Our companies make people's living dreams come true.

TMF is the national trade and employers' association of the wood processing and furniture industry in Sweden.

We create workable conditions for companies and employees, strengthen the industry's competitiveness and promote our member companies' growth.

700 member companies

30,000 employees
Development of Swedish VET

- **100 years ago**: Unregulated VET
- **75 years ago**: An increased need for a more structured system
- **50 years ago**: Standardized school-based VET
- **25 years ago**: Decentralized education. Focus on academic subjects in VET
- **10 years ago**: Sharp decline in VET
Swedish VET system

- Schoolbased with elements of "on the job training"
- Low degree of quality assurance
- Low impact from companies and social partners on curriculum
- Dimensionated by pupils wishes
  - 70% of upper secondary pupils choose academic preparatory education
  - But a large percentage does not move on to further studies
- Adult VET mainly towards healthcare

A challenge to find skilled employees for the wood and furniture sector
Initiative

• Teknikcollege- a joint initiative from the industry to gain influence over curriculum and quality of VET and technical education on secondary level
  – Based on the experiences of the most successful schools
  – 3 000 companies involved, 150 schools certified
  – Creates continuous improvement
  – Have been awarded best practice by OECD

• A renewed work with qualifications and validation
  – Pan industrial models for basic qualifications, automated production and daily maintenance
  – Branch specific models for wood industry
Attract the young

• In studies of young peoples attitude to the industry the result was a surprise
  – They usually did not have an attitude!
• The possibility to reach teenagers by printed media is almost non-existing
• It is also hard to reach by traditional web-pages
• Events, social media and videos have a great impact
• Although parents and other adults still demand printed media and traditional web-pages
For that reason we have not left traditional media.
The great picture - how is the industry relevant?

...dåliga villkor,
What is the wood and furniture industry?
How does it look?
Is it something for you?
How to get the content to the young?

• Influencers - Effective but costly, hard to direct
• Bought media - Cost effective but expensive
• Building up your own follower base - very demanding
• Using members and schools to spread the videos - very cost effective
Conclusions

• Secure that quality and relevance of VET are good
• You need new ways to communicate with new generations of young people
• You still need the traditional ways for parents
• It is a moving target - you have to continuously improve your communication
• Always remember that the strongest advocate is an informed and passionate company representative