MODERNIZING THE WOODWORKING SECTOR IMAGE: THE CROATIAN EXPERIENCE

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CHALLENGES

- image of a conservative industry
- low accumulative for investors
- low income
- low budget
- not attractive enough for young people
THE MEDIA

• conservative approach through the media
• they do not see us as leaders and initiators

It is unacceptable to ignore the bad image in the media!
WHAT IS THE REASON FOR A BAD PUBLIC IMAGE?

• bad public image affects children, future students and their parents when choosing a profession
• carpenters, foresters and woodworking technicians – underestimated professions
• long-term challenge: weak interest of young population in this sector
WHAT IS THE REASON FOR A BAD PUBLIC IMAGE?

• Croatia: feeling the consequences of the transition from 90’s
• lack of investments in cadre development in the past → problem today
• better working conditions in other sectors?
• highly educated workforce located in state owned companies or academic community
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• strategy to present young people and their success
• rapid flow of information, digital formats, artificial intelligence exposed to information
• new forms of communications: Facebook, LinkedIn, Twitter…
BE THE MEDIA!

- Wood&Furniture magazine: printed editions and weekly newsletters
- positive examples creating positive public image
- inputs by Croatian Wood Cluster members
EVENTS

• special attention to young and new people in the sector
• young entrepreneurs in the spotlight
• motivate the media to follow up on the event
• fresh minds leading family businesses and developing tradition
PREJUDICES

- challenges and lack of trust:
  - too young?
  - not interested enough?
  - not mature enough?
  - not experienced enough?
- only results matter!
WHAT WE SUGGEST

• existing national systems are too general
• work on communication skills – not only technological skills
• more international practies in woodworking companies
• better support from universities
• make the most out of the EU projects
IN CONCLUSION… MODERN, SMART, EFFICIENT!

- continuous work on improving and educating the staff
- young people in the sector succeed better within family work than independently
- use more new IT tools
- too little budget for education and innovation in education
THANK YOU

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