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Future choice of profession – new norms

What is required in order to inspire young people to choose the kind of education and professions that the industry needs? In the project "Profession nudge" there are plans to develop collaboration that gives companies, schools and young people new opportunities and new perspectives on the engineering- and industrial work of the future and aims to increase the innovation ability and competitiveness in Swedish industry.

- What is required in order to inspire young people to choose the kind of education and professions that the industry needs?
- What visions and myths exist about industrial work?
- What competence does the industry need in order to strengthen their innovation ability and competitiveness?
- How can the industry develop jobs that are attractive and sustainable?
- In what ways do different parties need to develop their collaboration in order to open up for new opportunities and create benefits for everyone?

These are some of the topics that are discussed in the pre- study *"Profession nudge: Inspiration and Innovation through Norm Conscious Work Processes in New Collaborative Systems"*, a study that will strengthen collaboration between schools, industrial companies, science centres, universities and institutes. Universeum AB, in Gothenburg, has a unique part in these matters due to their experience from "Young people speculates" which every year engages over 700 young people, teachers, researcher, politicians, companies and other parties.

This preliminary study forms the basis of a main project that develops the successful method of working with even stronger collaboration between companies and with a new set of eyes widens the perspective and increases the understanding of the norms that exist at different parties. By developed collaboration and modern industry knowledge, the project has potential to increase the quality of education and open channels to companies at an earlier stage; e.g. through laboratory work in industrial environments, study visits and work experience opportunities.

The preliminary study is carried out by Swerea IVF, Universeum, Linköping University, and Luleå University of Technology together with schools and companies in the Gothenburg region during 7 months. This is part of Vinnova's programme Gender and Diversity for Innovation.

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