

Aveiro Labour Observatory



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Learn about this innovative action!

Urban Innovative Actions (UIA) is an initiative of the European Union that provides resources for addressing urban challenges, by means of innovative projects and local consortia. Aveiro was one of the 22 cities selected among 184 applicants, with the project Aveiro STEAM City, becoming the first Portuguese city with an approved UIA initiative.

The project Aveiro STEAM City aims to promote the adoption of new technologies in the public domain, fostering the digital opportunities, while promoting the development of *STEAM* competences (as for, Science, Technology, Engineering, Arts and Maths) in order to increase the value generated by each job, by means of digital transformation in a renewed economic context.

Under the scope of the project Aveiro STEAM City, several partners, including the University of Aveiro, Inova-Ria – Association of Companies for an Innovation Network in Aveiro, and the Urban Municipal Authority, are responsible for the joint conduction of the activities projected for the Aveiro Labour Observatory whose primary goal is to assess the qualification needs associated with the digital transformation of jobs and work contexts in Aveiro.

The Labour Observatory will be a key source of information for local stakeholders and citizens, supporting decision making and the formulation of effective strategies for the digital transformation. In the - fast approaching - future, the role of humans and automation will be increasingly updated and intertwined, and therefore will create

new qualification and requalification needs. It is imperative to anticipate the demands that need to be addressed quickly.

This is the context for the work and the contributions that are expected from the Labour Observatory. Under the driving goal of identifying priorities for the qualification and requalification in Aveiro, the Observatory aims at creating methodologies and routines for monitoring and interacting with the local actors, with the purpose of developing knowledge about the future of work, while disseminating information to citizens, companies and to local the ecosystem for education and training..

“An opportunity to discuss the present and the future of jobs!”

What's the future of work?



According to a recent report from the World Economic Forum, until 2022, about 54% of professionals will need some requalification to improve or develop their Competences. New technologies and scientific developments will increasingly drive a faster pace of change in the labour market. Such acceleration is already happening.

To shed light about the digital transformation in Aveiro, the Labour Observatory initiated in 2019 a set of research initiatives aimed at understanding what are the priority competences and the gaps to be addressed in the region. To this end several workshops were conducted addressing companies and representatives from the ICT sector. The workshops involved large companies as well as start-ups that engaged in discussions about their perceived qualification priorities. The participants also shared information about the characteristics of the most demanded professional profiles for the digital development of their companies, building on their recent experiences in the labour market.

The tourism sector was also addressed. The research team from the Observatory conducted interviews and workshops with tourism entities and companies that were experiencing different moments in their digital transformation, allowing for the sharing of knowledge about their talent needs.

The topic “What are the Jobs of the Future?” was also addressed by the Labour Observatory in 2019. The research team from the University of Aveiro, was present in the local tech event —TECHDAYS— sharing some preliminary insights from their work about the future of jobs and work contexts.

During this event, the researchers also conducted an exploratory survey, addressing visitors, covering topics such as “What Job of the Future is for You?”. The survey reached over 200 respondents and allowed for the collection of visitors perceptions about the attractiveness of new jobs, that are being advanced in international reports about the future of work. The work that was conducted by the Labour Observatory offers already some insights. Notably it supports that digital transformation will have an overarching impact in professionals and their needs for requalification, and will not affect only low skilled workers. Moreover, the changes will not be restricted to the technical domains of work and competence. The future of work will be particularly demanding forth transversal and behavioural competences. Being a technical specialist will not be enough—professionals will have to be problem solvers. Further results will be disseminated in the first semester of 2020.



Next activities !

There will be an increasing demand for balancing human performance and automation capabilities. This will fuel the demand for new professionals that are technology skilled and able to promote change towards increased productivity levels.

The Labour Observatory will continue its work aiming at the identification of competence gaps in the region of Aveiro. The next focus of enquiries and interaction will be the industry sector. In February 2020 the Observatory will conduct an industry workshop, for which several companies from the region have been invited. In parallel several interviews will be conducted, with industry representatives, in order to obtain inputs for a valid diagnose of qualification needs, that will be the basis for the development of training programs to be offered in 2020.

The project Aveiro STEAM City will develop a set of training programs targeting the needs of the various business sectors covered in the project—ICT, Tourism and Services, and Industry. The training programs will address the priority needs emerging from the diagnose that is taking place.

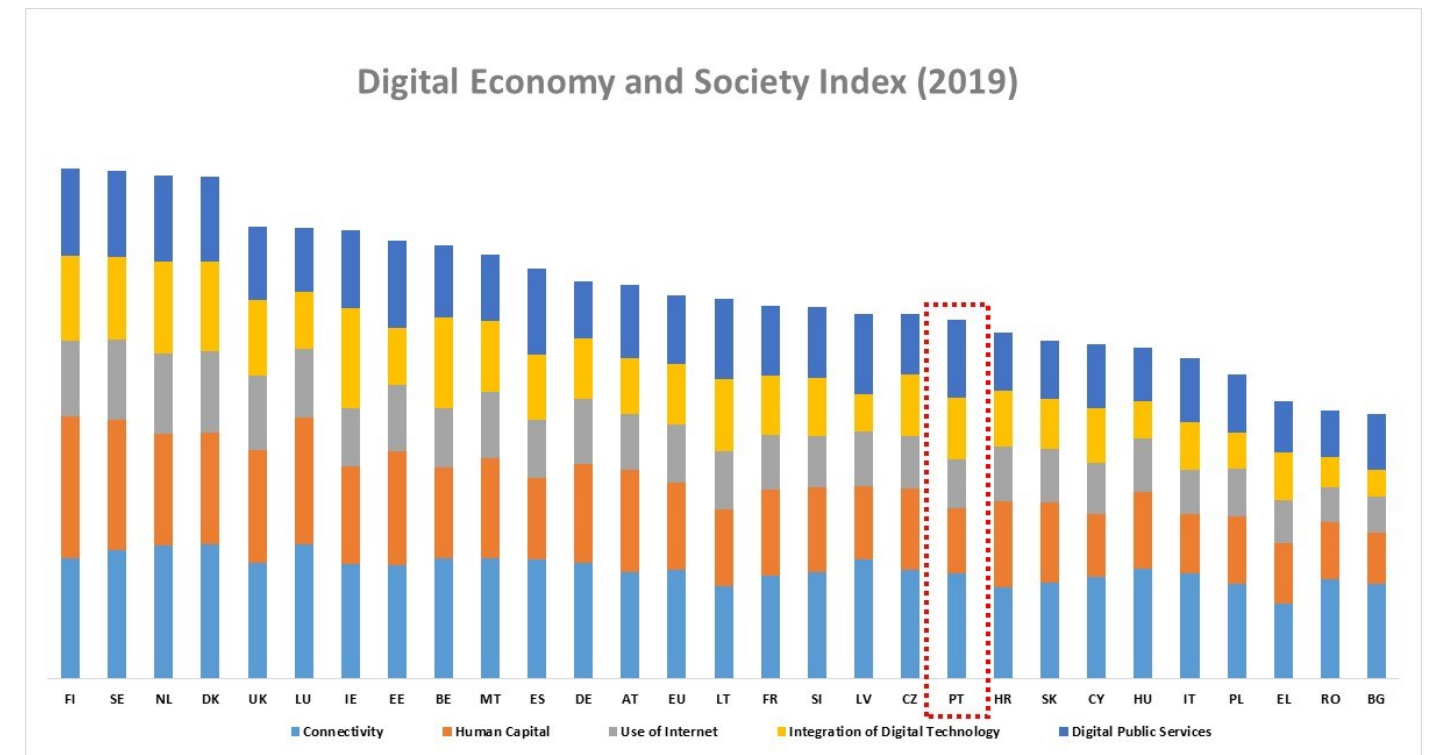


Did you know...?

The digital transformation of the society is reflected in several domains of the life and the economy of countries, and finds expression in indexes and indicators.

The evolution and the asymmetries that persist in the integration of ICT in the various domains of the society can be analysed in the Digital Economy & Society Index—DESI. DESI is a composite index that is released annually since 2014 by the European Commission, in the context of the Digital Single Market.

DESI includes five dimensions (connectivity, human capital, use of internet services, integration of digital technology, digital public services), and allows for the assessment of the situation for each member country, as well as for a comparative view across all the members of the EU. In its current version, DESI includes 31 indicators that are built from the official stats from each country. These indicators are arranged into sub-dimensions, and summarized in the five dimensions described above. In 2019 Portugal was ranked in the 19th place.



Fonte: DESI 2019, European Commission

To learn more about the Urban Innovative Actions: <https://www.uia-initiative.eu/en/uia-cities/aveiro>

To learn more about the project: <https://www.aveirotechcity.pt/pt/atividades/observatorio-do-emprego>

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“What about you?
How do you imagine
the future of work?”

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