

METIS - 612339-EPP-1-2019-1-DE-EPPKA2-SSA-B**A Sector Skills Alliance**

Project Acronym:	METIS
Project Full Title:	MicroElectronics, Training, Industry and Skills
Key Action:	Cooperation and Innovation for Good Practices (KA2)
Action:	Sector Skills Alliances in vocational educational education and training
Action Type:	Sector Skills Alliances for implementing a new strategic approach (Blueprint)
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WP6

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2.0	11 Dec 2020	Yanying Li	SEMI Europe	Finalizing the deliverable
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Chapter 1 Introduction

The METIS project consortium has made significant efforts to raise awareness of the project, and enhance image of the microelectronics sector, and engage with a wide range of stakeholders covering the entire value chain of the microelectronics sector to support the development of the METIS Skills Strategy (D2.3). The dissemination and exploitation tasks have been following D6.1 Dissemination and Exploitation Plan to use various dissemination tools such as project and partners' websites and social media, marketing emails, events, dissemination materials and publications. This report provides a comprehensive summary of all dissemination activities of the METIS project.

Chapter 2 Highlights of dissemination activities

Press release to mark the launch of the project

To mark the launch of the project, SEMI Europe issued a press release "*SEMI, PARTNERS LAUNCH LARGEST MICROELECTRONICS EDUCATION INITIATIVE CO-FUNDED BY ERASMUS+ PROGRAM*". The full press release can be found in Annex A. The press release has been widely disseminated, thus raising awareness of the project and its activities to lay a solid foundation for engaging stakeholders. The press release has been reported by 6 media in the semiconductor sector including EETimes Europe.

Article by Commissioner Nicolas Schmit

The project has been welcomed by Nicolas Schmit, European Commissioner for Jobs and Social Rights. In his article published by the SEMI blog ([here](#)) in March 2020, "*Towards Closing the Skills Gaps in the European Microelectronics Industry*", the METIS project and its activities have been seen as a key supporting instrument to support the growth of the microelectronics sector in Europe. The full article is in Annex B.

Supporting Pack for Skills

The project has been actively supported the first European skills partnerships in key industry ecosystems – automotive, microelectronics, and aerospace and defence industries by publishing a number of publications such as:

- "*Pact for Skills to Advance Europe's Technological Leadership and Sovereignty*"
- "*SEMI Applauds Launch of EU Pact for Skills to Mobilize 2 Billion Euro Investment in Microelectronics Talent*"

Chapter 3 Dissemination materials

Logo

The logo of the project has been created and used in all dissemination materials and project reports etc. The project logo gives a unique identify of the project dissemination activities.



Figure 1 Project Logo

Digital graphics

The project made various digital graphics using for various dissemination activities, such as social media cards, marketing emails etc. Examples of digital graphics are shown below.



Figure 2 Examples of digital graphics of METIS

Brochures

The project made two brochures:

- Brochure 1: Overview of the project; available on the project website ([here](#)) and shown in Annex C
- Brochure 2: Microelectronics Skills Strategy; available on the project website ([here](#)) and shown in Annex D.

Chapter 4 Project Website & Social Media

Project website

The project website was launched in November 2019, serving as a key digital tool to disseminate the project outcomes and engage with stakeholders. The project website has the following pages:

- The METIS Project
- Sectoral Skills Strategy
- Training
- Observatory and Skills Council
- News and Events

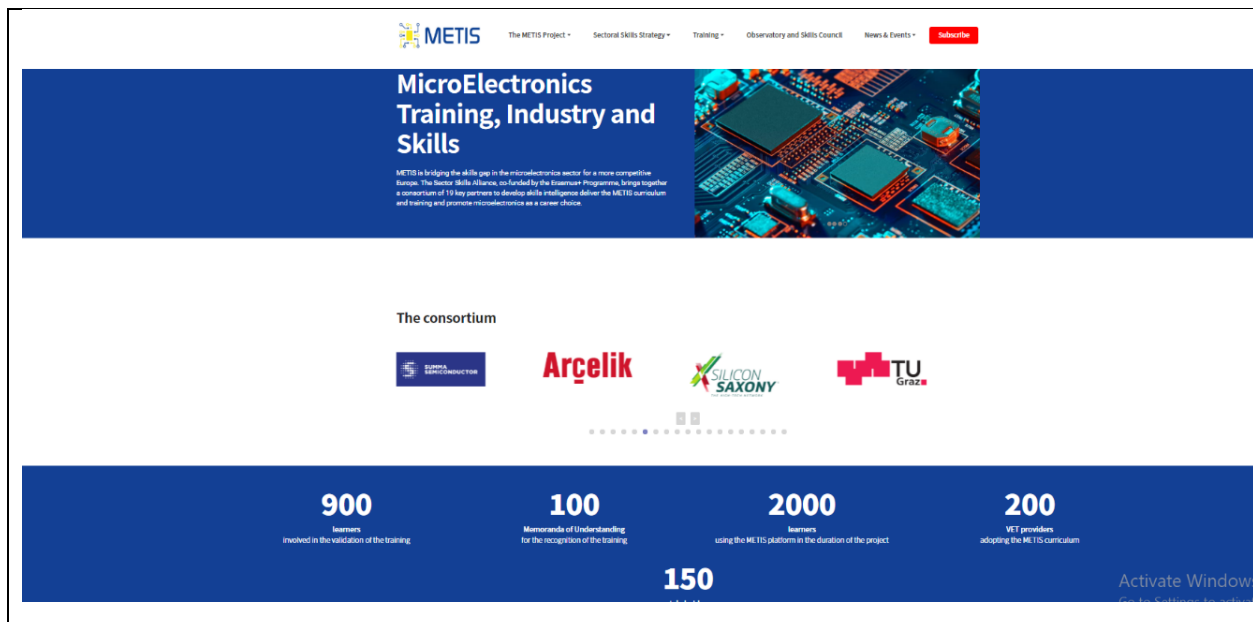


Figure 3 The homepage of the METIS project website

Social media

Social media accounts on LinkedIn (METIS4Skills) and Twitter (@Metis4Skills) were launched respectively, as shown below. All news items have been published by the project website and the social media.

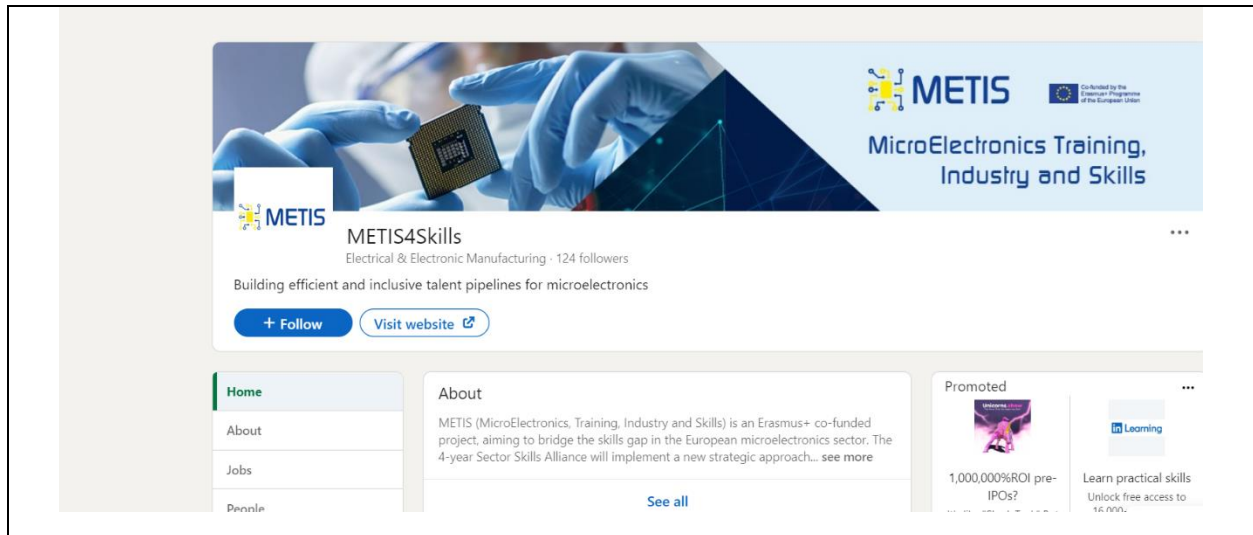


Figure 4 The METIS project's account on LinkedIn



Figure 5 The METIS project account on Twitter

In order to attract more traffic to the METIS social media, a social media strategy has been developed and can be found in Annex E.

Chapter 5 Project News

The following project news published on the website and or social media:

Table 1 METIS NEWS Items Published

Date	Title
22 January 2020	Building the European Microelectronics Talent Pipeline: 5 Takeaways from Inaugural METIS Consortium Meeting
15 February 2020	Call for expression of interest – METIS External Expert
16 March 2020	Invitation to stakeholders: let's design the future of microelectronics skills together!
24 March 2020	European Commissioner Nicolas Schmit welcomes METIS
11 May 2020	Reskilling and Upskilling in the Microelectronics Industry After COVID-19
4 Aug 2020	Take part in the METIS Microelectronics Skills Survey!
10 Sept 2020	Virtual Workshop on EU Skills Policies for Microelectronics
22 Sept 2020	Prof. Slavka Tzanova to present METIS at 18th European Week of Regions and Cities
21 Oct 2020	Virtual Workshop on New Job Profiles for the Microelectronics Sector
26 Oct 2020	Pact for Skills to Advance Europe's Technological Leadership and Sovereignty

Chapter 6 Dissemination activities from the consortium

The dissemination and exploitation activities are coordinated by SEMI Europe, and all partners of the project have made efforts through their own dissemination and communication channels to contribute to the activities.

SEMI Europe

As the dissemination work package leader, in addition to coordinating the dissemination activities and managing the project website and social media, SEMI Europe also uses its own dissemination channels to support the project dissemination work. As an international association for the semiconductor sector, SEMI Europe has more than 40,000 subscription to its Blog and mailing list including key stakeholders in the sector. SEMI Europe's dissemination channels have been a powerful tool for the METIS project. For example, the SEMI website has published METIS's first press release on the launch of the project.

The SEMI website has a dedicated page on the METIS project (<https://www.semi.org/eu/METIS>), and it has been used to disseminate the METIS project activities, e.g. to access to the online questionnaire as shown below:

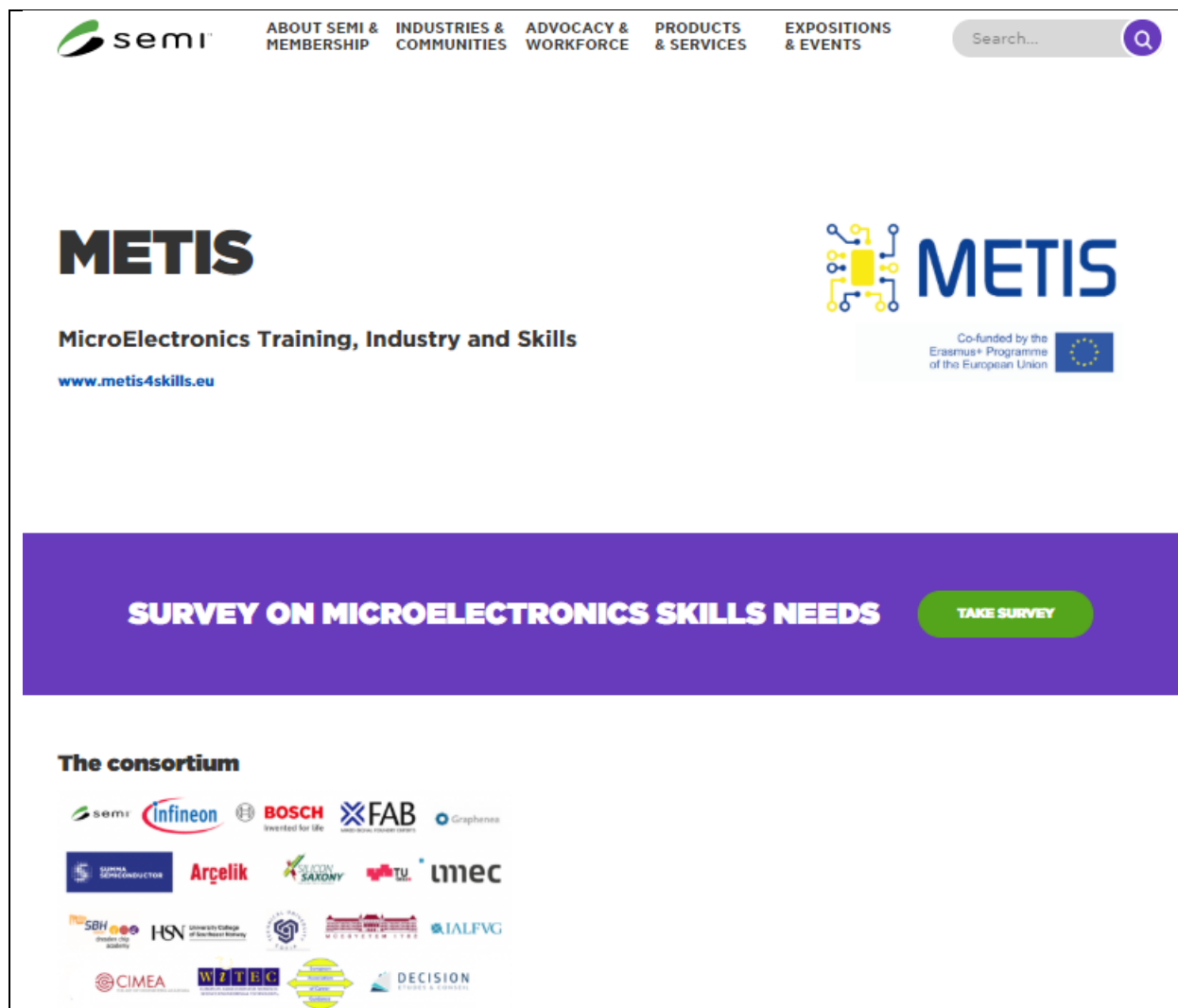


Figure 6 Dedicated METIS webpage on the SEMI website

In addition to the Press release and the article written by Commissioner Nicolas Schmit mentioned in Chapter 2 Highlights of Dissemination Activities, SEMI Europe has published several articles on METIS on its Blog:

- January 22, 2020, “Building the European Microelectronics Talent Pipeline: 5 Takeaways from Inaugural METIS Consortium Meeting”, by Stefania Gavra ([here](#))
- December 16, 2019, “Skills for Industry: METIS to Support Europe’s Curriculum Guidelines 4.0”, by Dr. Kristina Dervojeda ([here](#))
- September 3, 2020, “Take the METIS Survey: Closing the Skills Gap in Europe’s Microelectronics Industry”, by Yanying Li ([here](#))

SEMI's publications that have mentioned METIS are:

- Nov 30, 2020, Press Release" *SEMI APPLAUDS LAUNCH OF EU PACT FOR SKILLS TO MOBILIZE 2 BILLION EURO INVESTMENT IN MICROELECTRONICS TALENT*" ([here](#))
- October 19, 2020, "*Pact for Skills to Advance Europe's Technological Leadership and Sovereignty*", by Emir Demircan ([here](#))

In addition to the SEMI website (including the BLOG), SEMI's social media have also been used to publish information related to METIS or skills in the microelectronics sector. An example is shown below:



Figure 7 Example of SEMI Europe Twitter posts on the METIS project

To attract more responses to answer the online questionnaire of METIS, two market emails were sent from the SEMI communication department on 12 Aug and 10 Sept 2020 respectively. The marketing email can be found in Annex F.

Infineon

Infineon website has published information about the METIS project as a key instrument to support workforce development ([here](#)), as shown below:



The screenshot shows the Infineon Austria website. The main headline is "Mit Einsatz und Exzellenz an die Spitze". Below it, there's a section titled "Größte Forschungseinheit für Mikroelektronik in Österreich". The text mentions that Infineon Austria is a top 100 company in Austria, with a turnover of 400 million euros in 2020, and that it employs around 10,000 people in Austria. It also mentions that Infineon Austria is a key partner in the METIS project.

There are several navigation links at the top: "Mikroelektronik in Österreich", "Technologie aus Villach", "Technologie aus Graz", "Technologie aus Linz", and "Technologieförderung".

On the right side, there's a "Jobsuche" section with a "Neueste Jobs" list. The list includes: "Contract - Senior Specialist - Distribution Management Internal Sales", "Senior Staff Engineer Maintenance Wire Bond", "Engineering Technician", and "Senior Staff Specialist - Information Technology".

Below the "Jobsuche" section, there's a "Erfahren Sie mehr" section with a link to "Unternehmensbrochure 2020" and "Infineon Technologies Austria AG".

At the bottom, there's a "Ausgewählte Kooperationen und Forschungsprojekte" section. It features logos for "SAL SILICON AUSTRIA LABS", "METIS", and "EFRE".

Figure 8 Information on METIS on Infineon website

Infineon also uses its own LinkedIn and Facebook accounts to share and post news about the METIS project. Infineon sent a number of marketing emails titled “METIS: Act now! - Help us strengthen the Pact for Skills” to support engaging stakeholders for interviews, focus group organizations and online questionnaire.

Bosch

Bosch has published a video “A World Without Semiconductors” through various social media including LinkedIn ([here](#)). The Videos shows vital roles of semiconductors in daily life, aiming to raise awareness of the importance of the semiconductor sector, and attract more talents to join the sector. The video has been shared by social media of the METIS and some consortium members.

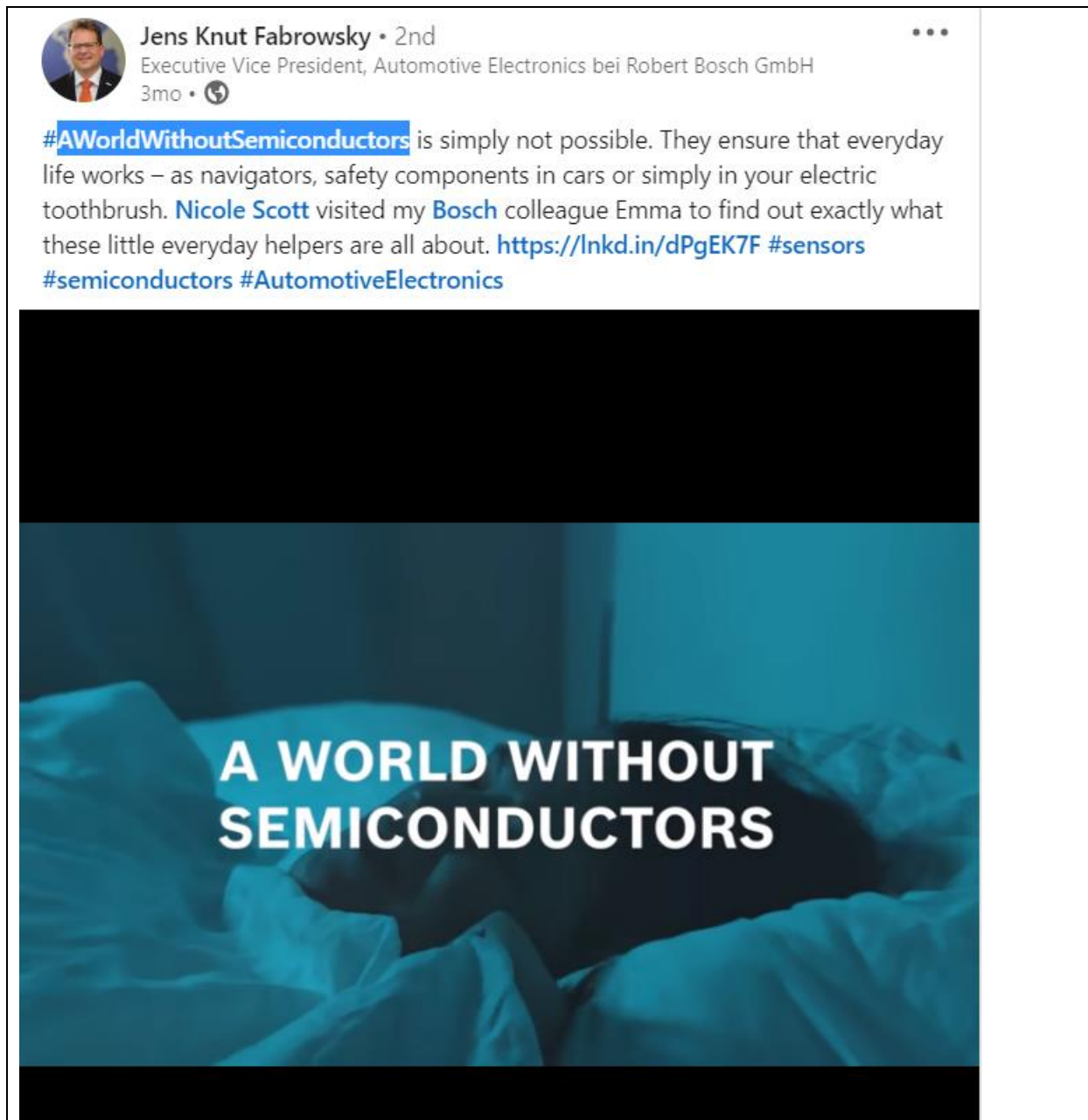


Figure 9 Short Video from Bosch 'A World Without Semiconductor

X-FAB

X-FAB has been widely using its social media (LinkedIn and Twitter) to promote the METIS project and the importance to strengthen the workforce and skills in the microelectronics sector. An example of X-FAB's social media post is shown below.



Figure 10 X-FBA's social media post on METIS

Graphenea

Graphenea has published an article on the launch of the METIS project, "Project METIS – Microelectronics Training, Industry and Skills launched". The full article is shown below.

Project METIS – Microelectronics Training, Industry and Skills launched

Graphenea and 19 partners from 14 countries launched an initiative to fill the skills gap and boost workforce diversity by tightening collaboration between the microelectronics industry and education providers. The project, dubbed METIS – Microelectronics Training, Industry and Skills – will focus on the skills and related training needed to support emerging verticals such as artificial intelligence (AI), autonomous driving and Industry 4.0.

A Sector Skills Alliance co-funded by the Erasmus+ Program, METIS is designed to overcome the skills shortage in the electronic components and systems value chain. Under METIS, SEMI and the partner organizations will establish a Microelectronics Observatory and Skills Council consisting of representatives from industry, academia, NGOs, think tanks and government. The consortium will develop a New Skills Strategy for the microelectronics industry in Europe with a focus on raising occupational profiles and skills critical to the future of the sector.



The project will boost online education and work-based learning in microelectronics design and manufacturing. METIS will also promote workforce diversity in the sector and target increased participation of under-represented groups in microelectronics education and employment. METIS, a four-year project, will receive 4 million EUR in public funding to be invested in microelectronics workforce development in Europe.

The talent shortage is one of the most severe issues challenging SEMI members today,” said Laith Altimime, president of SEMI Europe. “We are excited to partner with leading businesses and universities from across Europe to help build the robust talent pipeline crucial to microelectronics innovation and growth.”

“Digitalization is the key opportunity for the knowledge-oriented economy of our time, in particular for Europe, and semiconductor solutions are key drivers of digitalization,” said Dr. Sabine Herlitschka, CEO of Infineon Technologies Austria AG, a METIS consortium member. “Therefore, microelectronics offers highly attractive job opportunities at the forefront of research and applications relevant to all of us. With this project, we need to convey this enthusiasm for technology to more young talent, in particular women. One effective way of doing so is by tightening the collaboration between the industry and education institutions. This is a strategic core of our new METIS project.”

Sector Skills Alliances work to improve skills intelligence and provide a clear strategy in a target sector through a double-barreled approach of identifying existing or emerging sector-specific labour market needs and enhancing the responsiveness of education and training organizations to industry needs. Sector Skills Alliances are established to facilitate cross-border certification and therefore ease professional mobility and increase recognition of qualifications at European level within a sector.

The METIS consortium consists of SEMI, Infineon, Bosch, X-Fab, Graphenea, Summa, Arcelik, Silicon Saxony, Imec, Technical University of Graz, Dresden Chip Academy, University of South-Eastern Norway, Technical University of Sofia, Budapest University of Technology and Economics, Innovation Learning Work, Fast Track into Information Technology, European Association of Career Guidance, European Association for Women in Science, Engineering and Technology, CIMEA and Decision.

Figure 11 Graphenea's article on METIS

Summa Semiconductor

Summa Semiconductor has actively presented METIS consortium in all our activities during 11/2019 – Apr/2020. Pictures from METIS meetings and roll ups in trade shows have been shared in LinkedIn and the project has been advertised to Summa’s partners and collaborators. LinkedIn shares and likes for METIS consortium posts have been actively processed.

METIS consortium logo and partners has been included in company presentation and it has been shown to large number of collaborators. In events like MEMS World Summit (MWC Munich 2019) and European Forum for Electronics Components and Systems (EFECS Helsinki 2019) the project has been included in the larger-audience public presentations by Summa.

METIS focus groups have been advertised to our ecosystem partners in Finland and abroad by emailing and encouraging to take part to METIS activities. Manufacturing focus group has been advertised to local microelectronics companies as well as our collaborators abroad. We have also encouraged companies using the same cleanroom as our company (open-access Micronova cleanrooms in Finland) to join defining microelectronics needs for future in Europe. Summa has also shared focus groups participation links to research institutions and university partners in Finland.

Silicon Saxony

Silicon Saxony has published several news items and articles on the METIS project on its website, as:

Table 2 News or article published on Silicon Saxony website

Date	Weblink	Title
Nov 22 2019	https://www.silicon-saxony.de/news/news-detail/archive/2019/november/article/semi-und-silicon-saxony-groesste-bildungsinitiative-fuer-mikroelektronik-mitfinanziert-durch-das-eras/22/	SEMI und Silicon Saxony: Größte Bildungsinitiative für Mikroelektronik, mitfinanziert durch das Erasmus+-Programm
Nov 22 2019	https://www.silicon-saxony.de/en/news/news-detail/archive/2019/november/article/semi-und-silicon-saxony-groesste-bildungsinitiative-fuer-mikroelektronik-mitfinanziert-durch-das-eras/22/	Silicon Saxony: Largest Microelectronics Education Initiative Co-Funded by Erasmus+ Program
Nov 26 2019	https://www.silicon-saxony.de/news/news-detail/archive/1970/january/article/silicon-saxony-sieht-tech-branche-2020-weiter-im-aufwind/01/	Silicon Saxony sieht Tech-Branche 2020 weiter im Aufwind
Nov 26 2019	https://www.silicon-saxony.de/en/news/news-detail/archive/1970/january/article/silicon-saxony-sieht-tech-branche-2020-weiter-im-aufwind/01/	Silicon Saxony sees tech industry on the upswing in 2020
March 24 2020	https://www.silicon-saxony.de/projekte/	METIS - MICROELECTRONICS TRAINING, INDUSTRY AND SKILLS
March 24 2020	https://www.silicon-saxony.de/en/projects/	METIS - MICROELECTRONICS TRAINING, INDUSTRY AND SKILLS

Silicon Saxony also sent

Table 3 Mails sent by Silicon Saxony to its mailing list

Date	Title of the mail	Size of the mailing list	Target groups
Dec 03 2019	Projekt METIS: SEMI und Silicon Saxony starten Bildungsinitiative für die Mikroelektronik	360	* industry/ VET providers/ policy makers
Dec 03 2020	SEMI und Silicon Saxony: Größte	1900	* industry/ VET providers/ policy makers

	Bildungsinitiative für Mikroelektronik		
Oct 01 2020	Projekte KIPS und METIS starten durch	360	* industry/ VET providers/ policy makers
Sept 10 2020	Silicon Saxony wieder in "Fastvollzeit" - Schlagzahl in der Geschäftsstelle wird erhöht	1900	* industry/ VET providers/ policy makers

Silicon Saxony presented the METIS project on two events it organized:

Table 4 METIS presented at Silicon Saxony events

Date	Event name	Type of event	Audience size
March 11 2020	Arbeitskreis SchuleWirtschaft	Working group meeting	35
Nov 26 2019	Silicon Saxony Jahreshauptversammlung	Annual general assembly	118

Silicon Saxony also developed newsletters including information of the METIS project as shown below.

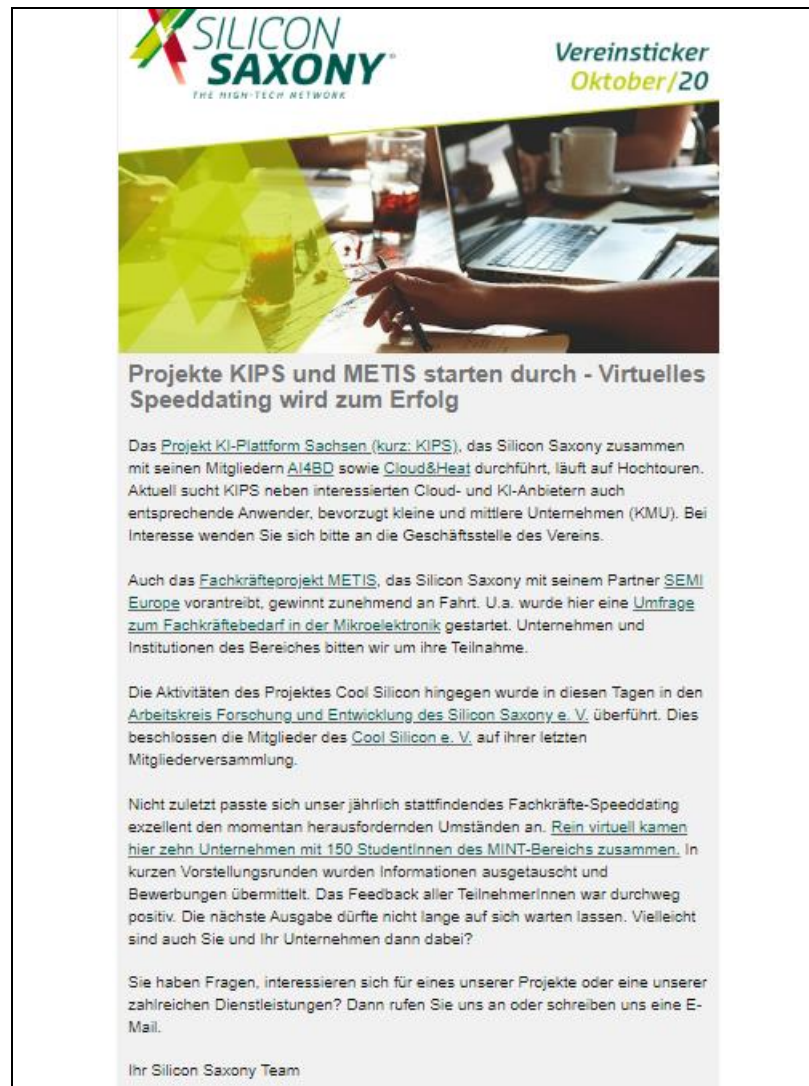


Figure 12 Silicon Saxony Newsletter with METIS

Technical University Graz

The university has published news and article its own website about the project, as shown below:

Table 5 News and article published on TU Graz website

Date	Weblink	Title
Apr-20	https://epaper.tugraz.at/paper/44/4	Digital in die Zukunft
Oct-20	https://www.tugraz.at/tu-graz/universitaet/leitziele-und-schwerpunkte/digitalisierung/handlungsfeld-third-mission/	Digitalisierung: Handlungsfeld Third Mission

Dresden Chip Academy

The Academy has published news and article its own website about the project, as shown below:

Table 6 News and article published on Dresden Chip Academy website

Date	Weblink	Title
12/11/2019	https://www.stiftung-bildung-handwerk.de/sbh-vor-ort/sbh-suedost/aktuelle-meldungen/dca-beteiligt-sich-an-internationalem-mikrotechnologie-projekt	dca beteiligt sich an internationalem Mikrotechnologie-Projekt
12/11/2019	https://www.stiftung-bildung-handwerk.de/sbh-vor-ort/sbh-suedost/standorte-sbh-suedost/dresden-chip-academy/microelectronics-training-industry-and-skills	MicroElectronics Training, Industry and Skills
12/11/2019	https://www.dresden-chip-academy.de/unternehmen/projekte/metis	METIS

It also uses its social media account to disseminate the project. In addition, the academy presented the project at “KarriereStart Dresden”, an event with more than 36,000 participants.

Technical University of Sofia

Technical University of Sofia has presented the METIS project at various international conferences and events as shown below:

Date	Event name	Type of event
14 Oct 2020	18 th European Week of Regions and Cities	An annual event organized by European Committee of Regions
16-18 September 2020	ET 2020	Technical Conference
23-26 July 2020	Electronica 2020	Technical Conference
27-30 April 20202	EDUCON 2020 –IEEE Global Engineering Education Conference,	Technical Conference

A poster used at ET2020 is shown below:

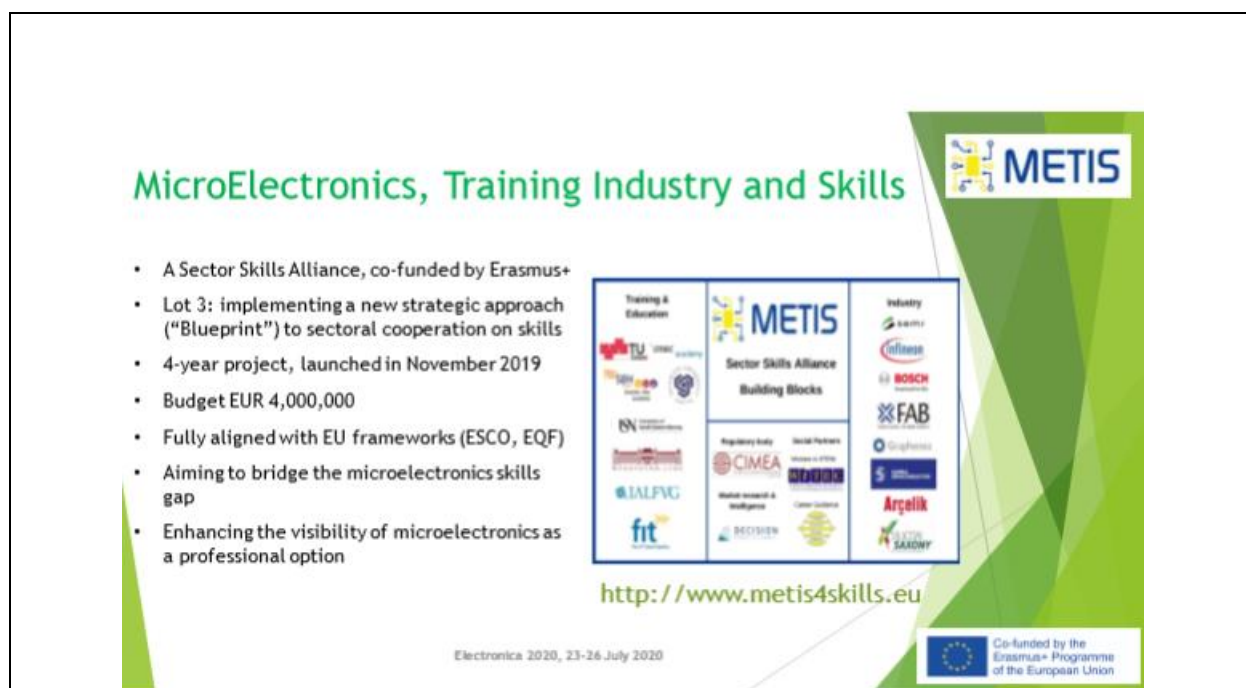


Figure 13 METIS Poster on ET2020

BMU

BMU has published news and article its own website about the project, as shown below:

Table 7 News and article published on BMU website

Date	Title	Weblink
22. 11. 2019.	Projectmeeting in Villach	https://www.ett.bme.hu/hirek_esemenyek/projekt_meeting_20191122
23. 01. 2020.	This is how the electronics education pipeline is built	https://www.ett.bme.hu/hirek_esemenyek/igy_20200123
16. 02. 2020.	Call for METIS experts!	https://www.ett.bme.hu/hirek_esemenyek/jelentkezzen_20200216
16. 03. 2020.	Let's design the future skillset together!	https://www.ett.bme.hu/hirek_esemenyek/tervezz_uk_20200316
11. 05. 2020.	Skill knowledge after COVID-19?	https://www.ett.bme.hu/hirek_esemenyek/szakismeret_20200511
25. 05. 2020.	Summing up METIS spring activities	https://www.ett.bme.hu/hirek_esemenyek/a_20200525

BMU also uses social media (Facebook and Instagram) to disseminate the project. An example of Instagram post is shown below:

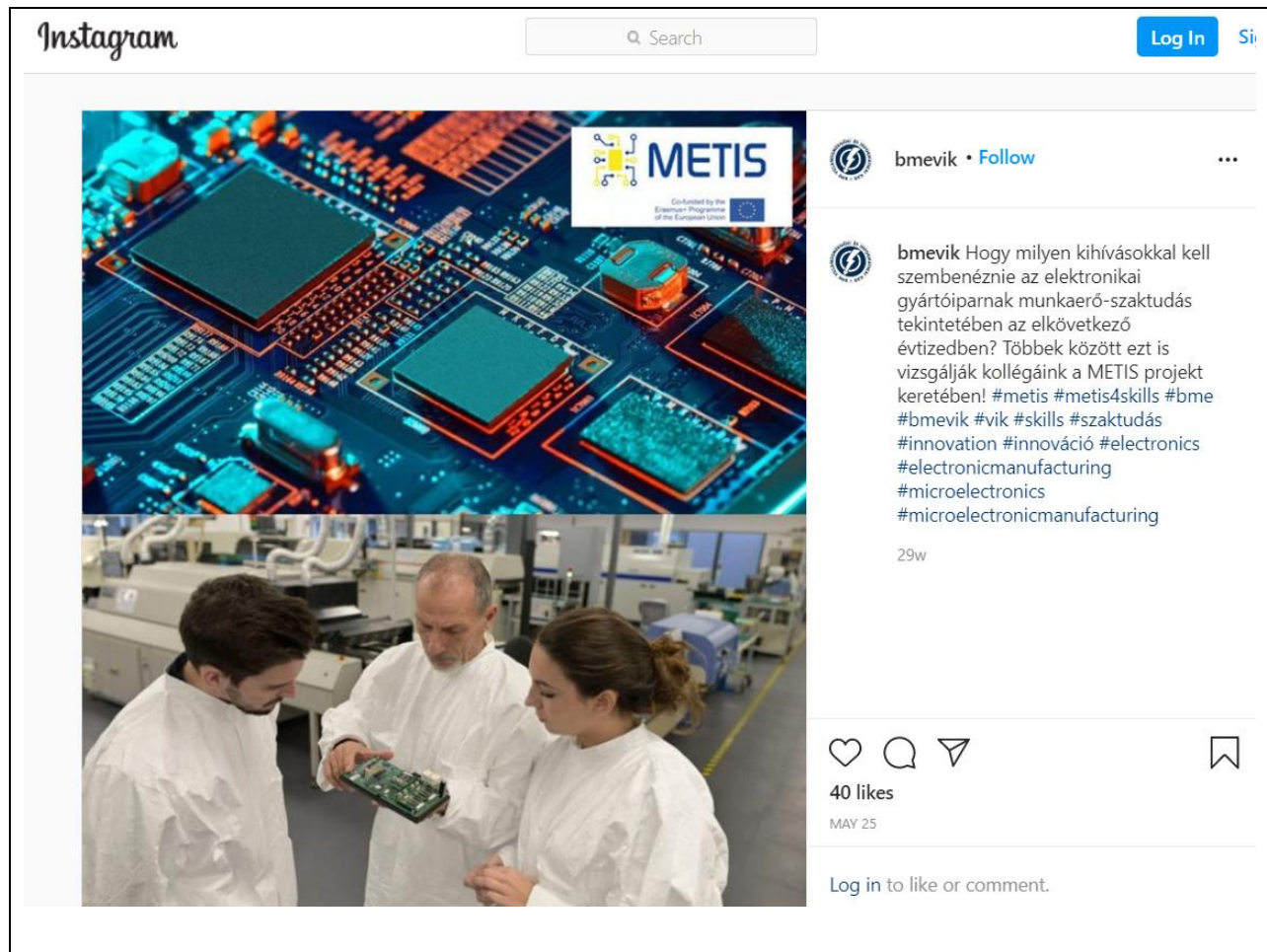


Figure 14 Instagram post from BMU on METIS

IAL

IAL has translated the online questionnaire into Italian and promoted the online questionnaire among Italian stakeholders such as;

- An article on its website
- A market email to its contacts

The article is shown below:



The screenshot shows the IALweb.it website. At the top, there is a navigation bar with links: NEWS, FORMAZIONE, LAVORO, AZIENDE, and CHI SIAMO. Below this is a blue header with the word "News" and a search bar labeled "CERCA IN IALweb". The main content area features a news article titled "MICROELETTRONICA, QUALI COMPETENZE RICHIEDE IL MERCATO DEL LAVORO?". The article includes a photo of a microchip and text in Italian discussing the importance of microelectronics in daily life and the need for specialized skills. To the right of the article is a sidebar with two sections: "ARCHIVIO NEWS" with a search bar and "FORMAZIONE" with a dropdown menu for "SELEZIONA SEDE" and a search bar for "PAROLA CHIAVE".

Figure 15 IVL's promotion on METIS online questionnaire in Italian

CIMEA

CIMEA mainly uses its social media account on Twitter and LinkedIn for the METIS dissemination activities with more than 10 posts published.

WITEC

WiTEC has actively disseminated the project through its social media and website.

Table 8 News and article published on WiTEC website

Date	Title	Weblink
19.12.2019	BRUSSELS, Belgium - 19 november 2019	https://www.witec.se/projekt/eu-projekt/metis-43774637
10.12.2019	Kick-off för METIS	http://gantrack.com/t/pm/2451505492524/

20.05.2020	METIS Invites you to participate	http://gantrack.com/t/pm/2828828039079/
20.05.2020	INVITATION TO FOCUS GROUP	https://www.witec.se/projekt/eu-projekt/metis-43774637
16.10.2020	Enkät	https://www.witec.se/projekt/eu-projekt/metis-43774637

Several social media posts shown below



Figure 16 Example of WiTEC Facebook post on promotion of the METIS online questionnaire


SWEDEN

WiTEC SWEDEN

19 seguidores
2 meses •

#microelectronics #workforcedevelopment #upskilling #covid19


METIS

METIS4Skills

116 seguidores
6 meses •

#COVID19 has affected significantly the #microelectronics industry. As new #reskilling and #upskilling priorities arise, the EU's #PactforSkills is uniquely placed to harness the potential of the European... ver más

[Ver traducción](#)



Reskilling and Upskilling in the Microelectronics Industry After COVID-19
blog.semi.org • 5 min de lectura

 2


Recomendar


Comentar


Compartir


Enviar

Figure 17 Example of WiTEC LinkedIn post on promotion of the METIS online questionnaire

EACG

EACG has used its website, social media and mailing list to promote the project. News and article published on its website are shown below:

Table 9 News and article published on EACG website

Date	Weblink	Title
17.01.2020	http://eacg.eu/index.php?id=1	METIS - MicroElectronics Training, Industry and Skills
27.07.2020	http://eacg.eu/index.php?id=1	"METIS: Online Survey"

EACG has promoted the project via its newsletters to its members such as:



[Read more](#)

EACG is partner in “METIS: Micro Electronics Training, Industry and Skills”

EACG is one of the partners in a 4-year KA2 project: Cooperation for innovation and the exchange of good practices - Sector Skills Alliances, with the title “METIS”.

Microelectronics are the brains of all modern services and products. With incredible processing power, they enable billions of computations per second and store vast data. Artificial Intelligence, smartphones, computers, cloud storage, automobiles, space travel and medical equipment all rely on microelectronics.

METIS’ key novelty is that for the first time an industry association serving the electronics supply chain, takes the lead to connect the worlds of VET and industry in Europe.

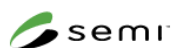
METIS embodies EU excellence in microelectronics, with 20 partners from 14 countries representing industry (Start-Ups, SMEs, Large Firms), national and EU industry associations, formal educational providers and regulatory bodies in the field of accreditation and certification.

[Find more HERE](#)

For Interested Experts: In February 2020, METIS posted a **Call for expression of interest for the– METIS External Expert.**
ARE YOU INTERESTED? [Click HERE](#)

Figure 18 EACG’s newsletter

Annex A: Press release from SEMI Europe

[ABOUT SEMI & MEMBERSHIP](#)[INDUSTRIES & COMMUNITIES](#)[ADVOCACY & WORKFORCE](#)[PRODUCTS & SERVICES](#)[EXPOSITIONS & EVENTS](#)

SEMI, PARTNERS LAUNCH LARGEST MICROELECTRONICS EDUCATION INITIATIVE CO- FUNDED BY ERASMUS+ PROGRAM

Nov 19, 2019

BRUSSELS, Belgium – November 19, 2019 – SEMI and 19 partners from 14 countries today launched an initiative to fill the skills gap and boost workforce diversity by tightening collaboration between the microelectronics industry and education providers. The project, dubbed METIS – Microelectronics Training, Industry and Skills – will focus on the skills and related training needed to support emerging verticals such as artificial intelligence (AI), autonomous driving and Industry 4.0.



A Sector Skills Alliance co-funded by the Erasmus+ Program, METIS is designed to overcome the skills shortage in the electronic components and systems value chain. Under METIS, SEMI and the partner organizations will establish a Microelectronics Observatory and Skills Council consisting of representatives from industry, academia, NGOs, think tanks and government. The consortium will develop a New Skills Strategy for the microelectronics industry in Europe with a focus on raising occupational profiles and skills critical to the future of the sector.

The project will boost online education and work-based learning in microelectronics design and manufacturing. METIS will also promote workforce diversity in the sector and target increased participation of under-represented groups in microelectronics education and employment. METIS, a four-year project, will receive 4 million EUR in public funding to be invested in microelectronics workforce development in Europe.

The talent shortage is one of the most severe issues challenging SEMI members today,” said Laith Altimime, president of SEMI Europe. “We are excited to partner with leading businesses and universities from across Europe to help build the robust talent pipeline crucial to microelectronics innovation and growth.”



“Digitalization is the key opportunity for the knowledge-oriented economy of our time, in particular for Europe, and semiconductor solutions are key drivers of digitalization,” said Dr. Sabine Herlitschka, CEO of Infineon Technologies Austria AG, a METIS consortium member. “Therefore, microelectronics offers highly attractive job opportunities at the forefront of research and applications relevant to all of us. With this project, we need to convey this enthusiasm for technology to more young talent, in particular women. One effective way of doing so is by tightening the collaboration between the industry and education institutions. This is a strategic core of our new METIS project.”

Sector Skills Alliances work to improve skills intelligence and provide a clear strategy in a target sector through a double-barreled approach of identifying existing or emerging sector-specific labour market needs and enhancing the responsiveness of education and training organizations to industry needs. Sector Skills Alliances are established to facilitate cross-border certification and therefore ease professional mobility and increase recognition of qualifications at European level within a sector.

The METIS consortium consists of SEMI, Infineon, Bosch, X-FAB, Graphenea, Summa, Arcelik, Silicon Saxony, imec, Technical University of Graz, Dresden Chip Academy, University of South-Eastern Norway, Technical University of Sofia, Budapest University of Technology and Economics, IAL-FVG, Fast Track into Information Technology, European Association of Career Guidance, European Association for Women in Science, Engineering and Technology, CIMEA and DECISION.

About SEMI

SEMI® connects more than 2,100 member companies and 1.3 million professionals worldwide to advance the technology and business of electronics design and manufacturing. SEMI members are responsible for the innovations in materials, design, equipment, software, devices, and services that enable smarter, faster, more powerful, and more affordable electronic products. Electronic System Design Alliance (ESD Alliance), FlexTech, the Fab Owners Alliance (FOA) and the MEMS & Sensors Industry Group (MSIG) are SEMI Strategic Association Partners, defined communities within SEMI focused on specific technologies. Visit www.semi.org to learn more, contact one of our worldwide offices, and connect with SEMI on [LinkedIn](#) and [Twitter](#).

Annex B: Blog Article by

March 23, 2020

Towards Closing the Skills Gaps in the European Microelectronics Industry

By **Nicolas Schmit**



Skills are the key to the future. It is thanks to its skilled workforce that Europe will reap the benefits of the green and digital transitions and remain competitive. At the same time, upskilling and reskilling is a clear social policy because it ensures that workers can more easily navigate from one job to another.

Microelectronics is at the crossroads of many sectors, such as the automotive industry, manufacturing, health, and energy. The European electronics industry is facing an acute shortage of skills in all tiers of its value chain, particularly in electronics design, both digital and analog, and in system and software engineering. A sustainable provision of qualified personnel is key to maintain competitiveness and innovation leadership. Yet, companies in this area suffer from a critical shortage of

engineers with competence in microelectronics technology and design. The rapid evolution of the electronics industry calls for a continuous update of skills and knowhow.

Vocational education and training has an important role to master these challenges. Modern, inclusive and dynamic vocational education and training programmes are a pre-requisite to remain competitive in the digital age. We must support agile partnerships to develop skills for smart industrial specialisation and the green and digital transitions. Everybody must be on board to shape the workforce transformation in Europe: industry, social partners, education and training organisations, as well as policymakers. The *Blueprint for sectoral cooperation on skills* launched in 2016 is an excellent model for strategic collaboration and will be extended.

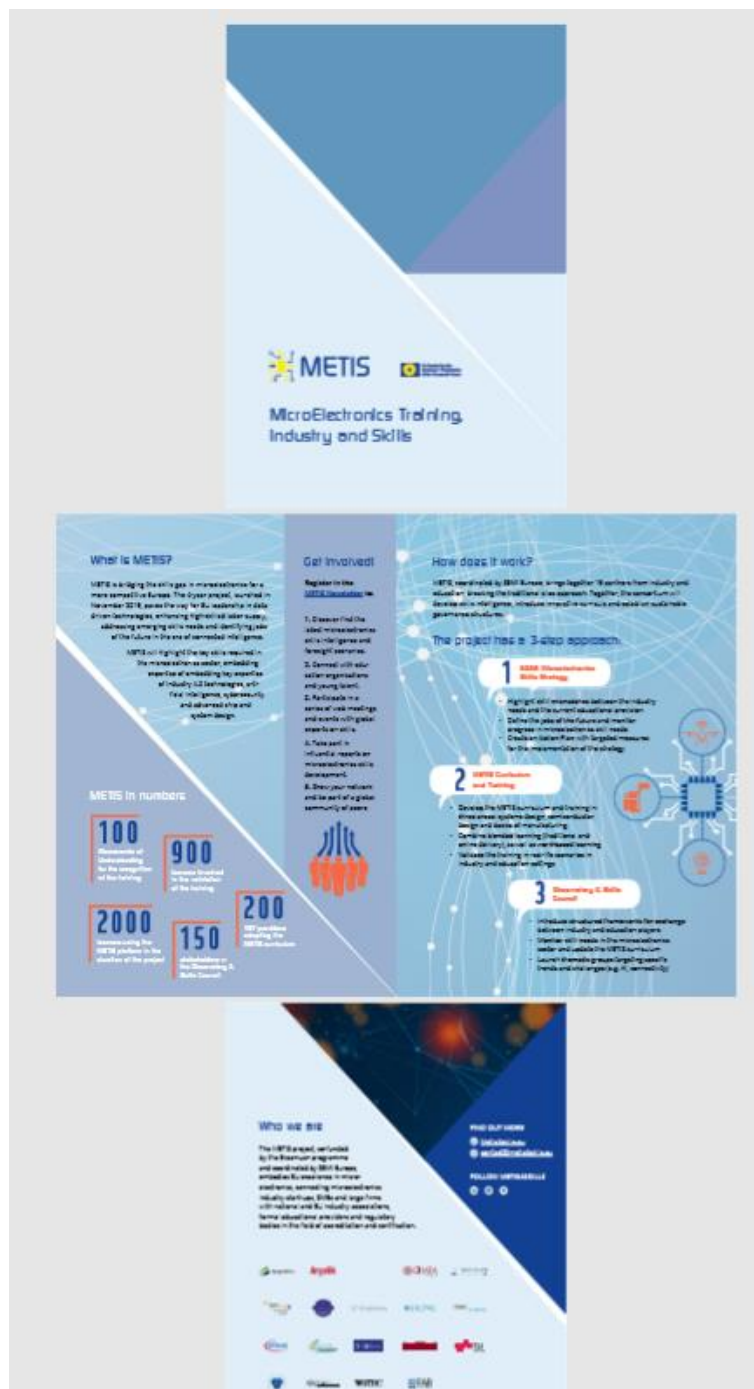


The Commission has recently proposed an update of our successful Skills Agenda for Europe. One key element is the new Pact for Skills, in order for all stakeholders to generate new concrete commitments to invest in upskilling and reskilling. It will help us to respond to the extent and speed of change in the economy and society. I warmly invite the microelectronics industry to participate in the Pact.

I welcome the fact that SEMI and its 19 partners from 14 countries launched METIS – MicroElectronics Training, Industry and Skills Erasmus+ Project – in November 2019. METIS will receive 4 million EUR EU funding to implement a comprehensive strategy with a view to identify and fill skills shortages, to tackle skills mismatches, and to support upskilling and reskilling in order to address the challenges of the future of work and digitalisation.

Nicolas Schmit is European Commissioner Jobs and Social Rights.

Annex C: METIS Brochure: Overview of the project



Annex D: Brochure 2: Microelectronics Skills Strategy



METIS
Microelectronics Skills Strategy

About METIS
Sponsored by the Erasmus programme and coordinated by METIS Europe, METIS enables cross-border microelectronics cooperation, initiated in November 2016, across microelectronics industry clusters, SMEs and large firms with national and EU industry associations, formal educational providers and regulatory bodies in the field of vocational training and certification.

In particular, the goal of the Microelectronics Skills Strategy is to provide up-to-date skills intelligence by:

- **Forecasting the skills demand** with inputs from the industry and mapping the current skills shortages for employers
- **Assessing the skills supply**, including the current VET provision
- **Highlighting skills mismatches** between the industry needs and the current educational provision
- **Defining jobs of the future** with monitoring trends in skill needs, to develop foresight scenarios
- **Developing best practices** of skills and create initiatives that have bottom-up educational providers to bridge skill gaps
- **Supporting an action plan** with targeted measures for the implementation of the strategy.

How does it work?
To secure the best representation, a broad consultation will take place with the sector as well as stakeholders from industry, education, professional bodies, NGOs, international organisations, governments, etc.

How will METIS engage with the microelectronics community?

Focus groups/workshops

- 10-12 online meetings until the fall of 2020
- They target specific focus group themes

1. **Standards for microelectronics**
concerns microelectronics standards and their impact on microelectronics
2. **Microelectronics manufacturing**
concerns microelectronics manufacturing and its impact on microelectronics manufacturing
3. **Microelectronics devices and systems manufacturing**
concerns microelectronics devices and systems manufacturing
4. **Microelectronics design and systems design**
concerns microelectronics design and systems design
5. **Skills for microelectronics**
concerns microelectronics skills and their impact on microelectronics
6. **Microelectronics & automotive**
concerns microelectronics and automotive
7. **Diversity in microelectronics**
concerns microelectronics diversity and its impact on microelectronics
8. **Validation of education**
concerns microelectronics education and its impact on microelectronics
9. **EU policy perspective**
concerns microelectronics policy and its impact on microelectronics
10. **Education 2.0**
concerns microelectronics education and its impact on microelectronics

Interviews

- 80 interviews with representatives from the public and private sectors
- Conducted online
- Using an online analysis
- Main trends affecting the microelectronics sector (e.g. demographic trends, etc.)
- Skills/knowledge that are critical in the future
- Differences in skills/knowledge between EU countries
- Comparison of microelectronics between EU countries and leading countries
- Best practices from industry/education/government/education initiatives
- Policy recommendations for the sector development of the sector
- Policy recommendations

Online questionnaire

- 2000+ online questionnaires, with 8-10 minutes completion time
- Quantitative results: Best match of the skills/knowledge needs by value chain level, by EU country and by company size

Annex E: Social media campaigns strategy 2020 – 2021

#1 - CONSORTIUM INTRODUCTION Create short posts to introduce each consortium member, mentioning company name with personalized social media banner. We will prepare banners including company logo and prepare a word file with short company introductions for **19 posts in total**.

#2 - CONSORTIUM TESTIMONIALS Create posts with short videos (max 90 seconds) with consortium as project ambassadors to answer the questions: - Who they are - What is METIS for them - Why are they part of the project; **19 posts in total**

#3 - RELATED NEWS Create a series of posts called “METIS NEWS” and “METIS BLOG” to advertise industry news related to the METIS project. News can be submitted by the consortium or found in their news feeds. Articles and blogs published by SEMI and other relevant media can be included. **2 posts per month**

#4 – EVENT RELATED – LIKE/FOLLOW/WIN Invite to like the post and follow the METIS pages to win a ticket to attend the Technology Unites Summit, introducing the Digital EU Future Forum. **5 posts in total – 3 Winners announced January 31.**

#5 – SURVEY RESULTS Create posts to announce the survey results, identify key highlights in order to cover broader interest for the largest target group (e.g. industry, students, government, etc.). **10 posts in total**

#6 – SUCCESS STORIES Create a campaign to highlight an industry success story, belonging to consortium or other within the industry. A short video to capture the story will be shared on social media, mentioning the company. **1 every two months**

TO SUPPORT INCREASE OF FOLLOWERS - Identify specialized media to close cross promotion deals (e.g. exchange posts, host logo and/or web banners) - Prepare a list of possible entities that can be followed and invited to follow the pages and project (e.g. invite the consortium to follow the page and repost, follow EU and other relevant influencers) - Invite universities and career services to follow the page (STEM faculties in Europe)

To use various #, e.g. #EUSKILLSAGENDA, #Erasmus+.

Annex F: The Marketing Email for the Online Questionnaire Survey

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



Survey on Microelectronics Skills Needs

Take the Survey

*Complete the survey for a chance to win a
free ticket to SEMICON Europa 2020*

With talent the oxygen of the European microelectronics industry, addressing the skills shortage is vital. And understanding the industry's rapidly evolving skills needs as it enters an era of explosive innovation is an essential step in building the talent pipeline.

That's why we'd like to hear from you. Your participation in this [METIS](#) survey will help the industry better gauge the skills and expertise it needs most to drive continued growth over the next decade.

We invite your responses if you are involved in:

- Technology strategy
- Business development
- R&D
- Technical sales

- HR management
- Recruitment
- Mentorship
- Education and training (universities, training centers)
- Career services
- Policy making

Electronics sectors that will benefit most from the survey

- Semiconductors
- Microelectronics
- High-tech and start-ups
- Higher education and vocational training institutes
- Research institutes

The [METIS](#) (MicroElectronics Training, Industry and Skills) project will use the survey results to formulate a skills development strategy to be published by METIS. The strategy will provide guidelines for developing and implementing training modules for skills needed most by the microelectronics sector.

Coordinated by SEMI, the [METIS](#) (MicroElectronics Training, Industry and Skills) project, co-funded by the EU's Erasmus+ Programme, is uniquely positioned to bridge the skill gap in the microelectronics sector. The project aims to implement a new strategy for sectoral cooperation on microelectronics skills by involving key players across industry, education and training and regulatory/certification bodies. For more details, visit the official [METIS](#) page and follow us on [LinkedIn](#) and [Twitter](#).

Blog Article

Marketing email sent on 12 August and 10 September respectively:



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