOTWEAR SECTOR IS YOUNG

<https://inmyshoesproject.eu/>



# 1. DIAGNOSIS



## A SURVEY ON:

- PROBLEMS & SOLUTIONS
- IN RECRUITMENT OF YOUNG
- PEOPLE
- BEST PRACTICES

IN-DEPTH DISCUSSION  
WITH KEY  
STAKEHOLDERS AT  
LOCAL LEVEL

HIGH-LEVEL WORKSHOP  
IN BRUSSELS TO  
VALIDATE RESULTS







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# Why are young people not working in the footwear sector?

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**92%** Attractiveness of the sector

**92%** Adequacy of VET programmes and other level of education schools sectorial oriented

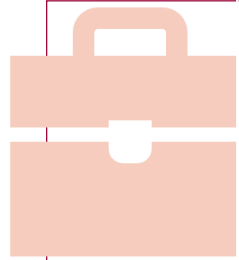
**96%** Availability & implementation of sector specific VET programmes and other level of education

**92%** Easiness of transition between education & work



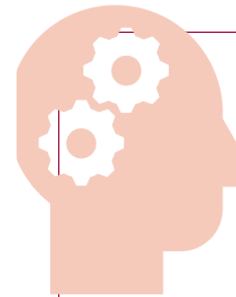
# MAIN RESULTS – PROBLEMS IN EMPLOYMENT OF YOUNG PEOPLE

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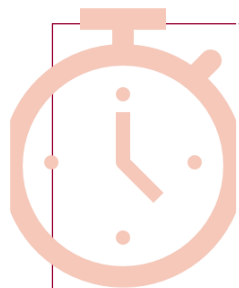
**83%**

**Career prospects**



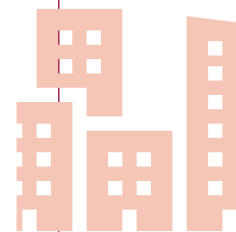
**79%**

**Implementation of workers  
skills development  
programmes**



**58%**

**Stability/ Flexibility  
in employment**



**58%**

**Retention both at  
company and sectoral  
level**

## 2. Best practices

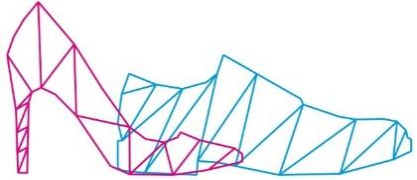


Alicante



Krakow

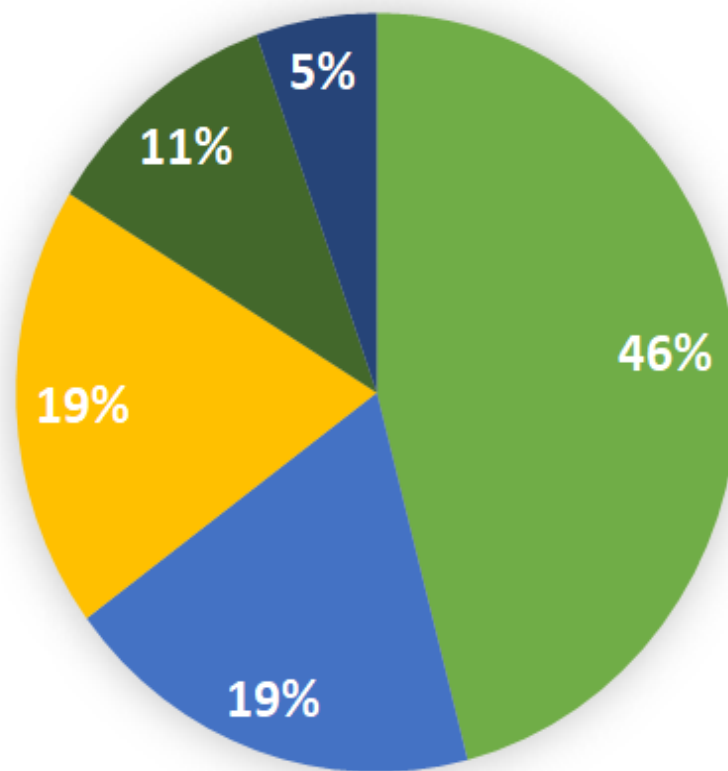
- **DISCUSSIONS BETWEEN STAKEHOLDERS (Public-Private) IN 4 COUNTRIES: IT, PL, PT, ES**
- **OBJECTIVES OF MEETINGS:**
  - Validate best practices at local level
  - Identify a concrete action plan
  - Identify main problems in implementation and corrective concrete actions
  - Identify supporting financial initiatives tools



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# BEST PRACTICES IN RECRUITMENT

BEST PRACTICES IDENTIFIED - DISTRIBUTION BY TYPE OF ACTIONS (%)



- ADVANCED RECRUITMENT TOOLS
- COMMUNICATION ON CAREER PROSPECTS AND WORKING CONDITIONS
- DUAL SYSTEMS/WORK-BASED TRAINING / APPRENTICESHIPS
- HR POLICIES FOCUSED ON YOUNG PEOPLE
- OTHERS



# 4 “AGGREGATED” BEST PRACTICES SELECTED ON RECRUITMENT & RETENTION

*Integrated  
Sectorial  
Communication*

*Bottom-up  
Skills and  
Technological  
Development*

*Mentorship –  
intergeneration  
solidarity*

*Optimised  
apprenticeship,  
internships,  
dual systems*

### 3. Communication Campaign

COMMUNICATION CAMPAIGN TO YOUNG PEOPLE

NEW IDENTITY CONCEPT

VIDEO, PHOTO SHOOTS,  
WEB

YOUNG WORKERS'  
DAYS

EU DESIGN  
CONTEST

July 2017

June 2018

<https://inmyshoesproject.eu/>



### 3. Communication Campaign Interviews & Vido 6 languages+EN



[Watch video](#)



GRZGORZ | Hungarian  
● In My Shoes Project | three plays

[Watch video](#)



GISELLA | Hungarian  
● In My Shoes Project

[Watch video](#)

# 4 Young Workers` Days

shoes™  
from  
spain

Federación  
de Industrias  
del Calzado  
Español



Polska Izba  
Przemysłu  
Skórzanego  
*Wejście w naszą skórę*



ASSOCALZATURIFICI

PORTU  
GUESE  
SHOES  
APICCAPS



ITALY  
13/02/2018

MICAM  
MILANO

Reportage

In collaboration with Assocalzaturifici  
[www.assocalzaturifici.it](http://www.assocalzaturifici.it)

SPAIN  
15/03/2018

FUTURMODA | ELCHE  
ALICANTE

Reportage

In collaboration with FICE  
[www.fice.es](http://www.fice.es)

POLAND  
22/03/2018

FESTIVAL OF PROFESSIONS  
KRAKOW

Reportage

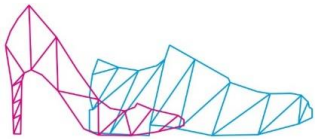
In collaboration with PIPS  
[www.pips.pl](http://www.pips.pl)

PORTUGAL  
18/05/2018

UITIC  
PORTO

Read more

In collaboration with CTCP and APICCAPS  
[www.apiccaps.pt](http://www.apiccaps.pt) | [www.ctcp.pt](http://www.ctcp.pt)

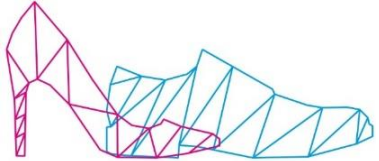


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## EU CONTEST

# *“Shake the future of the footwear sector The Talent Shoe 2018”*



1. CATEGORY “DESIGN OF A FOOTWEAR” AGE: 19- 25 YEARS

2. CATEGORY “THE FOOTWEAR FACTORY OF THE FUTURE” AGE:  
16-18 YEARS

- ✓ 42 APPLICATIONS RECEIVED FROM 6 COUNTRIES
- ✓ 22 PROJECTS SUBMITTED
- ✓ 8 FINALISTS

<https://inmyshoesproject.eu/the-finalists/>



# NEXT STEPS



European Social Dialogue Project Proposal on

**Implementing the 4 Best Practices  
identified in order to Increase the  
Attractiveness and Sustainability of  
the Footwear Sector**



# CONCLUSIONS



**Young people** are the pillar to guarantee the **sustainability of the footwear industry**



The footwear sector **needs to be more attractive** and promoted amongst youngsters



**Understand youngsters' work expectations** is crucial to develop the right strategy to attract them



**Collaboration between all parties concerned (PPPs)** is a **MUST** in order to attract and retain youngsters





<http://cec-footwearindustry.eu/>



@EUfootwear



c.arias@cec-footwearindustry.eu

# Thank you for your attention!

Carmen Arias, Secretary General



Confédération Européenne de l'Industrie de la Chaussure  
European Confederation of the Footwear Industry