DRIVES

Development and Research on Innovative Vocational Education Skills

D 6.2.5 Evaluation of communication & dissemination measures

Work Package 6 Deliverable

Co-funded by the Erasmus+ Programme of the European Union

Development and Research on Innovative Vocational Skills -DRIVES – Project number 591988-EPP-1-2017-1-CZ-EPPKA2-SSA-B
The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

DOCUMENT TITLE

Report Title:	D 6.2.5 Evaluation of communication & dissemination measures		
Author(s):	Eupportunity		
Responsible Project Partner:	Eupportunity	Contributing Project Partners:	VSB-TUO, Sernauto, Mondragon Univeristy, ISCN, TUG, AIC, ETRMA, Confidustria, IDESCOM, CLEPA, EfVET

Document data:	File name:	D 6.2.5 Evaluation of communication & dissemination measures		
	Pages:	53	No. of annexes:	2
	Status:	Final	Dissemination level:	PU
Project title:	Development and Research on Innovative Vocational Educational Skills		GA No.:	2017-3295/001-001.
WP title:	WP6: Wider Visibility and Exploitation of Automotive Sector Skills Alliance Work		Project No.:	591988-EPP-1-2017-1-CZ-EPPKA2-SSA-B
			Deliverable No:	D 6.2.5
Date:	Due date:	31/12/2021 + 3 months	Submission date:	30/03/2022
Keywords:	Dissemination, communication, measures			
Reviewed by:	Utimia Madaleno		Review date:	28/03/2022
Final review			Review date:	19/05/2022
Approved by:	Jakub Stolfa		Approval date:	30/03/2022
Final approval by:			Approval date:	20/05/2022

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Index

1 Introduction 3
1.1 About DRIVES 3
2 Dissemination Strategy 5
2.1 Overview of dissemination Plan 5
2.1.1 Target groups for dissemination 6
2.1.2 Gathered stakeholders 6
3 Dissemination tools 8
3.1 DRIVES communication tools 8
3.2 DRIVES Website 8
3.3 Promotional Material 9
3.3.1 DRIVES Roll-up 9
3.3.2 DRIVES Leaflets 10
3.3.3 DRIVES Poster 11
3.3.4 DRIVES Gadgets 12
3.3.5 DRIVES electronic Newsletters 12
3.4 Social Media 13
3.5 Direct dissemination e-mails - Mailchimp 15
3.6 Scientific publications 15
4 Events, Webinars and Initiatives 17
4.1 Organised Events 17
4.2 Participated Events 19
4.3 Relevant Initiatives 22
4.3.1 Quarantine MOOC Platform 22
4.3.2 Pact for Skills – New Skills Agenda 23
4.3.3 EU Consultation 23
5 Generated Legacy 24
5.1 DRIVES Learning Platform 24
5.2 DRIVES Framework 25
5.3 Hiring an Apprentice Guide 26
6 Dissemination Performance Monitoring 27
6.1 Evolution of number of followers on social media (from 2018 to 2022) 27
6.2 Posts published on social media 32
6.3 Direct dissemination e-mails 33
6.4 Assessment of online courses participation 33
Conclusion 37
DRIVES Consortium and Steering Board 38
Annex 1 – E-mails sent through Mailchimp 40
Annex 2 – List of Events 43

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

1 INTRODUCTION

This report consists of an account of the communication and dissemination measures that were implemented during the more than four years of DRIVES existence, in fact throughout the 51 months (48 + 3 months extension) of the project. Partners cooperated with each other within the different work packages and interacted with stakeholders of target groups across-EU.

During the second half of the project, the work was very much conditioned by the start of the sanitary situation, forcing to adaptations and, in some cases, to redesigning the activities that had been planned.

The document provides an overview of the strategy followed by the consortium, in different phases of the development of the work, to disseminate the results of the project. The communication tools, platforms and materials are revisited. Moreover, we provide a summary of the numerous initiatives that partners engaged with, namely participating in and organising a significant number of events to foster face-to-face meetings whilst promoting the project.

Finally, statistical data is delivered to support and justify quantitative and qualitative performance monitoring, following what was foreseen under section 4 of the Strategic Communication Plan (D6.1).

1.1 ABOUT DRIVES

DRIVES[1] project was awarded during the first 2017-2018 wave of ERASMUS+ blueprints and soon was considered a reference in different strands of sectoral skills required development. The focus was on delivering human capital solutions to the automotive supply chain, covering all levels of the value chain (vehicle production, automotive suppliers and automotive sales and aftermarket services). This was expected to be achieved by establishing an Automotive

[1] DRIVES-*Development and Research on Innovative Vocational Education Skills*

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Sector Skills Alliance to identify skills shortages and mismatches, in view of the challenges faced by the sector, and by putting forward coherent solutions.

The partnership was composed by 24 partners from 11 EU countries (details at the end of the report) that built-on and continued the solid work, findings and recommendations from stakeholders in GEAR2030, CARS2020 or the Skills Automotive Council.

Bringing together industry members, national and regional players, as well as experienced EU associations, DRIVES was launched with an overall network of about 300 associations, involving more than 270,450 companies of all sizes and representing over 7 million workers. This was the EU-wide universe to be reached through the network of the partners to disseminate DRIVES outcomes.

DRIVES started in the beginning 2018, for a 4- year duration. Due to COVID-19 constraints and other EU and global developments, the project was given a 3-month extension, mainly to allow a more extensive dissemination of its outcomes.

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

2 DISSEMINATION STRATEGY

To outline the importance of the European automotive sector and its linkage with several EU policies, a communication and dissemination strategy and plan was created to provide partners with clear guidelines for promoting DRIVES key findings. Report D6.1, released mid-2018, provides urther information on this topic.

2.1 OVERVIEW OF DISSEMINATION PLAN

DRIVES dissemination plan starts by outlining the importance of the European automotive sector and its linkage with several EU policies. Stemming from there, it explains DRIVES' communication objectives, target groups and resources, thoroughly describing the projected actions. Communication activities are broken down into concrete sub-activities and a time plan.

Each **partner** had the **role** and responsibility to contribute to dissemination:

- ✓ Link DRIVES website in their own website, promoting it through their sphere of stakeholders;
- ✓ Respect and use DRIVES identity logo, colours, graphics, model ppt and templates;
- ✓ Inform, record and share all dissemination activities planned having own involvement;
- ✓ Support the content of the website and provide relevant inputs to the Newsletter;
- ✓ Widely use and promote DRIVES social media tools;
- ✓ Use leaflets and DRIVES promotion materials at events;

The production and compliance monitoring of all materials was at the responsibility of the communication leader. The materials produced about tangible and intangible outputs would follow a purpose and chosen channels:

- To inform (*or to communicate*) - increase DRIVES' visibility
- To promote (*or to exploit*) – stakeholders and participants' involvement
- To explain (*or to disseminate*) – project achievements to key actors, such as policy-makers

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

2.1.1 Target groups for dissemination

The original 5 target groups defined by GEAR 2030 were aggregated in DRIVES into 3 target groups to which tailor-made activities and messages would be conveyed as follows:

Target group	Objectives	Outputs
Wider audience Media and general public	**Communication** Reach the highest number of people possible (Important economic sector)	- Website - Social Media - Newsletter
End-users Industry and sector Associations, universities/ training centres, certification bodies, the affected municipalities and regions or practitioners	**Exploitation** Seize the full potential of the project amongst all the participants and the automotive sector value chain	- Website & internal platform - Social Media (Facebook, LinkedIn and YouTube) - Pilot trainings at EU-level - Apprenticeship marketplace - Online training & EU certification - Priority jobs for the future - Skills' recognition framework
Specific audience Policy-makers at local, regional, national and European level, specialised media	**Dissemination** Keep key decision-makers (and specialized media) fully informed and updated on the project's results	- Meetings & discussions - Press releases - Reports, fact-sheets and leaflets - Events - Statements' collection

2.1.2 Gathered stakeholders

A database was created in the beginning of the project and interested parties were invited to join it. It has currently **714** members.

The location of the great majority of stakeholders in this database are EU countries, but individuals from Japan, Switzerland, Turkey and the United Kingdom have also registered. The stakeholder type is VET school the most. The overview of geographical coverage and stakeholder types is visible at the following figure.

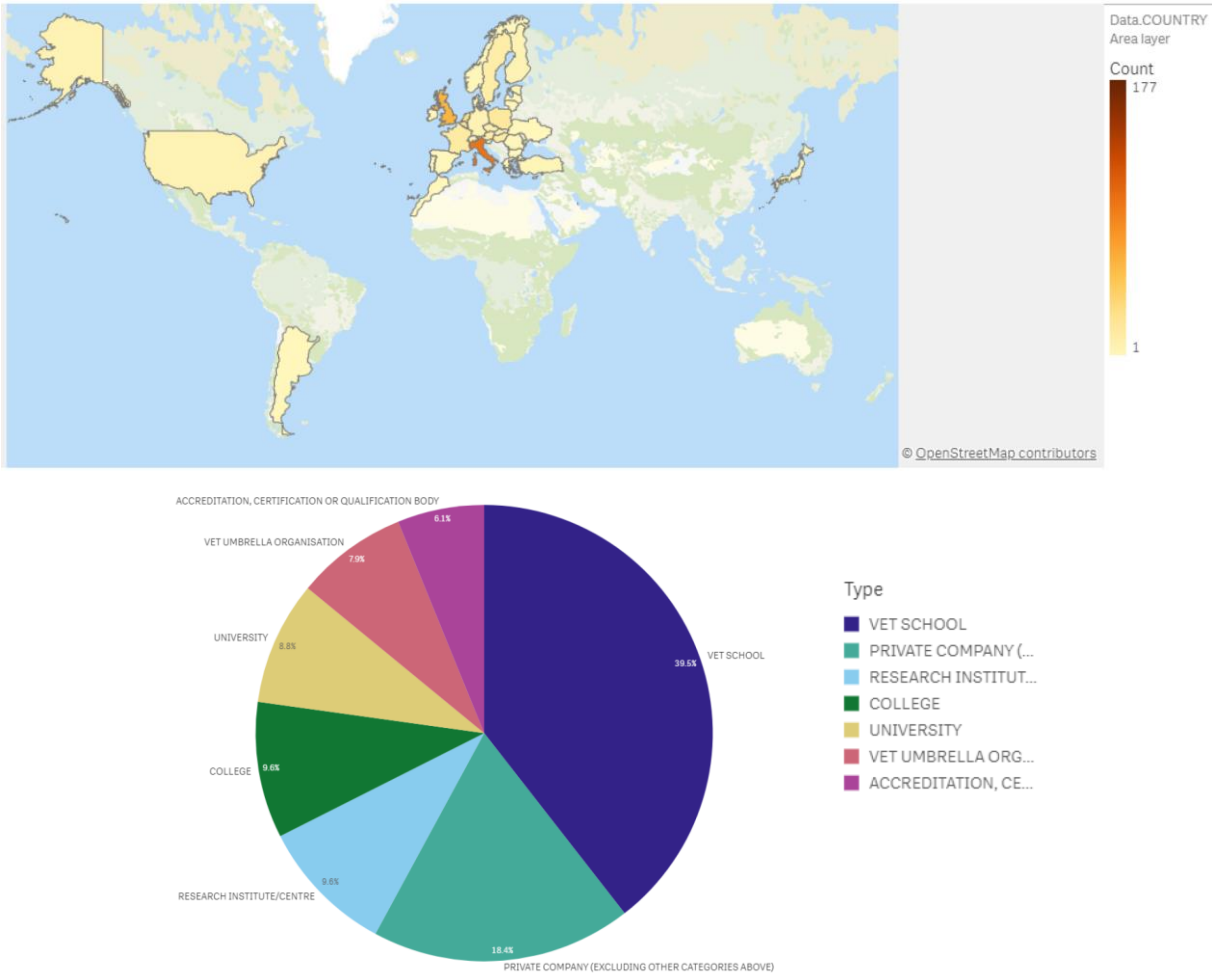


Figure 1 DRIVES registered stakeholders' geographical distribution & stakeholder types

DRIVES provided to stakeholders in this database all information related to the ongoing work, events and project results. This information was sent by direct e-mail (see point 6.3.).

Among the myriad of activities, DRIVES partnership always tried to bridge with other relevant initiatives to align, find synergies and increase visibility. Some examples of this were frequent interactions and exchange of experiences with other blueprints (i.e., ALBATTS, SAM, EO4GEO, ASSETS+) and, more recently, with the Automotive Skills Alliance and similar Pact for Skills initiatives.

3 DISSEMINATION TOOLS

The communication team conceived a unique design for DRIVES identity, being the main element its logo, which was used in all project publications. Several formats were created to be used in different materials and contexts.

Figure 2 DRIVES horizontal logo

3.1 DRIVES COMMUNICATION TOOLS

As Communication leader, Eupportunity provided partners with a number of tools and instructions to help them in reach-out actions, such as the website and social media channels and a toolkit of templates to be used in daily and planned activities.

The production of Press Releases was also a way to communicate specific marks for DRIVES.

3.2 DRIVES WEBSITE

DRIVES' website (http://www.project-drives.eu/) is the main communication vehicle of the project. It works, on one hand, as a window for the project's activities and performance and, on the other, as an information repository of developed initiatives and produced outcomes.

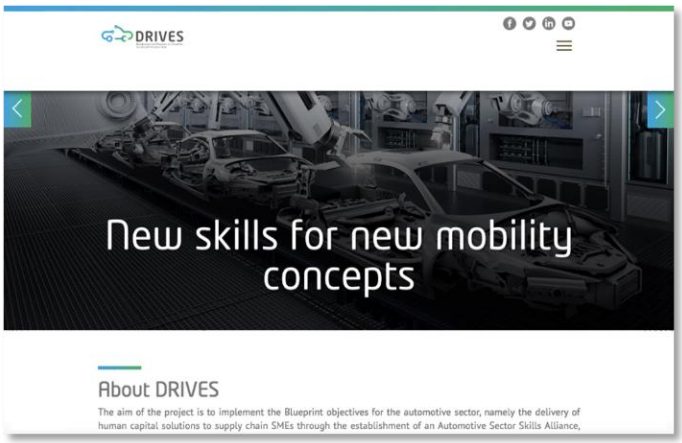


Figure 3 DRIVES Website

Within the lifetime of the project, the DRIVES website had several revisions, including one that created a dedicated section for organised events, another that created the section dedicated to provide an overview of DRIVES results (comprising all its subsections), and the set-up of quick access to the most relevant outcomes through floating buttons (as shown here on the right).

3.3 PROMOTIONAL MATERIAL

Promotional materials were produced and updated as needed, following the needs, the outcomes and the planned initiatives. These were made available to the partnership on the DRIVES cloud to be used according to disseminating moments, events, initiatives and geographies.

3.3.1 DRIVES Roll-up

DRIVES Roll-up was designed in two similar formats, and partners were invited to do their own printing. The roll-up was meant to be used at events and it reflects the image of the project, giving a coherent identity about what the DRIVES project is.

Figure 4 - DRIVES roll-ups -v1 and v2

3.3.2 DRIVES Leaflets

Leaflets were created with content and messages tailored to the intended audience.

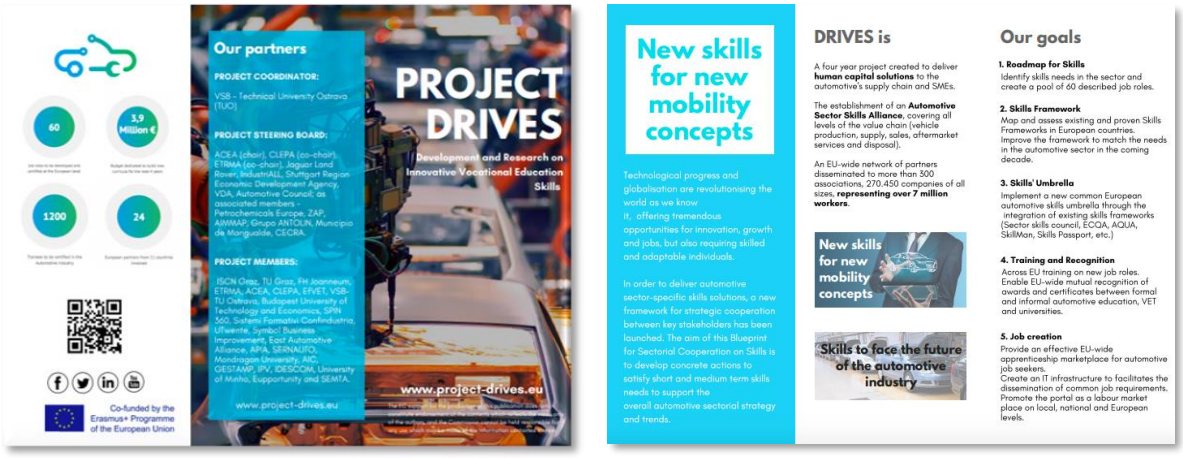


Figure 5 - DRIVES flyer #1

Figure 6 - DRIVES flyer #2

3.3.3 DRIVES Poster

A DRIVES poster was designed in 2019 to be used by partners when participating with stands to organised events.

Figure 7 - DRIVES Poster

3.3.4 DRIVES Gadgets

A number of gadgets were selected and branded to DRIVES to be distributed to stakeholders and people interested and following the activities of the partnership. These are in the form of bags, pins, note books, pens and anti-stress balls.

Figure 8 - DRIVES Gadgets

3.3.5 DRIVES electronic Newsletters

As planned in the communication strategy, the consortium published a Newsletter each quarter of the year.

In each issue we selected a personality to interview, from European public officials, political personalities, industry representatives and local policy makers. Each newsletter was shared with a diverse audience, including European and national policy makers, other projects and entities in the industry and the education sector.

The following table provides an overview of the most important groups of information recipients:

VET Sector	345 recipients
Industry	106 recipients
EU association	78 recipients
Policy makers	464 recipients

From 2018 to 2021, we published 10 newsletters, available here. On average, the open rate of each newsletter was around 23%.

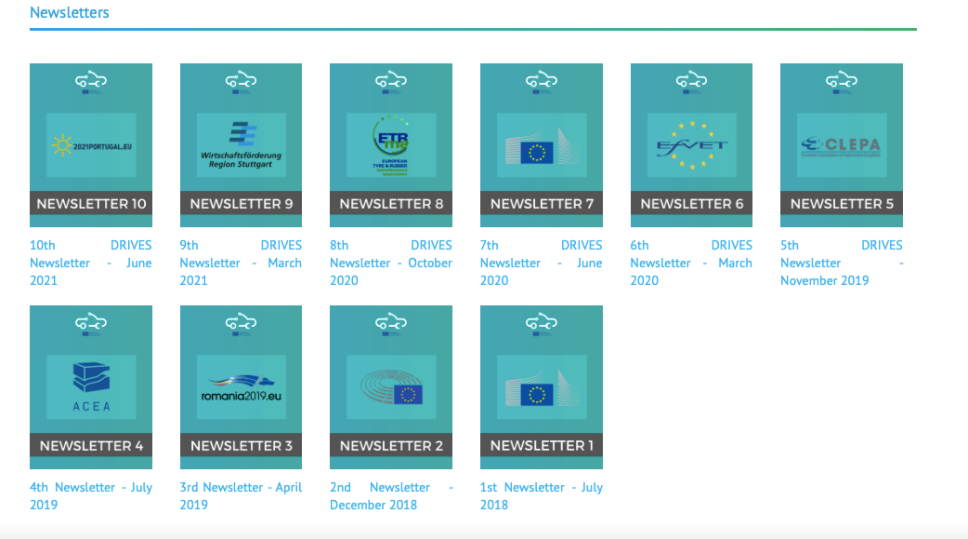


Figure 9 DRIVES published Newsletters

3.4 SOCIAL MEDIA

A number of online media supported DRIVES communication outreach, as foreseen in the report D6.1. DRIVES has Facebook, Twitter and LinkedIn accounts since 2018. Publications on these social media were meant to share news or initiatives, relevant findings to automotive stakeholders, products and results, such as:

- invitation to events organised by the project and its partners
- invitation to (re)watch recorded online events
- third party events attended by the project
- release of the project newsletters
- release of the project's reports
- highlights on the project's results (namely through factsheets)
- availability of online learning and training
- relevant information released by third parties

Moreover, **pictures** and factsheets for social media dissemination purposes were created and can all be found here. **Videos** were also produced and are available at the project's YouTube channel (DRIVES Learning Platform, DRIVES Framework – a) General Presentation; b) Individuals; c) Industry & Experts d) Training Providers, and other)

In May 2022, the three social media platforms used by DRIVES added **1071 followers**.

An overview of online media channels developed and used for EU-wide dissemination is given hereunder.

Twitter

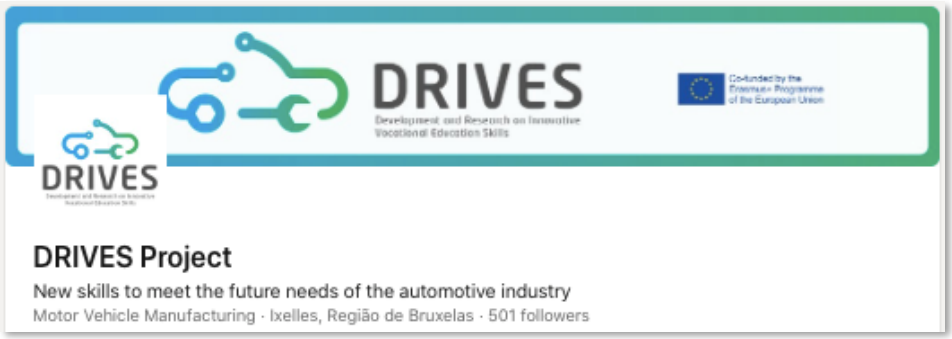
https://twitter.com/ProjectDrives

Facebook

https://www.facebook.com/Project-DRIVES-969201189911395/

Facebook was also used to stream online webinars: see here

LinkedIn



https://www.linkedin.com/company/project-drives/?viewAsMember=true

3.5 DIRECT DISSEMINATION E-MAILS - MAILCHIMP

Throughout the project implementation, we sent out to our stakeholders database several emails through the *Mailchimp* application, including information on relevant news, project events and newsletters.

We started out with a stakeholders database of 300 and, through the interest generated by events, representations and networking, we increased the number of the recipients of the project information to around 1500 people. This group could be divided into policy makers, industry associations, projects, VET entities, media entities and industry.

Details about Mailchimp audience and information sent is in section 6 and annex 1.

3.6 SCIENTIFIC PUBLICATIONS

Some DRIVES partners were involved in producing technical papers that were submitted and published in reference Journals. The table below lists of these publications, indicating title and authors:

Date	Title	Authors	DOI
29/08/2019	Transferable competence frameworks for automotive industry	Georg Macher, Eugen Brenner, Richard Messnarz, Damjan Ekert & Mick Feloy	Communications in Computer and Information Science, vol 1060 - Springer https://doi.org/10.1007/978-3-030-28005-5_12
03/11/2019	DRIVES—EU blueprint project for the automotive sector—a literature review of drivers of change in automotive industry	Jakub Stolfa,Svatopluk Stolfa,Christian Baio,Utimia Madaleno,Petr Dolejsi,Federico Brugnoli,Richard Messnarz	Journal of software: Evolution and Process - Willey Volume32, Issue3 https://doi.org/10.1002/smr.2222
10/08/2020	Automotive Engineering Skills and Job Roles of the Future?	Jakub Stolfa, Svatopluk Stolfa, Richard Messnarz, Omar Veledar, Damjan Ekert, Georg Macher & Utimia Madaleno	Part of the Communications in Computer and Information Science book series (CCIS,volume 1251) - Springer https://doi.org/10.1007/978-3-030-56441-4_26
10/08/2020	Automotive Cybersecurity Engineering Job Roles and Best Practices – Developed for the EU Blueprint Project DRIVES	Richard Messnarz, Georg Macher, Florian Stahl, Stefan Wachter, Damjan Ekert, Jakub Stolfa & Svatopluk Stolfa	Part of the Communications in Computer and Information Science book series (CCIS,volume 1251) - Springer https://doi.org/10.1007/978-3-030-56441-4_37
21/08/2021	Automotive Cybersecurity - Training the Future	Christoph Schmittner, Abdelkader Shaaban, Svatopluk Stolfa, Jakub Stolfa, Jan Plucar, Marek Spanyik, Alen Salamun, Richard Messnarz, Damjan Ekert, Georg Macher & Alexander Much	Part of the Communications in Computer and Information Science book series (CCIS,volume 1442) - Springer https://doi.org/10.1007/978-3-030-85521-5_14

4 EVENTS, WEBINARS AND INITIATIVES

Between December 2018 and December 2021, the consortium developed and disseminated a significant number of initiatives and organised or participated in more than 115 relevant events. Few other events were added with the 3-month extension. These took place in several different countries across-EU and outside.

This section provides an overview of what is further detailed in the Report D6.2.3 Actions towards national and European stakeholders.

4.1 ORGANISED EVENTS

The consortium as a group hosted several events to engage with industry, education providers and policy makers. Although further details on this topic can be found in annex 2 and D6.2.3, we highlight some of those events in the present report, due to the interest raised and participation:

- As part of the European Week of Regions and Cities (2019 and 2020) targeting mainly regional authorities and of the Industry Days 2021 aiming for a wider industrial audience.

- With the objective of attracting educational providers in the automotive ecosystem, a series of webinars were submitted as part of European Vocational Skills Week in 2020. Their purpose was to generally promote DRIVES' goals and outcomes, and to specifically disseminate achievements in several strands of activity – skills intelligence, job roles and training, the apprenticeship market and DRIVES Framework

- The DRIVES TALKS was a series of webinars that spanned the second semester of 2021. Its objective was to disseminate the results of the project to VET and industry representatives,

across 6 countries Portugal, Poland, Germany, Romania, Spain, Italy and Austria. The webinars' format was smaller and more personal to allow more productive discussions.

The final purpose was to get regional perspectives that the partnership would take into account in the preparation of the third release of the Automotive Skills Agenda Strategy & Roadmap.

- Legacy events series – was limited to two events due to the sanitary imposed restrictions:

  - The High-level event: skills and transformation of the EU's automotive sector (27/05/20 had been designed to be a two-day event at the Brussels Autoworld Museum, but the original agenda was condensed and the conference organised online. The event was jointly designed by DRIVES and COSME teams, as well the European Commission (DG GROW), to discuss the ongoing challenges for skills in the sector, to reflect on the future and hear experiences about solutions and best practices for updating skills.

  - The DRIVES final event has accomplished the outlined objectives by demonstrating the quality of the project's achievements to interested stakeholders. It was demonstrated that DRIVES successfully addressed the needed skills to overcome the general challenges and shifting trends in the automotive ecosystem. The partnership showed that the research was concurrent with other EU-studies and that the created content, reasoning and platforms are a substantial and sustainable contribution for upcoming endeavours. As stated during the event: '*DRIVES made a difference because it leaves a legacy to the automotive sector. It is the cornerstone of the Automotive Skills Alliance*'. Detailed information can be found on the deliverable D 6.2.4.

4.2 PARTICIPATED EVENTS

As previously mentioned, DRIVES partners participated in a very significant number of organised events either for networking purposes, proposing sessions within third party entities or as invited speakers to disseminate DRIVES outcomes.

Further detailed information can be found on the deliverable D 6.2.3, but below we provide some examples of the meetings and events where DRIVES partners mainly engaged with policy-makers and groups of experts (education and technology):

- **CEDEFOP – (presentation) "Future jobs, current challenges "(08/06/2018)**

Presentation and involvement by CLEPA, VSB and other DRIVES partners.

- **5 Year Anniversary Event of the European Alliance for Apprenticeships (EAfA) – (08/11/2018)**

SEMTA and other DRIVES partners were involved in the discussions, network and made a presentation at the EAfA workshop during the European Vocational Skills Week.

- **EUROPEAN COMMITTEE OF THE REGIONS - CoRAI – Automotive Intergroup Meeting (27/06/2019): Contributing to discussions on "Future of the Automotive Industry"**

CLEPA and other DRIVES partners were involved in the discussions and network, while CLEPA was keynote speaker covering "The looming talent challenge – how can automotive regions take the lead?"

- **EUROPEAN PARLIAMENT WORKING DINNER – Future of mobility: Striving for sustainable growth (06/11/2019):**

CLEPA and the European Forum for Manufacturing co-organised the discussion meeting at the European Parliament where Eupportunity made a presentation on mobility and needed talent, presenting DRIVES and ALBATTS blueprint goals and achievements – "Enabling Young Talent and Prioritising the Needed Skills for the European Workforce". Main

participating entities were from the European Parliament and the European Commission, while sector association, industry and other were also invited.

- **1st Seminar of the Blueprint for Sectoral skills projects**

On 15/11/2018, the European Commission organised a seminar for the first five Blueprint projects to discuss two themes: skills intelligence and the projects' expectations of future skills policy. Among these, the DRIVES project was included.

The first projects had begun almost a year before and focused on the following topics: a) Automotive; b) Maritime technology; c) Space - geo information; d) Textile, clothing, leather and footwear; e) Tourism.

The seminar, focusing on the Skills Agenda, provided an opportunity to share knowledge, to reflect on the challenges and breakthroughs, and to meet with stakeholders among and beyond the partnerships that would help to maximise the sustainability and impact of each Blueprint in the following years. The skills intelligence generated by the Blueprint projects would feed into the Skills Panorama.

- **Future Skills at Work – the what and the how of skills acquisition**

One of the most essential elements of thriving labour markets are skilled workers. The Finnish employer organisations Confederation of Finnish Industries EK, Chemical Industry Federation of Finland, Service Sector Employers Malta and Finnish Education Employers discussed the skills and competences of the future labour markets.

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

- **EuroSPI²**

The DRIVES project participated in 2018, 2019, 2020 and 2021 editions of the EuroSPI. EuroSPI² is an industry conference on systems, software and services process improvement and innovation (SPI) projects, in which international researchers and professionals contribute their lessons learned and share their knowledge as they work towards the next higher level of software management professionalism. Some partners were involved in writing and submitting technical papers later published in reference journals and publications. On all editions the project organised a workshop, and that was the case for the 19th edition in Bilbao, Spain (09/2018). At the 19th edition, DRIVES was actively represented with presentations by Petr Dolejsi, European Automobile Manufacturers Association, Belgium, Jakub Stolfa, Svatopluk Stolfa, Technical University Ostrava, Czech Republic, Richard Messnarz, ISCN GesmbH, Austria, Christian Baio, Federico Brugnoli, SPIN360, Italy and Georg Macher, TUGRAZ, Austria. Some of the topics discussed at workshops:

- Best practices concerning core competences needed to develop the 2030 vision
- Best practices concerning new service and business models needed to develop the 2030 vision
- Visions and best practices concerning Industry 4.0, Infrastructure and future car functionality
- Visions and best practices concerning standards
- Visions and best practices concerning electric design and energy concepts
- Visions and best practices concerning future design patterns and skills needed

4.3 RELEVANT INITIATIVES

DRIVES blueprint initiatives were not only restricted to developing actions according with the predefined plan and subjects, as we were also very much attentive to any developments that could influence or have impact on the outcomes. These could be technological, market or business changes, systemic effects or reformed/new legislation and policy orientations.

This was reflected on adaptations, for example of training certification with micro-credentials or shifting traditional learning means by digital formats. All those adaptations were shared and disseminated to stakeholders and some had a significant effect.

4.3.1 Quarantine MOOC Platform

An impressive initiative happened promptly when DRIVES partnership was taken by the events caused by the sanitary situation and joined efforts with ALBATTS project to create and launch a MOOC platform with free online courses. Both partnerships searched and selected several online engineering courses, accessible for free, correlated to the automotive industry and e-mobility, with teaching materials prepared and made available by various major renowned universities, around the world.

This platform was an easy single-access used to invite inactive or laid-off employees to devote their time to education.

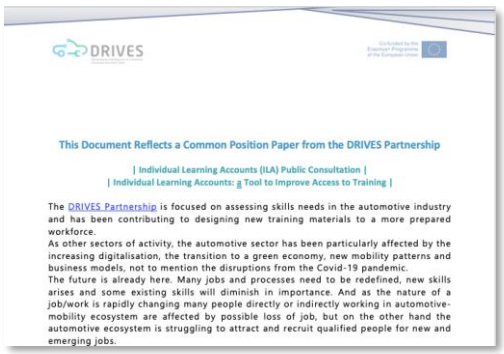
The initiative was very well promoted by many stakeholders, including several European Commission Directorates. It was considered a reference and increased significantly the visibility of both blueprints.

4.3.2 Pact for Skills – New Skills Agenda

The Pact4Skills was taken seriously by the DRIVES partnership as a recovery strategy for the automotive sector to remain competitive and to meet its economic and social responsibilities, by investing significantly in the re/upskilling of its workforce. Thus, DRIVES immediately mobilised stakeholders and was at the core of a front movement contributing to establish and deploy a pact for skills for the automotive ecosystem, fully in line with the joint proposal to deliver and implement a sectorial up/reskilling framework for the workforce. DRIVES mobilised and paved the way to a dedicated alliance for an accelerated overarching transformation and a for a smart recovery strategy of the European automotive ecosystem, maximising the industry's competitiveness, job retention and new job opportunities. Some months later, the Automotive Skills Alliance was officially lunched and was pioneer within the Pact for Skills sectoral alliances.

4.3.3 EU Consultation

DRIVES partnership also reacted to several consultations put up by the European Commission, namely those connected to Individual Learning Accounts (ILA) and Micro-credentials. In the case of ILA, with active involvement by the coordinator, Eupportunity and ACEA, the questionnaire and a DRIVES position paper was submitted to the Commission services.


DRIVES

This Document Reflects a Common Position Paper from the DRIVES Partnership

| Individual Learning Accounts (ILA) Public Consultation |
| Individual Learning Accounts: a Tool to Improve Access to Training |

The DRIVES Partnership is focused on assessing skills needs in the automotive industry and has been contributing to designing new training materials to a more prepared workforce.
As other sectors of activity, the automotive sector has been particularly affected by the increasing digitalisation, the transition to a green economy, new mobility patterns and business models, not to mention the disruptions from the Covid-19 pandemic.
The future is already here. Many jobs and processes need to be redefined, new skills arises and some existing skills will diminish in importance. And as the nature of a job/work is rapidly changing many people directly or indirectly working in automotive-mobility ecosystem are affected by possible loss of job, but on the other hand the automotive ecosystem is struggling to attract and recruit qualified people for new and emerging jobs.

5 GENERATED LEGACY

In this section we list the materials and the instruments that resulted from research and development done by DRIVES partnership, which recognised relevance is offered as a legacy to the automotive stakeholders and all future initiatives, particularly the ones connected with the automotive ecosystem.

5.1 DRIVES LEARNING PLATFORM

The DRIVES Learning Platform offers courses developed by the partnership and the training materials result from identified reskilling and upskilling needs stemming from the sector after new mobility dynamics and automotive industrial transformations.

The first demo was running from June/July 2020 and was fully operational in 2021.

The training courses can be used free of cost by individuals or companies to upskill or reskill their employees or by education and training providers in their courses only through the DRIVES learning platform.

The teaching offer is available online as MOOC courses (http://learn.drives-compass.eu.) They can be provided, on demand, as on-site courses in partner regions.

A demo-video for DRIVES Learning Platform was made available at the project's YouTube channel and had 255 views.

The training courses created are based on Intelligence gathered among stakeholders to identify skill needs to face upcoming challenges and associated drivers of change. Therefore, the partnership worked on over 30 different emerging job roles and made available correspondent skillset's descriptions.

Assessment of online courses participation is done in section 6 of this report.

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

5.2 DRIVES FRAMEWORK

DRIVES created a Reference and Recognition Framework to support and harmonise Skills Agenda in the Automotive Sector. This is possibly the most relevant legacy from DRIVES blueprint, as it embraces main outcomes from the different strands of work (i.e., training courses, digital badges).

The main objectives of the DRIVES Framework are graphically depicted in Figure 10 and the core features are:

- **Continuous update of Job roles and its Competences/skills definitions –** Expert community approach
- **Database of training courses for Automotive Sector** (paid/free, onsite/online, with certificate/without certificate, etc.)
- **DRIVES Digital Badge** for achievement of the level of competence/skill by plugged-in training
- **Tools** apprenticeship comparison tool or good practice resource
- **Learning accounts and management** tracking of trainee progress and management of training courses by providers
- **API** to issue the digital badges and more

Figure 10 DRIVES Framework – main objectives

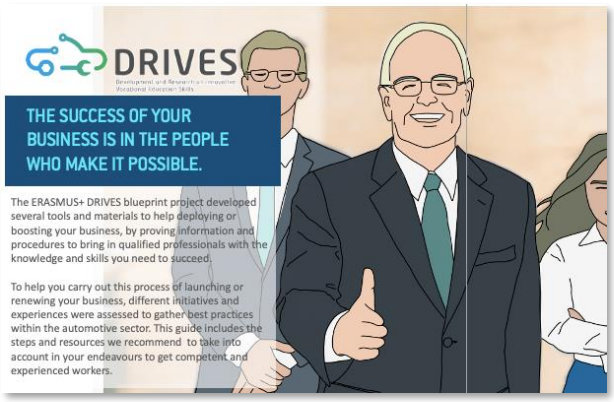
As mentioned above, the DRIVES Framework is an essential legacy for the automotive ecosystem and a concept that can be considered a reference for all sectors of activity that look for a one-stop source for workforce development. It has already been handed over to the Automotive Skills Alliance (ASA) that

reaches more than 80 partners. Resulting from the Pact for Skills concept, it will boost opportunities to increase the impact of the training of individual providers.

Four presentation videos of the DRIVES Framework, are available at the project's YouTube channel.

5.3 HIRING AN APPRENTICE GUIDE

To promote the attractiveness of apprenticeships, stakeholders were brought together to raise awareness of routes into the sector, including activities connected to apprentices. Following exchange of ideas and good practices, and guided by Gestamp's team, partners produced a Guide to support companies (mainly SMEs) with their endeavours to get competent staff. With an interactive design, the book, guides through the process of hiring an apprentice.



Hiring an Apprentice Guide was released as a flipbook and allows browsing to further learn about the different resources and examples, templates and recommendations. Step by step, the user can learn how is the best way to proceed at each level and make easier planning for hiring well prepared workers.

6 DISSEMINATION PERFORMANCE MONITORING

DRIVES has its website and social media accounts since 2018. Social media reports were produced quarterly, shared with the partnership, and made available on DRIVES cloud.

DRIVES website and social media channels have had a consistent growing number of followers. It is noticeable the overall growing interest and engagement of stakeholders with DRIVES project and outcomes. In the case of the website, that can be demonstrated by the analytics audience overview. It certainly surpasses the expectations with an average of 300 new users per month, about 17, 899 users along the project's duration, more than 65,7k page views with a bounce rate of 54% and an average of 80/month subscriptions to the Newsletter. Furthermore, although the majority of website visitors are based in Europe, interest also came from Asia (China, Japan) and America (USA).

	Continent	Users	New Users
1.	Europe	10,985	11,196
2.	Asia	3,185	3,268
3.	Americas	2,896	2,920
4.	Africa	500	531
5.	(not set)	170	169
6.	Oceania	69	69

In what regards social media, and as previously mentioned in section 4, in May 2022, the project had **1071 followers** in the three social media platforms.

6.1 EVOLUTION OF NUMBER OF FOLLOWERS ON SOCIAL MEDIA (FROM 2018 TO 2022)

Of the three social media platforms, LinkedIn was the one registering the biggest growth in what regards followers, as it is mainly used for work. In second place, there is Twitter. In what regards Facebook, audience growth was not remarkable, since people use Facebook in a personal perspective, mainly to stay connected with friends and family. However, the account was kept until the end of the project and all updates were always published there.

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

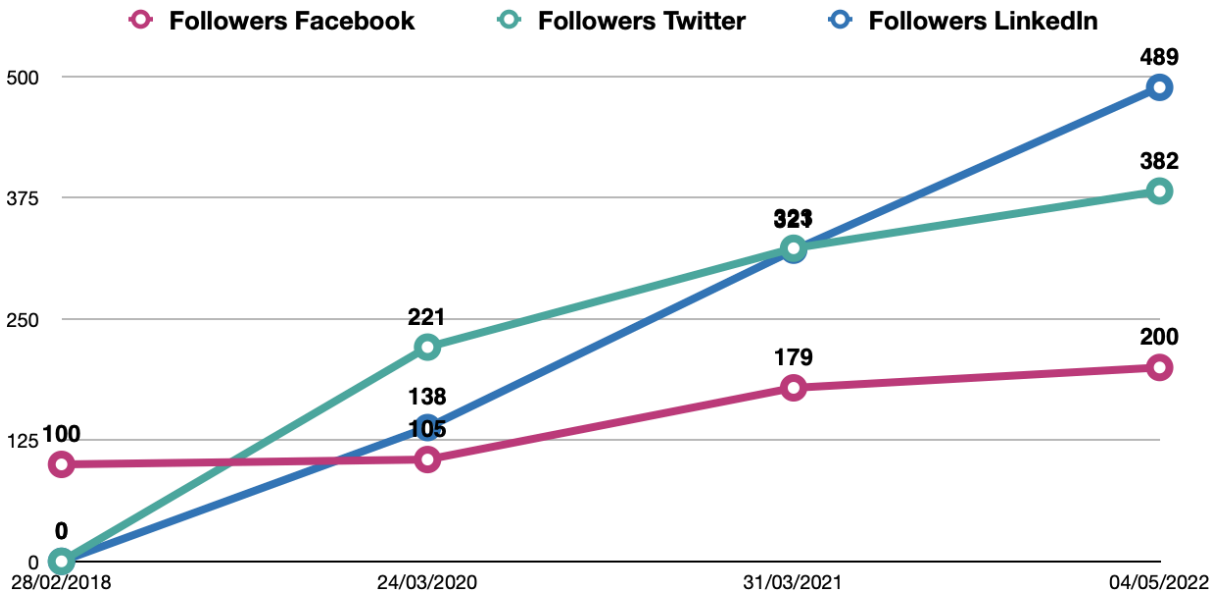


Figure 11 Evolution of followers in DRIVES social media

Overall, the dissemination impact was above expectations and got ***very high engagement rates***, particularly on LinkedIn (above 6%), which is very positive.

To provide a deeper dissemination performance assessment, it can be mentioned that, throughout the project duration, we worked to increase DRIVES influence in these networks. The goal was always to reach as many people as possible, namely by creating appealing contents – through text, picture or small videos - related to whatever was going on in the project.

The audience in all three social media platforms has consistently increased, showing that the information that was being provided was appealing, interesting and useful to the followers. By the end of the project, DRIVES had 203 followers of Facebook, 385 on Twitter and 501 on LinkedIn.

The graphics below show the relation between number of posts and number of followers for each platform. Twitter and LinkedIn are the platforms that generated more followers (and interactions).

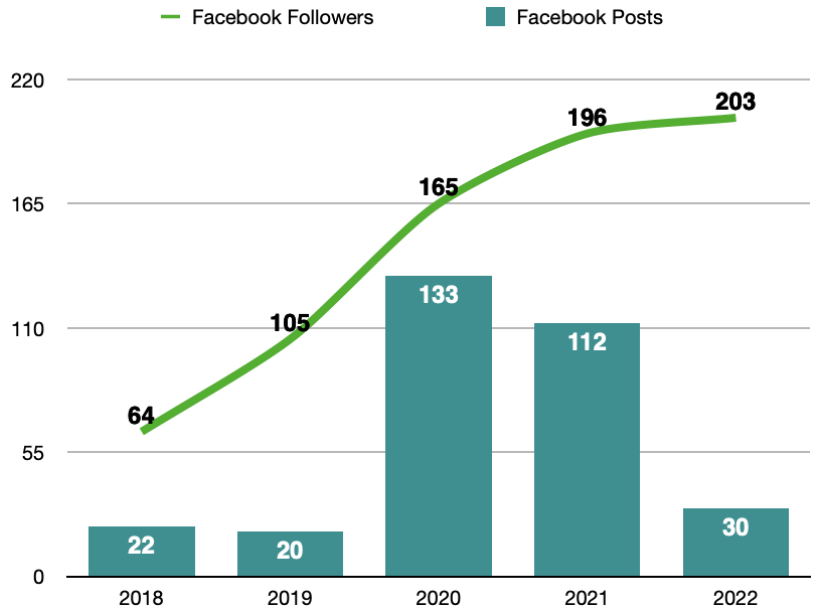


Figure 12 DRIVES posts and followers on Facebook

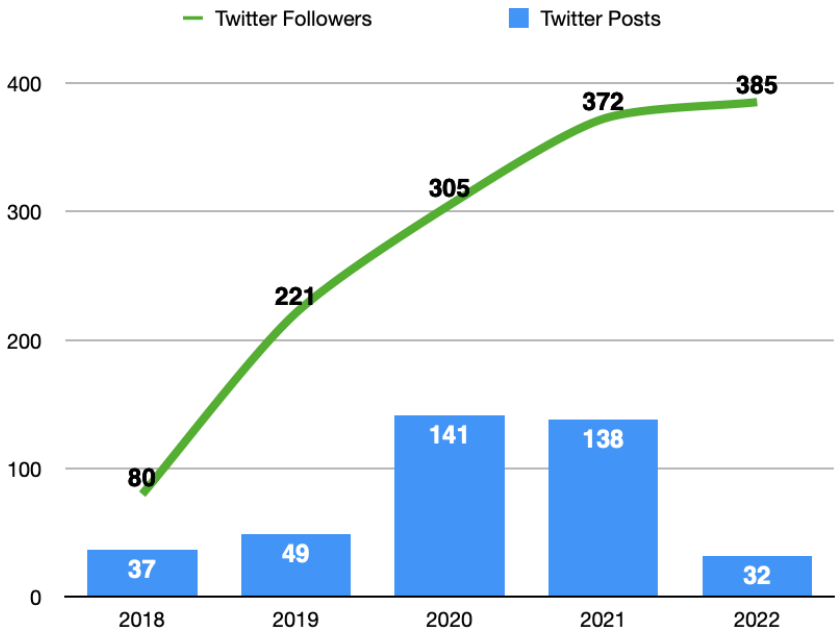


Figure 13 DRIVES posts and followers on Twitter

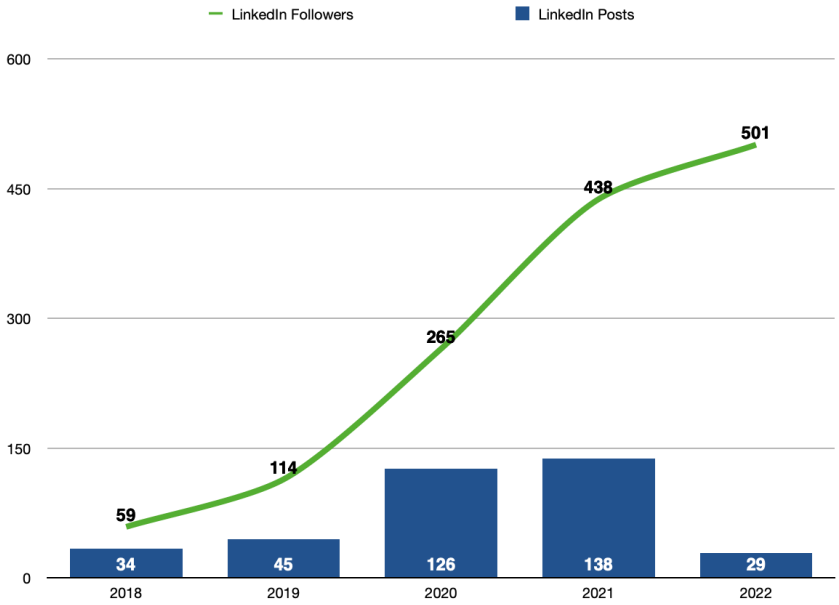


Figure 14 DRIVES posts and followers on LinkedIn

As for the professional profile of DRIVES followers, LinkedIn provides the information that their background is primarily the automotive industry (24%), followed by government, ICT and Higher Education. Thus, covering the main types of profiles we were aiming to cover.

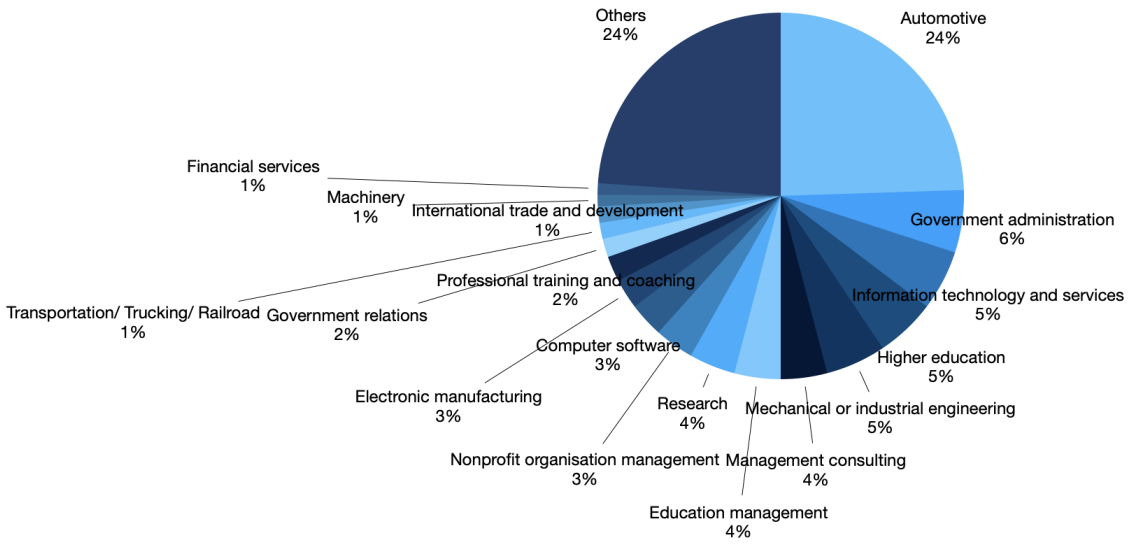


Figure 15 DRIVES followers' profile on LinkedIn

We have created more than 400 pictures to illustrate each message that went through. Many of them are available here.

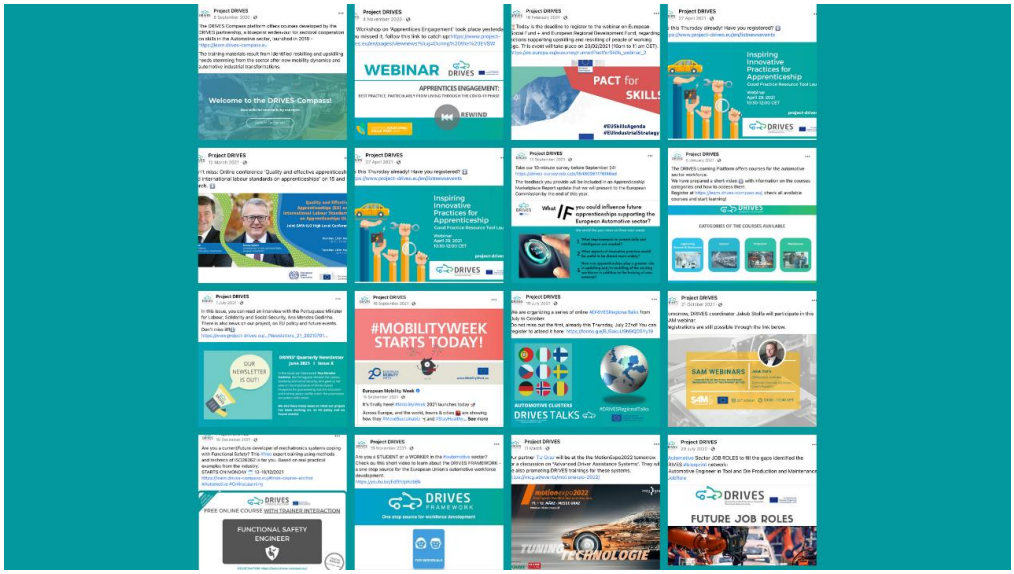


Figure 16 Examples of DRIVES social media updates

Furthermore, for specific project outcomes we have created small videos, which have also been released in the social media platforms. The videos are available at the project's YouTube channel. They address the following topics:

- DRIVES Learning Platform
- DRIVES Framework - General Presentation
- DRIVES Framework - Individuals
- DRIVES Framework - Industry & Experts
- DRIVES Framework - Training Providers

Finally, the partnership participated in some of the most relevant events in Europe, among which 23 had audiences larger than 200 participants. Out of the 23, 7 consisted in active participations, meaning a member of the consortium made a presentation of the project in some capacity. Below you will find the geographical distribution of the events where we participated in. A clear predominance for European events.

BE	31
Online	29
RO	14
PT	9
DE	7
CZ	5
ES	3
AT	2
IT	2
UK	2
North Macedonia	1

Figure 16 DRIVES Events – geographical distribution

6.2 POSTS PUBLISHED ON SOCIAL MEDIA

From 2018 to 2022, we published 1086 posts in as shown in the graphic below.

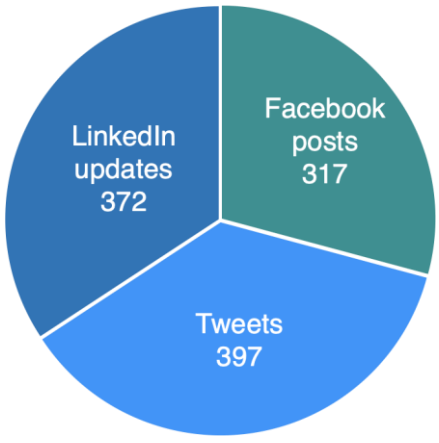


Figure 17 Total number of posts in DRIVES social media platforms

6.3 DIRECT DISSEMINATION E-MAILS

In 2019, DRIVES started using a specific platform - Mailchimp - to send information about the project to stakeholders and other interested individuals and organisations.

Information that was sent regarded, for example, DRIVES newsletters, invitations to events and webinars, available online training, and updates on the project's deliverables.

Since 2019, we have sent about 30 information e-mails. A detailed list of E-mails sent through Mailchimp are in annex 1.

The audience in this platform has **1493** subscribers. Among the recipients of the project e-mails, there are individuals registered in the project's stakeholders' database, employees of EU institutions, members of the European Parliament, EU regions, industry, education providers and public authorities.

The evolution of the number of recipients evolved as follows:

End of 2019	End of 2020	End of 2021
387	1322	1493

6.4 ASSESSMENT OF ONLINE COURSES PARTICIPATION

In November 2020, the DRIVES-Compass - later renamed DRIVES LEARNING PLATFORM - was officially announced. The platform offered free massive open online courses (MOOCs) meeting the identified reskilling and upskilling needs in the automotive sector and following new mobility dynamics and automotive industrial transformations.

During 2021, we made a continuous campaign in the project's social media channels promoting the free courses available in the DRIVES LEARNING PLATFORM.

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

This campaign consisted of simple videos explaining the purpose of the platform and presenting the category of courses that had been created: General, Engineering R&D, Production and Maintenance courses. It invited interested individuals to register to the platform and to enrol in the courses, which were either:

- Self-learning (available any time);
- Self-learning moderated (available at specific dates);
- With trainer interaction (available at specific dates).

The campaign also consisted in the release of specific images regarding each course, providing information on its availability and registration.

Furthermore, in October 2021 we also made available 50 free vouchers for a Lean Six Sigma eLearning Training.

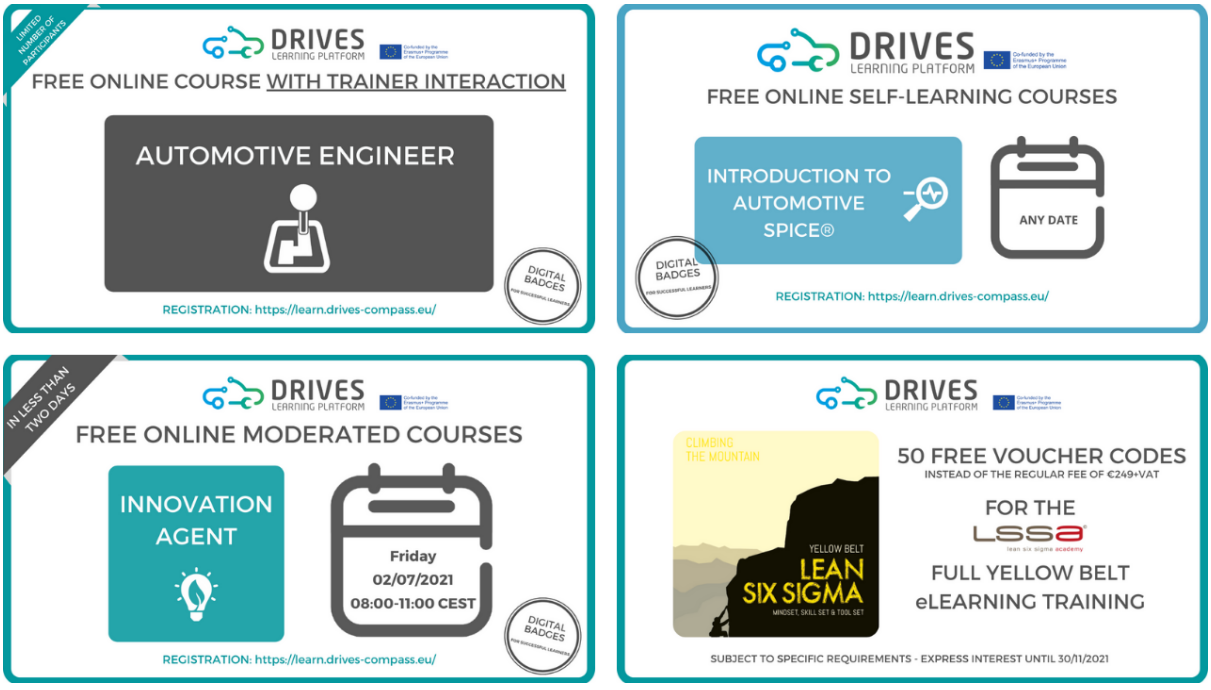


Figure 18 Examples of pictures created for the campaign

As a result, we have registered a total of 2751 enrolments in the available courses, distributed as follows:

	2021												2022
	30 Jan	25 Feb	9 Mar	29 Mar	25 Apr	18 May	25 May	15 Jun	29 Jun	1 Sep	30 Sep	14 Dec	22 Mar
Automotive SPICE Provisional Assessor	26	32	35	40	51	54	55	57	65	79	97	124	131
Automotive Engineer	31	48	52	64	66	71	76	81	82	103	111	142	175
Sustainability Manager	9	13	14	23	25	27	28	28	29	37	40	53	64
Automotive Quality Engineer	28	40	46	84	88	93	113	115	116	127	132	148	168
Introduction to Automotive SPICE	41	28	54	78	93	104	120	125	148	247	292	382	424
Innovation Agent	1	19	27	34	42	53	54	59	61	65	72	92	101
Automotive Engineer and Quality and Metrology	5	6	6	8	9	12	12	12	13	19	21	26	30
Automotive Engineer in Tool and Die Production	4	4	5	6	6	6	6	7	8	9	12	15	20
Introduction to Lean Six Sigma	33	39	42	48	63	90	92	98	133	142	146	168	183
Predictive Maintenance Technician	3	5	11	11	13	16	16	26	27	30	32	44	67
Predictive Maintenance Engineer	2	4	6	8	9	9	9	19	19	20	22	35	40
Predictive Maintenance Expert	0	0	0	0	0	1	1	1	1	3	5	13	20
Functional Safety Manager - Strategy Level	88	105	106	140	156	195	197	201	223	258	275	306	358
Automotive Engineering CAD, CAE, CAM Technician	16	24	24	28	30	34	35	36	36	41	44	52	60
ADAS/ADF Testing and Validation Engineer	11	40	45	54	68	76	76	78	82	86	90	101	131
Advanced Powertrain Engineer	11	17	21	23	29	33	33	35	38	45	48	64	76
Connected Vehicles - Technician	5	6	7	8	8	10	10	10	11	13	16	29	37
Connected Vehicles - Expert	9	12	12	14	17	18	19	21	22	25	28	40	49
Automotive Mechatronics Manager - Introduction	2	8	16	22	26	31	34	34	35	47	56	72	88
Cybersecurity Engineer	15	39	49	57	66	82	84	98	99	112	120	142	185
Robotic Technician	4	5	5	6	13	14	14	16	17	19	21	27	33
Robotic Engineer	6	9	11	12	13	16	16	18	19	20	23	33	38
Machine Learning Expert		7	7	17	25	31	32	32	34	40	47	56	67
Highly Automated Drive Engineer						40	41	43	48	50	56	66	82
Rubber Technologist - Basic Level						2	13	19	19	25	37	45	51
Artificial Intelligence Expert											1	16	30
Sensor Fusion Expert											1	9	23
Computer Vision Expert											0	11	20
TOTAL	350	510	601	785	916	1118	1186	1269	1385	1662	1845	2311	2751

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

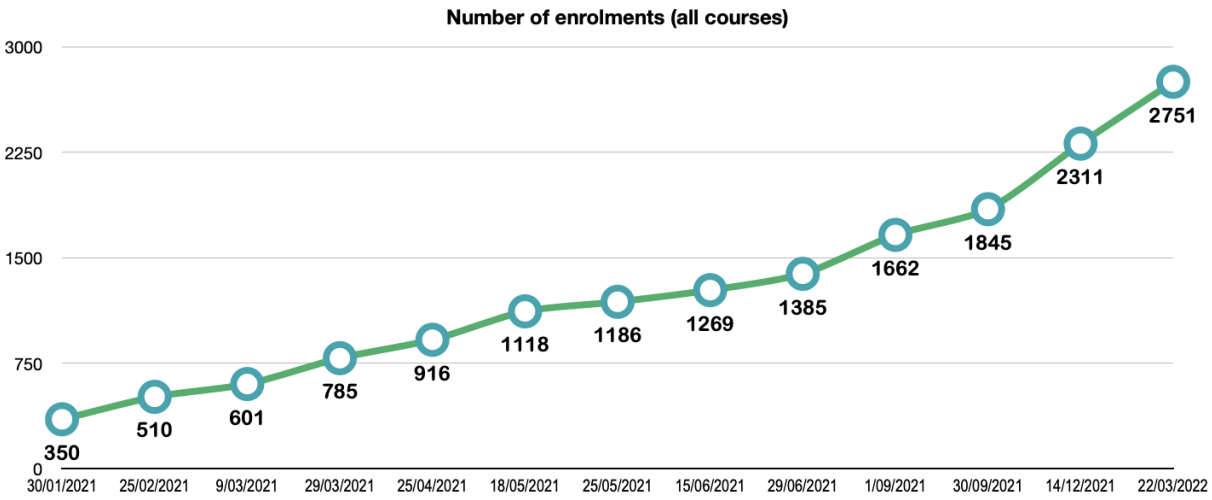


Figure 19 Number of enrolments (all courses)

Both the quality of the training courses and the campaigns to promote them were considered by stakeholders and trainees as of high level of interest and attractiveness to further search and enrol.

DRIVES reached and surpassed its original target of trainings delivered.

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

CONCLUSION

This deliverable reports the dissemination activities undertaken during DRIVES duration. Due to an amendment, the project got an extension for three months, which was beneficial for a wider dissemination of results and to reach out regional automotive clusters.

The expectation was that the pandemic constraints would relieve and a final F2F event could take place. That was not the case, nevertheless, as the DRIVES partnership succeeded to hold its final event, raising significant level of interest, with the wanted agenda subjects and speakers (details in D6.2.4).

Being an account of the communication and dissemination measures that were realised during the more than four years of DRIVES existence, DRIVES went beyond these promised KPIs and has managed to disseminate the project activities by additional means, such as, development of more than planned training courses and reaching far beyond the 1100 foreseen trainees.

All DRIVES online channels have performed at high engagement rates and that was certainly a result form the created promotion material (namely videos) and release of summary outcomes through factsheets.

Partners were also extremely active with organising and participating at webinars, workshops and other events. Moreover, the release of regular newsletters and the persistent update about technology and policy developments related to the automotive ecosystem and skills update, compelled partners to immediately be involved and propellent of the Automotive Skills Alliance.

DRIVES final goal was to invest on the sustainability of its outcomes and has succeeded to guarantee the project widespread dissemination though the Pact for Skills.

This is the perfect evidence of the high level of DRIVES results and que high quality of dissemination performance. This legacy can benefit similar projects, initiatives or further research and development.

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

DRIVES CONSORTIUM AND STEERING BOARD

DRIVES consortium is composed by 24 partners: Austria (ISCN Graz, TU Graz, FH Joanneum), Belgium (ETRMA, ACEA, CLEPA, EfVET), Czech Republic (VSB-TU Ostrava), Hungary (Budapest University of Technology and Economics), Italy (SPIN 360, Sistemi Formativi Confindustria), Netherlands (U Twente, Symbol Business Improvement), Poland (East Automotive Alliance), Romania (APIA), Spain (SERNAUTO, Mondragon University, AIC, GESTAMP), Portugal (IPV, IDESCOM, Universidade do Minho, Eupportunity) and UK (SEMTA).

Steering Board and Associated Members

Several partners and other associated entities, compose the DRIVES Steering Board. It includes expertise and input from 11 entities, chaired by ACEA, supported by CLEPA, ETRMA – and selected GEAR 2030 members. Their task was to guide the industrial strategy and direction for the project.

The Steering Board members are the Stuttgart Region Economic Development Corporation, Petrochemicals Europe, Automotive Industry Association of the Slovak Republic, Grupo Antolín, Association of Portuguese Mechanical Engineering and Similar Industrial Companies, Municipality of Mangualde, Jaguar Land Rover, IndustriAll, VDA, Automotive Council UK and CECRA.

LinkedIn is research associated partner.

ANNEX 1 – E-MAILS SENT THROUGH MAILCHIMP

BOUNCED=Couldn't be delivered

DATE	CONTENT	RECIPIENTS	OPENED	CLICKED	BOUNCED	UNSUBSCRIBED
17/07/2019	Newsletter 4	667	183	42	79	3
17/07/2019	Newsletter 4	618	164	24	29	8
19/07/2019	Newsletter 4	608	160	24	29	6
25/09/2019	European Week of regions Workshop Invitation - Registration Reminder	48	20	3	4	0
13/11/2019	Newsletter 5	646	172	27	33	1
26/02/2020	SAVE THE DATE - High Level Conference on Skills and transformation of the EU's automotive sector	952	254	49	45	7
17/03/2020	DRIVES Project output report - Automotive Apprenticeship Marketplace D5.2 Dissemination	932	269	19	34	0
25/03/2020	Newsletter 6	913	226	14	13	4
06/04/2020	Education and Upskilling in Quarantine time! - Access free online reskill and upskill education courses DRIVES/ALBATTS MOOC Campaign	927	144	29	12	3
14/04/2020	Online Conference - Skills and Transformation in the automotive sector	923	258	30	12	2
16/04/2020	NEW SAVE THE DATE - High Level Conference on Skills and transformation of the EU's automotive sector	921	209	20	12	4
02/07/2020	DRIVES Project - 7# Quarterly Newsletter, Q2 2020	911	120	16	19	0
15/07/2020	European Skills Agenda: project DRIVES at the core of automotive skills priority Tags: PERMREP, EP EMPL, EP ITRE, DG EMPL, DG GROW	259	37	1	2	0

DATE	CONTENT	RECIPIENTS	OPENED	CLICKED	BOUNCED	UNSUBSCRIBED
15/07/2020	European Skills Agenda: project DRIVES at the core of automotive skills priority Tags: DG RTD, DG MOVE, EACEA	24	1	0	0	0
01/10/2020	Registration open for the DRIVES Webinars on skills in the auto industry	907	211	29	15	5
16/10/2020	Project DRIVES - 8th Newsletter	900	156	14	13	1
27/11/2020	Participate in the DRIVES Apprenticeship Survey 2020	434	123	30	21	1
27/11/2020	Participate in the DRIVES Apprenticeship Survey 2020 Tags: DRIVES consortium, EU Association	77	17	0	0	0
17/03/2021	Reminder: Webinar on Skills Alliance and the forthcoming e-mobility – Urging the ecosystem global competitiveness	1551	239	29	180	11
29/03/2021	Project DRIVES - 9th Newsletter	1435	246	22	82	6
30/06/2021	Project DRIVES - 10th Newsletter	1422	228	15	81	12
07/07/2021	DRIVES LEARNING PLATFORM - Available courses (Industry)	102	25	10	7	1
07/07/2021	DRIVES LEARNING PLATFORM - Available courses (Regions)	206	25	2	30	1
07/07/2021	DRIVES LEARNING PLATFORM - Available courses (VET offer)	342	85	22	20	3
20/08/2021	DRIVES Project - Apprenticeship Consultation: online survey	342	110	18	16	0
12/10/2021	Can competitive companies manage without a qualified workforce? Information on courses with trainer interaction	619	122	26	66	1

DATE	CONTENT	RECIPIENTS	OPENED	CLICKED	BOUNCED	UNSUBSCRIBED
	Tags: Database, Industry, EU Regions, VET offer					
09/11/2021	Launching the Apprenticeship Marketplace Update Report 24/11/2021	1561	311	19	87	9
24/11/2021	Lean Six Sigma Yellow Belt e-Learning Course - Free Vouchers Tags: Database, Industry, VET offer	400	73	9	13	2
27/11/2021	Apprenticeship Survey	77	17	0		
17/03/2022	DRIVES virtual Final Event 24/03/2022	1513	379	49	90	3

ANNEX 2 – LIST OF EVENTS

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
AIA CZ - Annual Meeting	VSB-TUO	14/12/17	Presentation	CZ	Industry; Policy Makers; Educational; Labour
Xªs Jornadas Técnicas de Engenharia Mecânica e Gestão Industrial	EUPPORTUNITY; IPV; UNI MINHO; IDESCOM	17/04/18	Presentation	PT	General Public; Industry; Educational; Labour
CEDEFOP - Future jobs, current challenges	CLEPA; VSB-TUO	08/06/18	Presentation	BE	Policy Makers; Educational 100
Foren 2018	APIA	10/06/18	Presentation, networking, meeting with possible stakeholders	RO	Industry; Policy Makers 150
European Validation Festival 2018	ACEA; CLEPA	15/06/18	Networking, meeting with stakeholders	BE	Industry; Policy Makers; Educational 300
SERNAUTO Meeting 'Impact of new technologies on the vehicle'.	SERNAUTO	25/06/18	Presentation	ES	General Public; Industry; Policy Makers 200
Driving Future Platform: What will fuel tomorrow's mobility	ACEA; Eupportunity	26/06/18	Presentation	BE	Industry; Policy makers; Educational 200
EuroSPI 2018 conference	ACEA; ISCN; TU GRAZ; VSB-TUO	05/09/18	Presentation, Conference, Paper	ES	Industry; Educational 100
Inauguration of the Engineers Europe Advisory Group	CLEPA	11/09/18	Networking, meeting with stakeholders	BE	Industry; Policy Makers 100
3 Seas Initiative Forum	APIA; EAA	17/09/18	Networking, meeting with possible stakeholders	RO	Industry; Policy Makers 400
“Sustainable Mobility Forum”	APIA; IDESCOM	26/09/18	Networking, meeting with possible stakeholders	RO	Industry; Policy Makers; Educational 75
The future of qualifications and work in the automotive industry.	IDESCOM	27/09/18	Networking, meeting with stakeholders	PT	Policy Makers 200
INEGI forum for the Automotive Industry	IDESCOM	02/10/18	Networking, meeting with stakeholders	PT	Industry; Policy Makers; Educational

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
European Parliament of Enterprises	Eupportunity	11/10/18	Intervention	BE	Industry; Policy Makers 750
"Smart Cities of Romania" - panel Smart & Green Mobility	IDESCOM; APIA	30/10/18	Intervention / Networking, meeting with possible stakeholders	RO	Industry; Policy Makers; Educational
EDUPRO Summit	APIA	01/11/18	Networking, meeting with possible stakeholders	RO	Industry; Policy Makers; Educational 500
5 Year Anniversary Event of the European Alliance for Apprenticeships (EAfA) during the EU Vocational Skills Week	SEMTA	08/11/18	Presentation, Workshop	AT	Policy Makers 150
The Future challenges for employment in the Automotive industry	EUPPORTUNITY; IDESCOM; UNI MINHO; IPV	09/11/18	Presentation, networking, meeting with possible stakeholders	PT	General Public; Industry; Policy Makers; Educational 200
Blueprint seminar	SPIN 360	14/11/18	Intervention	BE	Industry; Policy Makers; Educational
Automation in transport: how does it affect the labour force?	VSB-TUO	20/11/18	Flyers, Roll-up	BE	Industry; Policy Makers; Educational 70
Driving Future Platform: Long distance connectivity: the digital future of mobility	EUPPORTUNITY	20/11/18	Networking, meeting with stakeholders	BE	General Public; Industry; Policy Makers
DEKRA Lunch debate event - Digitization, skills and the labor market: growing prospects, shifting demands	ETRMA	20/11/18	Networking	BE	Industry; Policy Makers; Labour 200
Conference 'Sustainable vocational training strategies for the challenges of the future.	IDESCOM	06/12/18	Networking, meeting with possible stakeholders	PT	General Public; Industry; Policy Makers; Educational 60
Conference 'Sustainable vocational training strategies for the challenges of the future. Case study: the automotive industry in the European context - skills, mobility and employment'	EUPPORTUNITY; IDESCOM IPV; UNI MINHO	06/12/18	Intervention	PT	General Public; Industry; Policy Makers; Educational; Labour 60
Open Inno Train Kick off Meeting	ISCN; TU Graz	07/01/19	Networking, meeting with possible stakeholders	ES	General Public; Industry; Educational 20
The role of vocational education and training in shaping the future of Europe'	EUPPORTUNITY	27/02/19	Networking, meeting with possible stakeholders	BE	Policy Makers; Educational; Labour

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
TireTech2019	U TWENTE	05/03/19	Presentation, Booth with Poster and Flyer	DE	Industry; Policy Makers; Educational 100
Automotive Industry Forum 2019	APIA	18/03/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour
International Road Safety Conference	APIA	20/03/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour
Conference Cities of Tomorrow #7	APIA	26/03/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational 250
10th CLEPA Aftermarket Conference	EAA	27/03/19	Networking, meeting with stakeholders	BE	Industry; Policy Makers 300
Conference "Labour Mobility, a key element in insuring balance of labour market"	APIA	02/04/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 300
Czech-Poland E-mobility Days	VSB-TUO	04/04/19	Presentation	CZ	Industry; Policy Makers; Educational; Labour 35
High-level conference: The Future of Work: Today. Tomorrow. For All	VSB-TUO	09/04/19	Networking, meeting with stakeholders	BE	Industry; Policy Makers; Educational
E-mobility Workshop - Austerlitz Declaration	VSB-TUO	11/04/19	Presentation	CZ	Industry; Policy Makers; Educational; Labour 35
Polyking 2019	U TWENTE	10/05/19	Presentation	DE	General Public; Industry; Educational
EU Cluster Conference 2019	APIA;	14/05/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 400
From School to Work – The Role of Chambers: A joint European Alliance for Apprenticeships (EAfA) and Czech Chamber of Commerce event	VSB-TUO; SEMTA	20/05/19	Networking, meeting with stakeholders	CZ	Industry; Policy Makers; Educational; Labour 100
Materials Regulations Event	CLEPA	21/05/19	Networking, meeting with stakeholders	DE	Industry; Policy Makers

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
International Week FHWS	U TWENTE	23/05/19	Presentation	DE	General Public; Industry; Educational 100
Conference on quality in education and training	APIA	04/06/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 200
Conference Adults up skilling and reskiling – balancing the labour market	APIA	06/06/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 200
Final Conference From Home to Work of the ICARO project: "Innovative Curriculum on Soft Skills for Adult Learners" (ICARO)	EUPPORTUNITY	12/06/19	Networking	BE	General Public; Industry; Policy Makers
Meeting of the expert group 'platform of European associations of vet providers	EUPPORTUNITY	18/06/19	Presentation	BE	General Public; Industry; Policy Makers
Conference "Single Market Forum"	APIA	21/06/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 200
Week of Innovative Regions in Europe 2019 (WIRE 2019)	APIA	26/06/19	Event participant, Networking, meeting with stakeholders	RO	Industry; Policy Makers; Educational; Labour 450
CoRAI – Automotive Intergroup Meeting "Future of the Automotive Industry", The looming talent challenge – how can automotive regions take the lead?	CLEPA	27/06/19	Keynote speaker, networking meeting with stakeholders	BE	Industry; Policy Makers
MVWG	VSB-TUO	03/07/19	Presentation	BE	Industry; Policy Makers
Rubber and Mobility Summit 2019	U TWENTE	04/07/19	Presentation, Poster & Flyer	DE	General Public, Industry; Educational; Labour
MANUKET – Interplatforms digitalization event	SERNAUTO	10/07/19	Presentation DRIVES projects and skills	ES	Industry; Policy Makers; Educational;
Chemistry meets Industry and Society	U TWENTE	28/08/19	Presentation	IT	Industry; Educational;
IRC 2019 London, UK	U TWENTE	03/09/19	Presentation	UK	General Public, Industry; Policy; Educational; Labour

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
EuroSPI 2019	VSB-TUO, TUG, ISCN, U TWENTE	18/09/19	Presentation	UK	Industry; Educational
4th regional seminar for candidate countries: Engagement of Small and Medium-Sized Enterprises in Work-based Learning	SEMTA	25/09/19	Presentation, Networking, Meeting with stakeholders	North Macedonia	General Public; Educational; Labour; Policy
Green Wheels Project - Partnership Meeting in Prague	VSB-TUO	03/10/19	Presentation	CZ	Industry and Educational
Lineapelle Innovation Square	VSB-TUO	4/10/19	Presentation	IT	Industry and Educational
Artificial Intelligence in Research and Applications workshop	VSB-TUO	07/10/19	Presentation	BE	Industry, Labour and Educational
European Committee of Regions	VSB-TUO, Eupportunity, CLEPA	09/10/19	Presentation	BE	Policy; Industry; Educational
CoRAI -Connected Mobility Summit 2019	Eupportunity	09/10/19	Networking, meeting with stakeholders	BE	Policy; Industry; General
Contributing to regional development by skills redesign: European Week of Regions and Cities	DRIVES	13/10/19	Workshop- c	BE	Policy; Regions; Industry; Educational
Vocational Skills Week	VSB-TUO	14/10/19	Presentation	BE	Policy; Industry; General
Workshop on Connected and Automated Driving - Employment Impacts	Eupportunity	25/10/19	Representing DRIVES, contributing and networking	BE	Industry; Labour and Educational; Policy;
Future of mobility: Striving for sustainable growth. 'Enabling Young Talent and Prioritising the Needed Skills for the European Workforce'	Eupportunity	06/11/19	Presentation	BE	Policy (EP/EC); Industry; General;
Blueprint for Sectoral Cooperation on Skills 4th Expert workshop -Towards a common vision on addressing SMEs skills needs in the automotive sector: strengthening the development of upskilling and reskilling strategies	Eupportunity	11/11/19	Networking, meeting with stakeholders	BE	Policy; Industry; General; Educational

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
BATTERY 2030+ workshop	Eupportunity	20/11/19	Networking, meeting with stakeholders	BE	Policy; Industry; Labour; Educational
Skills for Industry: Curriculum Guidelines 4.0	Eupportunity	25/11/19	Networking, meeting with stakeholders	BE	Policy; Industry; General
High-level conference "Skills for Industry: Curriculum Guidelines 4.0"	Eupportunity	26/11/19	Presentation	BE	General Public, Industry; Policy; Educational; Labour
Automotive Engineering – From Academy to Industry: Event under the European Vocational Skills Week	IDESCOM	27/11/19	Presentation	PT	General Public, Industry; Policy; Educational; Labour
Empowering Vocational Education and Training for New Job Roles in the Automotive Industry – face2face with industry: Event under the European Vocational Skills Week	IDESCOM	09/12/19	Presentation	PT	General Public, Industry; Policy; Educational; Labour
Blueprint for Sectoral Cooperation on Skills 4th Expert workshop - Towards a common vision on addressing SMEs skills needs in the automotive sector: strengthening the development of upskilling and reskilling strategies	Eupportunity	11/12/19	Representing DRIVES, contributing and networking	BE	Industry; Labour and Educational; Policy;
Soqrates Meeting	ISCN	03/12/19	Presentation	DE	Industry 20
Empowering Vocational Education and Training for New Job Roles in the Automotive Industry – face2face with industry: Event under the European Vocational Skills Week	IDESCOM	10/12/19	Presentation	PT	General Public, Industry; Policy; Educational; Labour
Workshop on Vocational Excellence and Smart Spec	VSB-TUO	30/01/20	Networking, meeting with stakeholders	BE	Industry, Policy makers, Educational 45
Business Europe	ACEA	30/01/20	Presentation	BE	Industry, Policy makers 15
TireTech2020 EXPO	U Twente	25/02/20	Presentation, Booth, Flyers	DE	Industry, Policy makers, Educational 300

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
FuSaCom - Functional Safety Community Graz Meeting	VSB-TUO, ISCN, TU Graz	02/03/20	Presentation, Meeting with experts	AT	Industry 20
EAfA Networking Meeting	SEMTA	13/02/20	Contributing to the EafA's networking meeting	BE	Policy makers, Educational
CLG Europe – Presentation of report: The future of work and skills in a climate neutral Europe	Eupportunity	28/04/20	Reactions refereeing to DRIVES and questions through the chat (with MEP Pilar del Castillo Vera)	Online	Policy makers, Educational, Industry
Beyond COVID-19: A Pact for a Sustainable Industry	Eupportunity	06/05/20	Reactions/questions refereeing to DRIVES through the chat	Online	Policy makers, Industry
High-level event: skills and transformation of the EU's automotive sector 27/05/2020	DRIVES	06/05/20	DRIVES/COSME High-Level event	Online	Policy makers, Educational, Industry
ACEA-HE high-level conference	Eupportunity	01/10/20	Event participant representing DRIVES	Online	Policy makers, Industry
Contributing to regional development by skills redesign: European Week of Regions and Cities	DRIVES/ALBATTS	13/10/20	Workshop - Project organised event	Online	Policy makers, Regions, Educational, Industry
Preparation for involving with the P4S with the Portuguese automotive cluster (MOBINOV & ATEC	Eupportunity	12/10/20	Brainstorm/promotion-DRIVES and Pact for Skills	Online	Industry
Skills intelligence in the automotive sector –European Vocational Skills Week	DRIVES	20/10/20	Webinar - Project organised event	Online	Policy makers, Educational, Industry
DRIVES Framework –European Vocational Skills Week	DRIVES	21/10/20	Webinar - Project organised event	Online	Policy makers, Educational, Industry
Setting up of apprenticeships –European Vocational Skills Week	DRIVES	29/10/20	Webinar - Project organised event	Online	Policy makers, Educational, Industry
Apprenticeship engagement –European Vocational Skills Week	DRIVES	03/11/20	Webinar - Project organised event	Online	Policy makers, Educational, Industry
EFVET Roundtable: Skills Intelligence in Automotive Sector - Main results and roadmap outcomes from the DRIVES project	EFVET- DRIVES	19/11/20	Presentationa and co-organised event	Online	Policy makers, Educational, Industry
Automotive job roles and drives training offer –European Vocational Skills Week	DRIVES	02/12/20	Webinar - Project organised event	Online	Policy makers, Educational, Industry

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
Live Discussion on the Pact for skills: Mobilising all partners to invest in skills	VSB-TUO	19/01/21	Webinar Active Presentation	Online	Policy, Regional, Educational, Industry
Automotive Skills Alliance (ASA) - Kickoff Partnership Meeting	Partnership Eupportunity	28/01/21	Representing DRIVES PT partners	Online	Policy, Regional, Educational, Industry
Neue Kompetenzen in der Automobilwirtschaft	VSB-TUO, ISCN	25/02/21	DRIVES Regional Workshop	Online, DE	Regional, Educational, Industry
Region's engagement in the Pact for Skills: EARLALL and its Member Regions met with the European Commission	VSB-TUO	05/03/21	Active Presentation	Online	Policy makers, Regions, Educational, Industry
WG4 Kickoff Meeting / Automotive Skills Alliance (ASA)	Partnership Eupportunity	19/03/21	Representing DRIVES PT partners	Online	Policy, Regional, Educational, Industry
ASA - WG3 (Skills Intelligence) Kick-off meeting	Eupportunity	08/04/21	Representing DRIVES PT partners	Online	Policy, Regional, Educational, Industry
O Futuro das Qualificações e do Trabalho	VSB-TUO	15/04/21	Active Presentation	Online	Policy, Regional, Educational, Industry
Inspiring innovative practices for apprenticeship – Launching the Good Practice Resource	DRIVES	29/04/21	Webinar - Project organised event	Online	Policy makers, Educational, Industry
The Future of Talent in the Automotive & Mobility Industry - ADECCO Group	Eupportunity	20/05/21	Introducing DRIVES through Chat interaction-(discussion on white book)	Online	Policy, Educational, Industry
Skills and Jobs in the Future-Proven Steel Industry	VSB-TUO	27/05/21	Active Presentation	Online	Policy makers, Regional, Educational, Industry
Skills for Industry Upskilling and Reskilling in the Post-Covid Era Fostering New Services and Jobs Creation	VSB-TUO, ACEA, CLEPA, ETRMA	30/06/21	Recorded statement	Online	Policy makers, Regional, Educational, Industry
DRIVES Workshops - Portugal's Automotive Cluster	DRIVES	22/07/21	Webinar - Project organised event	Online	Policy makers, Regional, Educational, Industry
#CONNECT Europe The first European and International Automotive Mobility Forum	VSB-TUO	20-21/09/21	Active Presentation	Evian, France	Policy makers, Regional, Educational, Industry

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
DRIVES Workshops - Italian Automotive Cluster	DRIVES	01/10/21	Webinar - Project organised event	Online	Policy, Regional, Educational, Industry
DRIVES Workshops - Germany's Automotive Cluster	DRIVES	22/10/21	Webinar - Project organised event	Online	Policy, Regional, Educational, Industry
Across the AM Industry: the Required Skills-set by the Different Sectors	VSB-TUO	22/10/21	Active Presentation	Online	Policy, Regional, Educational, Industry
DRIVES Workshops - Romanian Automotive Cluster	DRIVES	22/10/21	Webinar - Project organised event	Online	Policy, Regional, Educational, Industry
Electronic Industry Week Central and South Eastern Europe	VSB-TUO	27/10/21	Active Presentation	Online	Policy, Regional, Educational, Industry
DRIVES Workshops - Poland Automotive Cluster	DRIVES	18/11/21	Webinar - Project organised event	Online	Policy, Regional, Educational, Industry
Launching the apprenticeship marketplace update report	DRIVES	24/11/21	Webinar - Project organised event	Online	Policy, Regional, Educational, Industry
CoRAI Meeting "Going green!" A slippery road for automotive jobs, skills and funding?	VSB-TUO	25/11/21	Active Presentation	Online	Policy, Regional, Educational, Industry
DRIVES Workshops – Spanish Automotive Cluster	DRIVES	30/11/21	Webinar - Project organised event	Online	Policy, Regional, Educational, Industry
Ambassadores4Skills&Jobs – Official Launch	IDESCOM, Eupportunity, Mangualde, UMinho, IPV	06/12/21	Webinar – Portuguese stakeholders	Online	Policy, Regional, Educational, Industry
OECD Innovative Approaches for Future-Ready Adult Learning Systems: Industry-led talent development	VSB-TUO	31/01/22	Active Presentation	Online	Policy, Regional, Educational, Industry
European conference on developments in vocational training : the French experience of Campus des métiers et des qualifications	VSB-TUO, ACEA	03/02/22	Active Presentation	Online	Policy, Regional, Educational, Industry
European Core Vocational Profiles Workshop	VSB-TUO	14/02/22	Active Presentation	Online	Policy, Regional, Educational, Industry
Skills Alliance for Industrial Symbiosis – a Cross-sectoral Blueprint for a Sustainable Process Industry	VSB-TUO	04/03/22	Active Presentation	Online	Policy, Regional, Educational, Industry

NAME EVENT	PARTNERS	DATE	TYPE OF ACTIVITY	COUNTRY	AUDIENCE TYPE & SIZE
Automotive Project Market (Mangualde event under EVSW2022 – 18 May2022)	IDESCOM, Eupportunity, Mangualde, UMinho, IPV	10/03/22	Brainstorm – Portuguese stakeholders	Online	Policy, Regional, Educational, Industry
DRIVES TALKS - Basque Automotive Cluster –	DRIVES	23/03/22	Webinar - Project organised event	Online	Policy makers, Regional, Educational, Industry
DRIVES - FINAL EVENT	DRIVES	24/03/22	Concluding event #DRIVESroad4Skills - Project organised event	Online	Policy makers, Regional, Educational, Industry
DRIVES TALKS - Austrian Cluster - DRIVES & CyberEng Multiplier Event Graz	DRIVES	28/03/22	Webinar - Project organised event	Online	Policy, Regional, Educational, Industry

The European Commission support for the production of this publication under the Grant Agreement Nº 2017-3295/001-001 does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.