

**Thematic Network Project**

**CN 2009-2204/001-001**



**Round Table Meetings**

**Internet-related Jobs**

**“Needs of the Internet Industry  
Making Offer and Demand meet in Training and  
Education”**

**Country:** Spain.  
**Venue:** Faculty of Engineering of Deusto University, Bilbao.  
**Date:** March 30<sup>th</sup>, 2011  
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The PIN thematic network project has been funded with support from the European Commission.

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## 1. Description/General Information

The respective roundtable meeting from the **ProInterNet Project**, organized by GAIA and close cooperation from the Faculty of Engineering of Deusto University took place on Wednesday, March 30<sup>th</sup>, 2011 in Bilbao, Spain, from 11:00 to 14:30 in the Aula Ingenio, of Deusto University (DU). People from different sectors attended the meeting: **Education, ICT, Energy, Consultants and Human Resources Managers.**

The meeting had the valuable participation of one of the members of the expert group who prepared the report ["New Skills for New Jobs: Action Now"](#) for the European Commission, on February 2010, Professor Julia González, Vice-Rector for International Relations of Deusto University and General Coordinator of the Project **Tuning Educational Structures in Europe.**

The meeting had as moderator Prof. Jose Luis Del Val Roman, Vice-Rector for Innovation and Quality of DU, who gave the welcoming words to the participants and made an introduction of the topics to be discussed and the dynamic to be followed during the meeting. After that, Prof. González explained the importance of the policy initiative developed at EU level to build stronger bridges between the world of education and training and the world of work. After Prof. Gonzalez's participation, Ligia Whyte, from GAIA presented the PIN Project, its background, and the e-Jobs-Observatory Platform.

Once the participants had a better picture of the current situation in Europe regarding education, training, e-skills, profiles and jobs, three round tables were integrated to discuss the topics. There was a secretary in each table to take notes of the most important results, then, people exchange places, except the secretary, who explained briefly what was discussed in the table to the new people in the table, to continue with the discussion and get more point of views. After this dynamic, the secretaries of each table presented the conclusions and the final results were summarized and presented by the moderator.

The participants received a flyer of the e-jobs-observatory, and were strongly invited to be part of it.

The thanking words were given by Prof. Del Val, and participants were invited for a coffee.

## 2. Main Topics discussed

1. Where are "education" and "needs" going?
2. What is the current situation regarding qualified people in the labour market? (Education/Training vs. Labor Market).
3. What would be the possible solutions for the current situation?

4. What are the professions/Jobs of the future?
5. Is internet an "industry"?

### 3. Definition of "Internet Industry"

#### **PIN Consortium 's definition:**

*"The Internet Industry deals with the commercial and non-commercial production and distribution of its content and services through the internet infrastructure"*

There were two points of view regarding this concept:

1. Some participants agreed that "internet" nowadays has become an "industry" as such, because it is needed to produce specific content or provide services to different target markets, and different kind of transactions are involved. They mentioned as example the cases of Amazon, Google and Facebook.
2. Meanwhile, others disagreed with this view, considering "internet" as a "tool" necessary to develop or make transactions in the different industries.

#### **4. Describe the situation regarding current/prospective needs and job requirements related to e-jobs in your country, considering the point of view of the IT sector and VET institutions.**

From the point of view of the **"Education Sector"**, it is needed an **investment in "competences"** in a massive and intelligent way, there must be adequate incentives for individuals and employers. **Employers:** invest in their personnel; **individuals:** incentives for education and learning. It is important to make closer the worlds of education, training and employment, create the proper group of competences and establish educational programs based on profiles. It is important to **anticipate necessities, and be open to talent**, in this sense; it was also mentioned the value of talent from immigrants in Europe, which is most of the times underestimated in the labor market, it would be a great advantage for Europe to manage the talent flow in an adequate way instead of limiting it. Europe doesn't have the enough and high level competences needed to guarantee the appropriate future that is looking for, and it is urgently to act immediately.

From the point of view of **"companies"**, the near future will demand the profiles related to **"internet"**, they consider **what is not related to internet, "it doesn't exist"**. The profiles with a great demand will be the ones related to telecommunication and information services for other

companies or individuals. The IT sector is moving fast towards the "**cloud computing**".

This group consider that the future will be a mixture of two important issues: **ICT and Health**. The future will be the meeting point of all the different existing sectors involving/supported by ICT. For this group, it is everyday more important the **development of skills and competences to fulfil** the requirements of their **job positions**.

It was detected how important is for big companies the university degree for their job positions; meanwhile, SMEs are fine with qualification of people from VET institutions. What is agreed by both parties is that **people have proper technical education, but there is a lack of soft skills**, which should/must be improved.

Regarding the sectors, professions and jobs of the future, it was defined:

- **Sectors:** Energy, Health, Robotics and Information.
- **Professions:** The ones related to: *Search Engine Optimization, Marketing specialized in Internet, Internet Security, e-Content Development, Copy/Internet Journalist, Social Community Manager*

## **5. What is the most important/current problem faced by the sector regarding e-jobs?**

As mentioned previously, poor development of "soft skills" is one of the most important issues faced by companies. People should be more flexible, creative, able to adapt to constant changes and positive attitude.

It was also detected the growing necessity for companies that employees be able to **work in multidisciplinary fields**. As an example, it was mentioned how many times lawyers are not able to manage properly the basic ICT tools necessary for daily tasks. In the same way, how employees working in the field of e-content development don't have the proper knowledge of law to avoid any legal inconvenience for the company.

## **6. What can/should be done to improve the situation on the job market for e-jobs?**

Participants representing companies, considering the issue of "soft skills", mentioned that a way of improving this situation, educational organizations should encourage their pupils to think in a global way, in order to be more flexible to changes, to adapt easier to them. Implementing team work, and also encourage them to get practices by their own, instead that schools find a place for their practices.

**7. [www.e-Jobs-observatory.eu](http://www.e-Jobs-observatory.eu)  
Please describe the general opinion of the audience about the platform.**

In general, the participants who gave opinion about it, (ICT sector) agreed that it is an interesting tool; nevertheless, they consider that it has general information. At this stage they don't see what can specifically be useful for their organizations, they think that there must be incentives to join it, but it was not easy to name some examples, because they accepted that they make all the possible efforts to promote their own websites, even though, they said that the platform has potential and encouraged us to go on with our work.

**8. What is the opinion of the participant towards labelization, certification and normalization in the field of e-jobs in general?**

It was remarked the importance of labelization, certification in general, because of the opportunity it will bring to employees to demonstrate their qualification across Europe if they wish to work abroad.

**9. Conclusions:**

- Europe doesn't have proper and enough competences to guarantee a proper future; it is clear the importance and need to work and define competences.
- The sectors that will have more demand in the future will be: Energy, Health, Robotics and Information.
- The ICT sector is moving to the Cloud Computing.
- The professions for the future are the ones related to: *Search Engine Optimization, Marketing specialized in Internet, Internet Security, e-Content Development, Copy/Internet Journalist, Social Community Manager.*
- The labor market needs people with strong soft skills and able to work in multidisciplinary fields.

**10. Attendees: (organizations)**

1. ARSYS
2. TECNOCOM
3. DELOITTE
4. INNOBASQUE
5. IBERDROLA
6. DEUSTO UNIVERSITY
7. GAIA

## 11. Pictures:



Participants of the Round Table Meeting in Spain



Ligia Whyte/GAIA



Idoia Muñoz/GAIA

