UNIONCAMERE

EXCELSIOR INFORMA
COMPANY EMPLOYMENT SCHEMES OBTAINED FROM THE CHAMBER OF COMMERCE SYSTEM

PROGETTO EXCELSIOR
SISTEMA INFORMATIVO PER L'OCCUPAZIONE E LA FORMAZIONE

Emilia Romagna
Year 2021

Introduction

In line with the climate of economic recovery characterising the current year, an increase in employment needs by the Italian business system is expected. In fact, 61% of the total number of companies with employees in industry and services plan to hire workers in 2021, a percentage that is returning to the pre-pandemic level, after a significant decline in 2020. The inflow expected in 2021 - with any contractual form - is approximately 4.6 million units, thereby fully returning to the 2019 levels. This rapid recovery is also accompanied by an increase in the difficulty companies experience in recruiting the professional profiles they are seeking, which involves almost a third of the expected inflow and which can also be attributed to a growing level of experience requested from candidates. The major problems in recruitment will mainly concern specialised profiles: managers and specialists with in-depth knowledge, also of a scientific nature (about 40% will be difficult to recruit) and above all skilled labourers (46%).

This publication focuses on the main characteristics of the inflow planned in the region for the year 2021.

	EXPECTED INFLOW	COMPANIES HIRING	YOUNG PEOPLE	DIFFICULT TO RECRUIT
2021	**401,730**	**66%**	**28%**	**36%**
2020	283,410	51%	30%	33%
2019	407,930	65%	28%	30%

SUMMARY		Work opportunities in 2021 in the region		

Work opportunities in 2021 in the region

	Expected inflow (a.v.)	% difficult to recruit
Specialised labourers	64,430	51.4
Technical professions	52,220	45.2
Managers and Intellectual, scientific and highly-spec. prof.	20,960	44.5
Plant operators and stationary and mobile machinery operators	63,340	39.9
Skilled professions in commercial activities and services	112,160	32.9
Office workers	32,060	20.7
Unskilled professions	56,560	19.1

N.B. Due to the rounding off, the sum of the single percentage values may differ by 100. This note is valid for all the graphs in this bulletin that show percentage compositions.

COMPANY AREAS OF INCLUSION AND MAIN PROFESSIONS

This page shows the main company areas of inclusion, with several characteristics regarding inflow, and the professions most requested by companies for 2021 in the region. It should be noted that, unless otherwise specified, the professions indicated in the bulletin refer to the classification of professions of ISTAT CP2011 (3 digit).

Characteristics of expected inflow by business area in the region in 2021

COMPANY AREA	INFLOW (a.v.)	% of total	% up to 29 years	% difficult to recruit
Total	401,730	100.0	28.4	36.3
Direction and General services areas	14,970	3.7	27.1	36.4
Administrative areas	20,040	5.0	18.3	20.8
Technical and planning areas	55,170	13.7	27.9	51.5
Area of production of goods and provision of the service	193,900	48.3	28.1	37.1
Commercial and sales areas	65,790	16.4	39.9	29.2
Logistics areas	51,870	12.9	19.7	31.8

The sectors that expect more inflow in the region in 2021 (a.v.)

Sector	Inflow
Accommodation and catering services; tourist services	77,660
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	52,220
Transport, logistics and warehousing services	33,050
Operational support services for businesses and individuals	30,190
Construction	27,970

The professions most requested in the region in 2021   *of which* **difficult to recruit** *(%)*

Profession	Inflow	difficult to recruit (%)
522-Catering business operators	63,430	36
814-Unskilled cleaning services staff	31,040	25
512-Sales staff	28,230	24
742-Motor vehicle drivers	21,530	49
813-Unskilled staff assigned to moving and delivery of goods	16,950	11
411-Secretarial and general affairs office staff	15,990	15

## MAIN CHARACTERISTICS OF WORKERS REQUESTED BY COMPANIES

The main characteristics of the incoming figures are summarised below, organised by sector. The data concerns the difficulties in recruiting, experience required, gender and type of contract requested; the figure for the region is compared with that of the geographical distribution and the national figure.

Difficulty in recruiting (%)	Reg.	North East	Italy
Total, *of which:*	**36.3**	**38.6**	**32.2**
for lack of candidates	19.3	21.8	16.2
due to inadequate skill set	13.3	13.1	12.8
for other reasons	3.7	3.7	3.2

Experience requested (%)	Reg.	North East	Italy
Total, *of which:*	**66.9**	**65.8**	**68.7**
in the profession	21.0	20.7	21.9
in the sector	45.9	45.0	46.8
non requested	33.1	34.2	31.3

The regional sectors...

...with greatest DIFFICULTIES IN RECRUITING and the reasons (%)

...that request specific work EXPERIENCE the most (%)

■ Lack of candidates   ■ Inadequate skill set   ■ Other reasons

■ Experience in the profession   ■ Experience in the sector
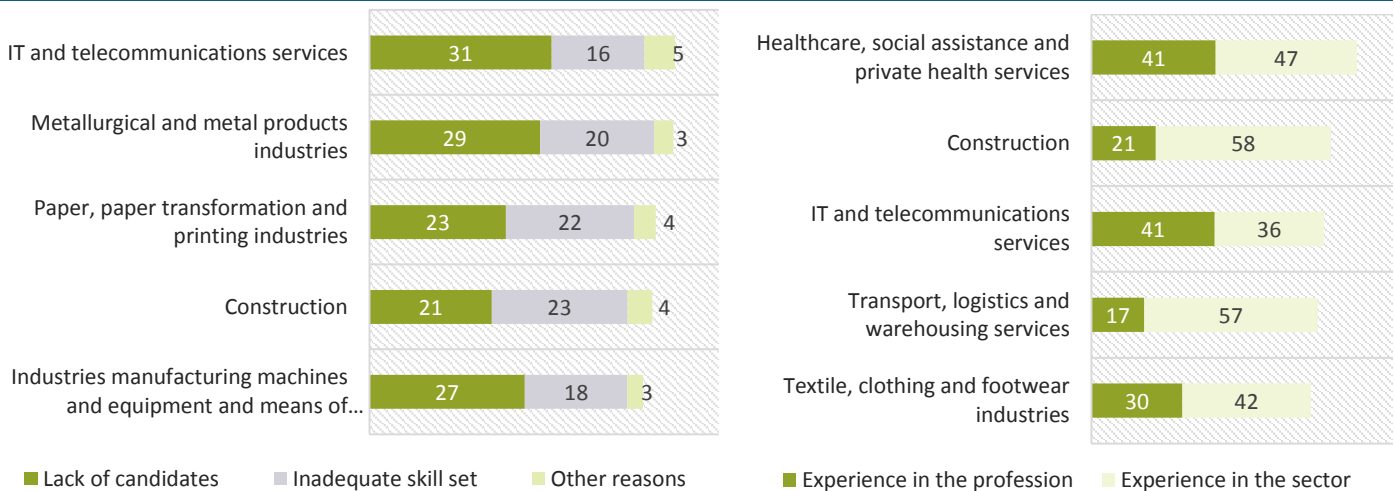
Gender requested (%)	Reg.	North East	Italy
Female	18.9	19.6	18.6
Male	35.0	34.4	34.0
equally suitable	46.1	46.0	47.3

Contracts proposed (% values)	Reg.	North East	Italy
Workers employed by the company	**79.8**	**81.1**	**81.4**
with a permanent contract	15.4	14.7	17.0
with a fixed-term contract	53.7	56.0	55.9
with other contracts	10.7	10.4	8.6
Company non-salaried workers	**20.2**	**18.9**	**18.6**
agency workers	13.0	12.1	9.8
coll. and other non-salaried empl.	7.2	6.7	8.8

The main sectors that expect inflow of female personnel (%)
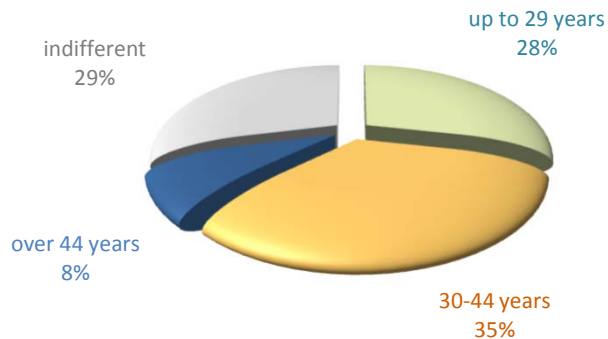

■ Female   ■ Male   ■ equally suitable
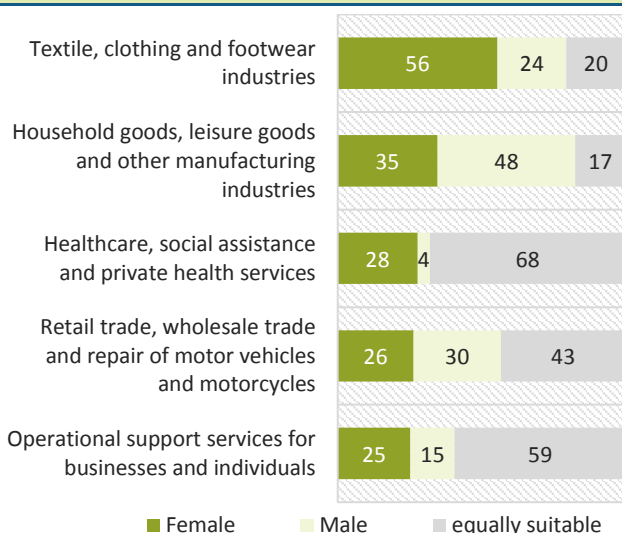
Other characteristics of the inflow in the region (%)
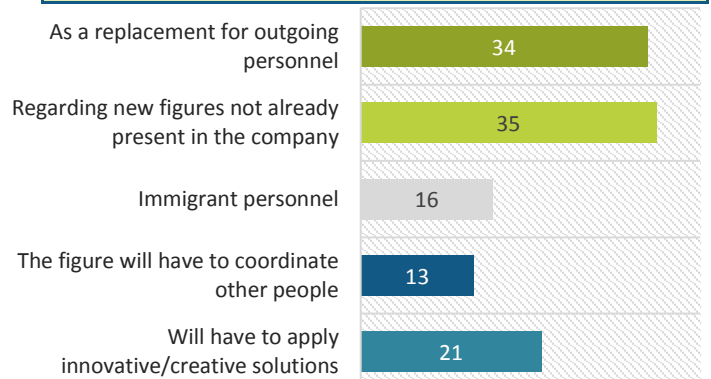
CHARACTERISTICS OF INFLOW BY AGE GROUP

Expected inflow by age group in the region *(%)*

indifferent
29%

up to 29 years
28%

over 44 years
8%

30-44 years
35%

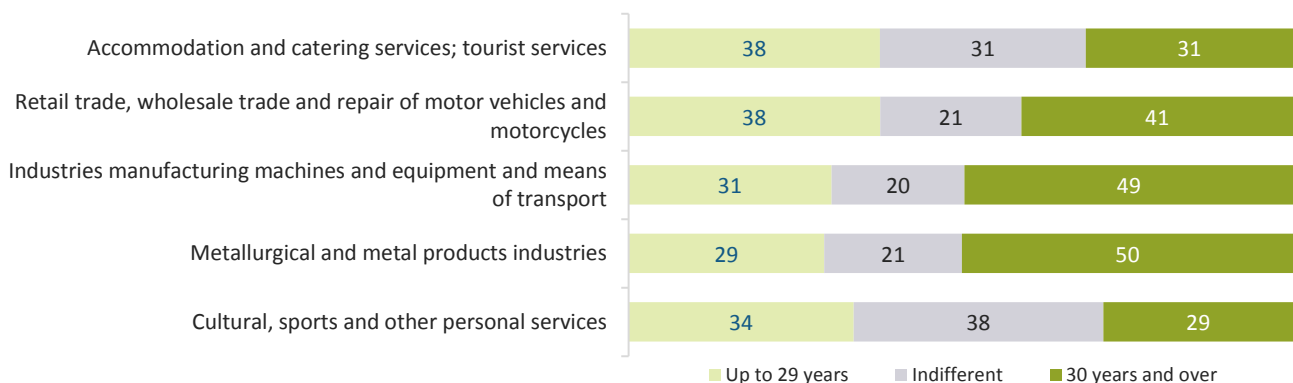**% of young people up to 29 years against the total inflow:** **28.4%**

A specific detailed study concerns the age groups of the professional figures requested by companies in the region in 2021, with a detailed breakdown of the professions most requested and of the main business sectors that plan inflow from the younger segment, i.e. the figures with an age explicitly indicated by companies as "up to 29 years". The report that includes "difficulties in recruiting" offers key ideas for analysis with regard to the relationship between training and companies.

The professions with the greatest difficulty in recruiting young people
(expected inflow of young people - % share and a.v.)

	Average difficulty in recruiting young people Emilia Romagna region 36%	difficult to recruit young people	Inflow of young people
Specialists in computer, physical and chemical sciences	61%	1,430	2,340
Warehouse management, logistics and purchasing staff	56%	2,470	4,450
Cooks, waiters and other tourist services professions	55%	9,760	17,620
Designers, engineers and similar professions	55%	1,080	1,990
Administrative, financial and production management experts	47%	2,510	5,380
Education experts and teachers	47%	360	780
Doctors and other health specialists	45%	1,480	3,260
Sales assistants and other skilled staff in shops and wholesale stores	44%	180	420
Social welfare workers in institutions or at home	42%	1,450	3,470
Beauty treatment professionals	41%	1,750	4,290

The main business sectors seeking young people in the region *(%)*

|	Up to 29 years	Indifferent	30 years and over
Accommodation and catering services; tourist services	38	31	31
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	38	21	41
Industries manufacturing machines and equipment and means of transport	31	20	49
Metallurgical and metal products industries	29	21	50
Cultural, sports and other personal services	34	38	29

The top sectors for inflow of young people up to 29 years have been selected, as an absolute value

SKILLS REQUESTED

A skill is the "proven ability to use, in work situations or in professional and personal development, a structured set of knowledge and skills acquired in formal, non-formal or informal learning contexts". This section analyses some of the main skills required by companies for incoming profiles, as well as an in-depth analysis of the main fields of study in the territory and the skills required for each of them.

The importance of skills for the professional figures required in the region *(% of total inflow)*
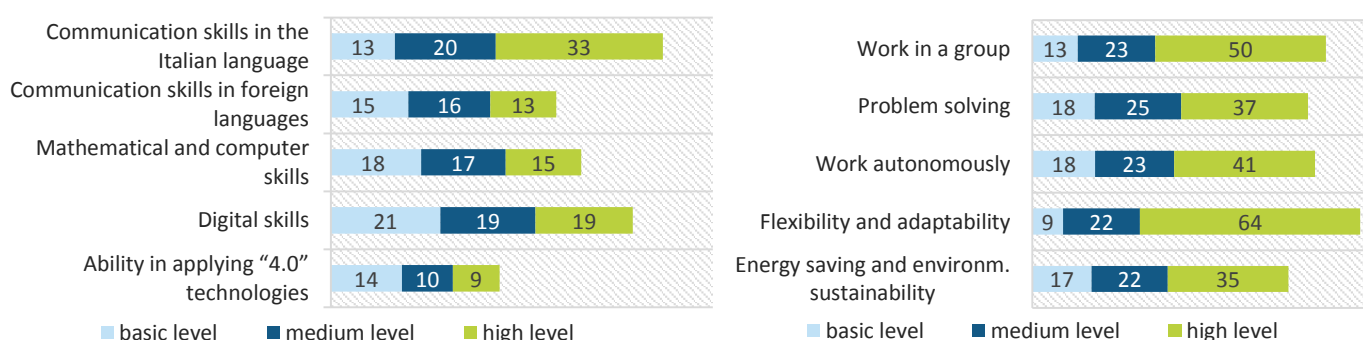
The companies assign each skill a score from 0 (non-requested skill) to 4: the basic level corresponds to the percentage of companies that assign a score of 1 to that skill, the medium level a score of 2 and the high level a score of 3 or 4.

Skills considered of "high" importance according to the main fields of study in the region*

Key:
- from 1% to 33%
- from 34% to 66%
- from 67% to 100%

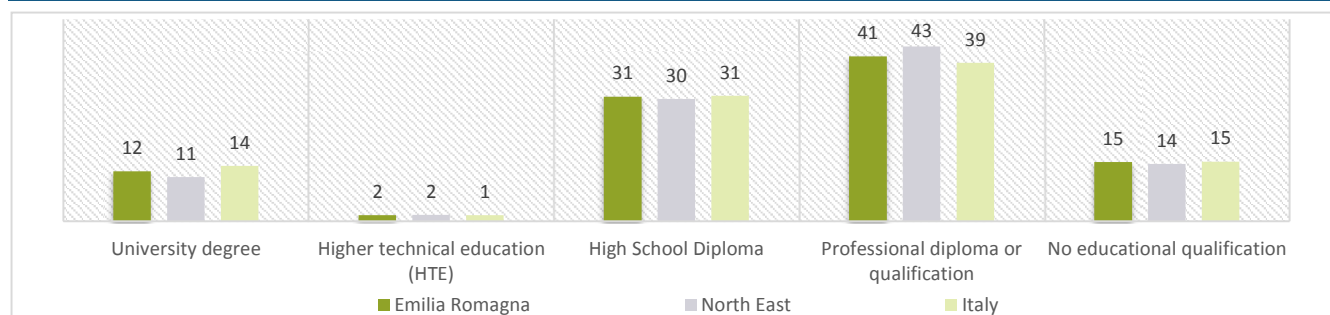|	Soft				Green	Technological			Communicative	
	Work in a group	Problem solving	Work autonomously	Flexibility and adaptability	Energy saving and environmental sustainability	Use mathematical and computer methods and languages	Use digital skills	Use "4.0" technologies to innovate processes	Communicate company information in Italian	Communicate company information in foreign languages
UNIVERSITY	**79%**	**74%**	**66%**	**82%**	**36%**	**42%**	**61%**	**25%**	**55%**	**38%**
Economics specialisation	69%	69%	65%	82%	26%	41%	59%	19%	55%	39%
Teaching and education specialisation	80%	78%	68%	88%	31%	19%	44%	6%	44%	25%
Industrial engineering specialisation	83%	83%	71%	84%	52%	64%	87%	47%	62%	48%
HIGHER TECHNICAL EDUCATION (HTE)	**69%**	**70%**	**67%**	**78%**	**42%**	**46%**	**57%**	**32%**	**44%**	**25%**
SECONDARY *(5-year diploma)*	**56%**	**44%**	**44%**	**68%**	**36%**	**16%**	**27%**	**8%**	**40%**	**15%**
Administration, finance and marketing specialisation	58%	49%	44%	68%	26%	22%	47%	6%	49%	23%
Mechanics, mechatronics and energy specialisation	52%	48%	50%	72%	37%	18%	18%	14%	27%	5%
Social and healthcare specialisation	57%	37%	33%	69%	42%	4%	1%	3%	33%	2%
Professional QUALIFICATION *(3-year)* **or professional DIPLOMA** *(4-year)***	**42%**	**26%**	**37%**	**60%**	**35%**	**8%**	**6%**	**6%**	**27%**	**8%**
Catering specialisation	45%	25%	40%	58%	37%	10%	5%	5%	35%	16%
Mechanical specialisation	33%	25%	29%	57%	28%	8%	3%	9%	15%	1%
Sales services specialisation	54%	20%	43%	73%	41%	8%	10%	4%	43%	14%

* The skills with "high" importance are those to which the companies assign a score of 3 or 4.
** The data refers to the potential inflow with a professional diploma or qualification. Please refer to the introductory text on page 6 "The fields of study that offer greatest job opportunities" for the definition of potential inflow.

FIELDS OF STUDY THAT OFFER THE GREATEST JOB OPPORTUNITIES

Below, there is some data related to the levels of education and qualifications most requested of the inflow of professional figures in 2021. Data on the demand for workers with professional diplomas or qualifications is presented based on two different approaches. In fact, in addition to workers with professional diplomas and qualifications expressly indicated ("explicit inflow"), companies are looking for workers who generically went through "compulsory education". With a specific in-depth study, there have been cases in which the request for workers who have generically gone through "compulsory education" was associated with professions for which there are three-year professional training courses formally included among the 26 in the State Regional Agreement of 1 August 2019. A further potential demand for professional qualifications was thus identified and, when added to the demand explicitly expressed by the companies as part of the survey, provides an overall estimate of the "potential inflow" expected by the companies for which a professional qualification is required.

Inflow expected by level of education in 2021 (%)*

	University degree	Higher technical education (HTE)	High School Diploma	Professional diploma or qualification	No educational qualification
Emilia Romagna	12	2	31	41	15
North East	11	2	30	43	14
Italy	14	1	31	39	15

* The data regarding Professional diplomas or qualifications refers to potential inflow
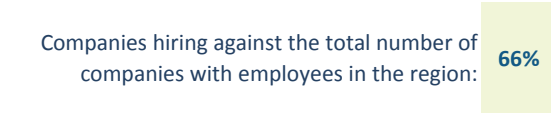
The fields of study most highly requested in the region

		Expected inflow (a.v.)	% of the total	% difficult to recruit	% with experience
University		**49,620**	**12%**	**42%**	**85%**
of whom with post-graduate education		*6,881*	*14%*	*52%*	*86%*
Economics specialisation		12,330		33%	79%
Teaching and education specialisation		6,770		40%	89%
Industrial engineering specialisation		4,290		52%	86%
Higher technical education (HTE)		**6,040**	**2%**	**57%**	**76%**
SECONDARY *(5-year diploma)*		**123,730**	**31%**	**34%**	**69%**
Administration, finance and marketing specialisation		36,820		23%	66%
Mechanics, mechatronics and energy specialisation		19,470		55%	72%
Social and healthcare specialisation		12,460		39%	89%
Professional qualification (3-year) or	**explicit inflow**	**96,710**	**24%**	**43%**	**68%**
professional diploma *(4-year)*	**potential inflow**	**163,620**	**41%**	**38%**	**64%**
Catering specialisation	explicit inflow / potential inflow	23,790 / 48,430		36%	70%
Mechanical specialisation	explicit inflow / potential inflow	21,500 / 33,460		50%	63%
Sales services specialisation	explicit inflow / potential inflow	6,800 / 15,680		25%	44%

The percentages of difficult to recruit inflow and inflow with experience refer to potential inflow

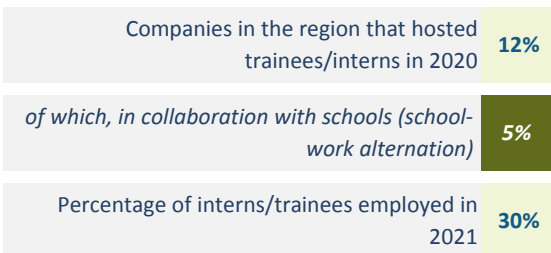|					
No educational qualification	**explicit inflow**	**125,640**	**31%**	**30%**	**56%**
	potential inflow	**58,720**	**15%**	**28%**	**55%**

SEVERAL CHARACTERISTICS OF THE COMPANIES

This page presents several characteristics of the companies that are hiring, highlighting the relative share of the total number of companies with employees present in the region, and detailed breakdown by size class. The training carried out by companies for their employees in 2020 and 2021 and the share of companies that hosted trainees/interns in 2020 is also analysed. The page also presents some data on the investments made by companies in the various areas of digital transformation in 2021 and on the channels for selecting incoming personnel.
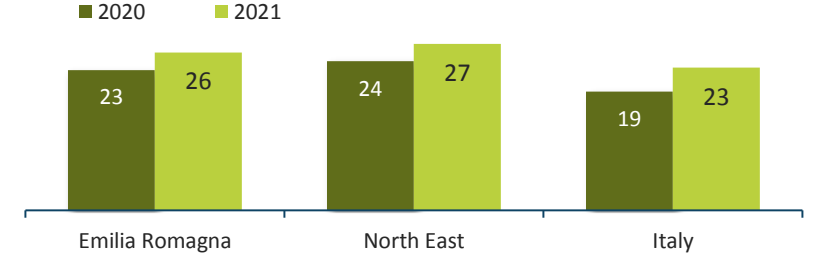
Companies hiring in 2021

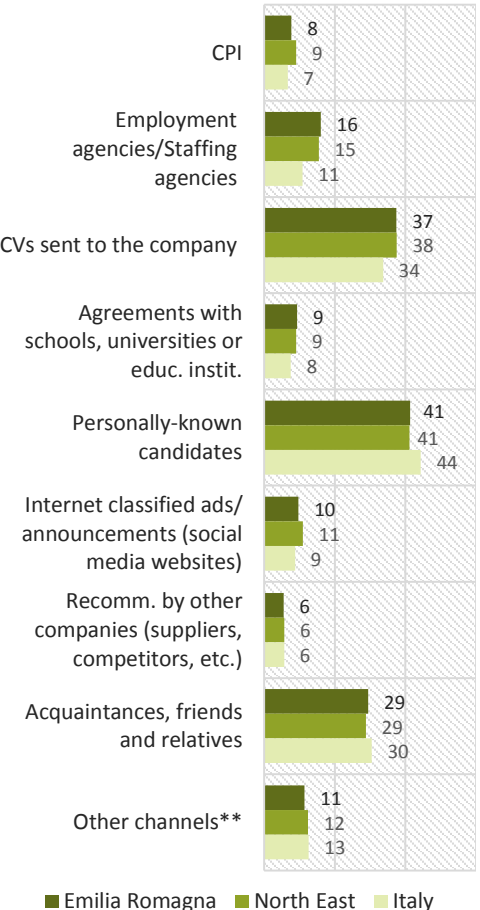|	
Companies hiring against the total number of companies with employees in the region:	**66%**

Inflow by company size class in 2021 (%)

1-49 employees	50-249 empl.	250 empl. and over
61	19	20

Training and internship activities

Companies in the region that hosted trainees/interns in 2020	**12%**
of which, in collaboration with schools (school-work alternation)	**5%**
Percentage of interns/trainees employed in 2021	**30%**

Companies that held training courses for its employees (% of total companies)

■ 2020 ■ 2021

	Emilia Romagna	North East	Italy
2020	23	24	19
2021	26	27	23

Selection channels used by the companies*
(% of the total number of companies that indicate at least one selection channel)

	Emilia Romagna	North East	Italy
CPI	8	9	7
Employment agencies/Staffing agencies	16	15	11
CVs sent to the company	37	38	34
Agreements with schools, universities or educ. instit.	9	9	8
Personally-known candidates	41	41	44
Internet classified ads/ announcements (social media websites)	10	11	9
Recomm. by other companies (suppliers, competitors, etc.)	6	6	6
Acquaintances, friends and relatives	29	29	30
Other channels**	11	12	13

■ Emilia Romagna ■ North East ■ Italy

* This is a multiple choice question

**Trade associations/trade unions, classified ads/announcements in newspapers, labour consultants, other channel

Areas of digital transformation*
(% of companies that made investments)

■ 2016-2020 ■ 2021

Technological

	2016-2020	2021
High speed internet, cloud, mobile, big data analytics	35	45
Software tools for data acquisition and management	31	43
IT security	33	43
IoT (Internet of Things), machine-to-machine communication technologies	20	31
Advanced robotics (3D printing, interconnected and programmable robots)	20	26
Augmented and virtual reality to support production processes	15	23

Organisational

	2016-2020	2021
Adoption of new rules for health security for workers, use of new aids, risk management	40	52
Adoption of smart working systems	32	41
Adoption of advanced management systems to promote integration and collaboration between corporate functions	26	36
Strengthening of the administrative/management and legal/regulatory area following the digital transformation (security, work legislation,…	24	35
Adoption of continuous detection systems and analysis, in real time, of the "performance" of all areas of the company	22	34
Adoption of an integrated digital network or one that can be integrated with external networks of suppliers of products/services	20	29
Adoption of an integrated digital network or one that can be integrated with ext. networks of business customers (B2B)	20	27

Business models

	2016-2020	2021
Digital marketing (use of channels/digital tools for the promotion and sale of products/services)	24	40
Analysis of behaviour and needs of customers to guarantee the personalisation of the product/service offered	27	39
Use of Big data for market analysis	13	24

* Companies that declared they made investments of high importance for corporate strategies in the 2016-2020 period and in 2021 in relation to each aspect of digital transformation

Note on methodology:

The data presented comes from the Excelsior survey carried out by Unioncamere in agreement with the National Agency for Active Labour Policies (ANPAL). The survey, which is included in the National Statistical Programme (UCC-00007) among those that imply an obligatory response, has been carried out on a monthly basis since 2017.

The information contained in this bulletin was acquired by processing all the information obtained through the monthly surveys carried out up until August 2021, mainly by using the compilation technique in CAWI mode, carrying out approximately 282,500 interviews at companies, a representative sample of companies with employees in 2020 in the various industrial and service sectors. The main innovation introduced, starting from the 2017 survey , concerns the adoption of specific modelling of the historical series of data, obtained from administrative sources on businesses and employment and appropriately integrated with the sample data relative to each monthly survey, in order to assess the forecasted inflow. The concept of inflow (i.e. the number of work contracts that companies intend to enter into within a given period) and their relative characteristics has also been extended to the flow of collaborators, agency workers, and other non-salaried workers, in addition to the employment of salaried workers. The data regarding the forecast for the entire year therefore no longer come from a specific annual survey, but from the integrated processing of the available monthly surveys.

The projection of the data from the monthly surveys and the strengthening of the integration between these and the administrative data, through a forecast model, as previously mentioned, allow comparisons with the forecasts made in the years prior to 2017 only in trend and qualitative terms. In this bulletin, the analysis focuses mainly on the characteristics of the planned inflow in 2021, according to the professional profiles and levels of education requested. The results of the survey are available at provincial and regional level according to a variable number of economic sectors, obtained as a grouping of economic activity codes of the ATECO2007 classification. The distribution of inflow envisaged by "professional group" refers to the codes of the ISTAT CP2011 classification.