

Skills Supply and talent attraction

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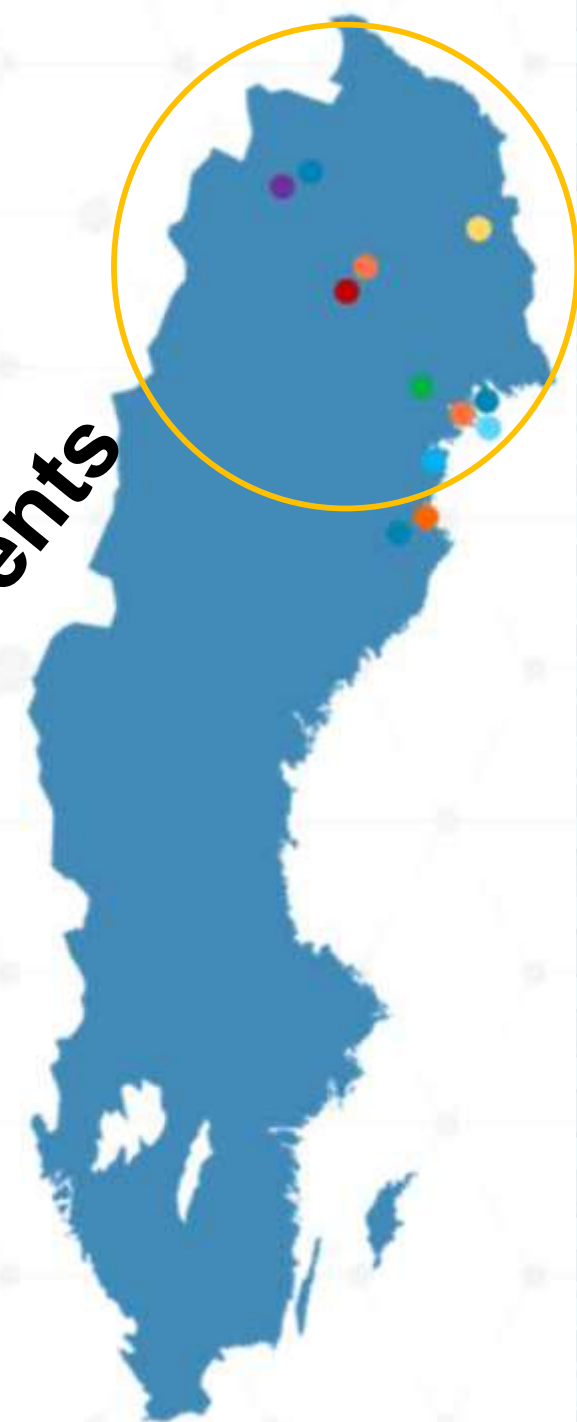




Background

- **Low unemployment (2023)**
 - Luleå 4,5% (Norrbotten 4,2%, Sweden 6,4%)
- **Demographics and population**
 - Proportion of elderly people in the population is increasing
 - Young people are moving out
 - **Large retirements** towards 2030:
 - Luleå 15 000
 - Norrbotten 51 000
 - **Population growth** 1998 – 2023:
 - Luleå +11,2%
 - Norrbotten -4,6%

Large establishments

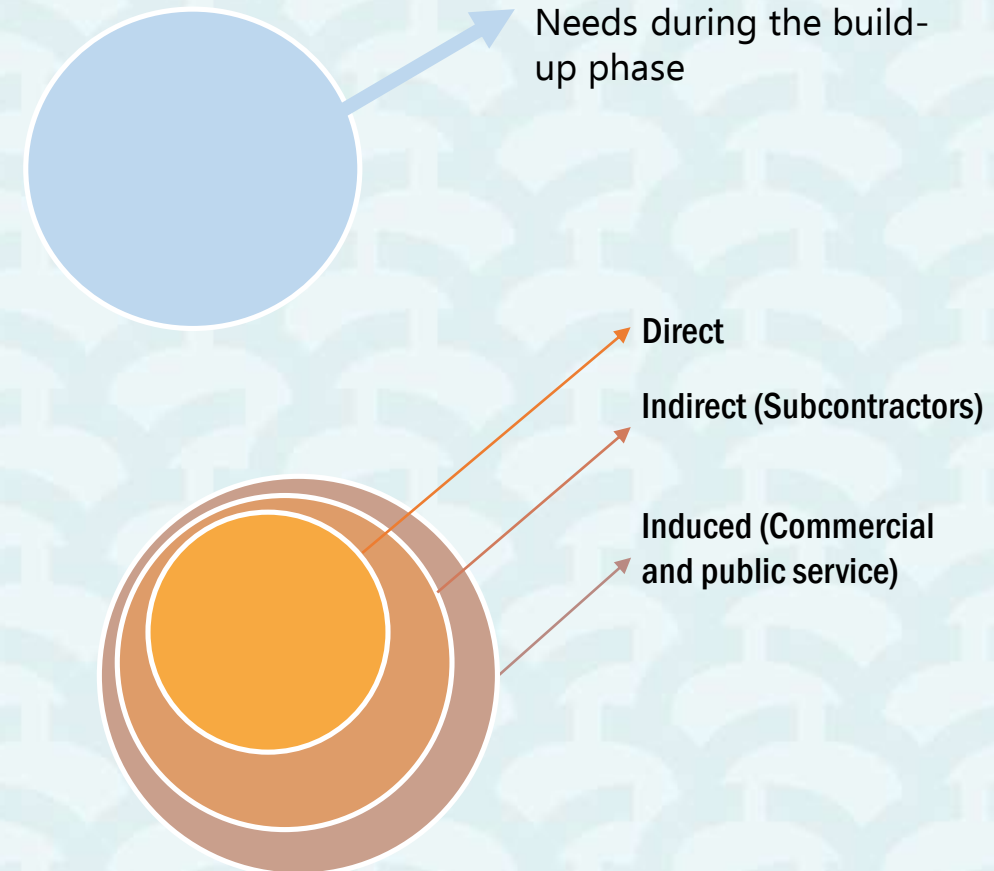




Competence inventory (public information)

Direct jobs "new establishments" (need until 2030)

• Needs during the build-up phase	
- H2 Green Steel	3 000
- Grupo Fertiberia	2 000
- Sum	5 000
• Direct job opportunities	
- H2 Green Steel	1700
- ReeMap	500 *
- Grupo Fertiberia	500
- SSAB	350
- Mobilaris	260
- Talga	150
- Uniper Sweden	100
- Försvarsmakten	N/A
- Sum	3 560
• Indirect and induced	
- 2,0 multipler**	
- Sum	7 120
• TOTAL SUM	5 000 + 10 680***



* Lokalisering ej bestämd, fördelning av arbetstillfällen mellan apatitverk och industripark ej definierat

** Sysselsättningsmultiplikator för olika branscher i Sverige varierar från cirka 1,5 - 3,0.

*** LTU signalerade rekryteringsbehov är ej inkluderat (risk för dubbelräkning samt lokalisering - dialog krävs)



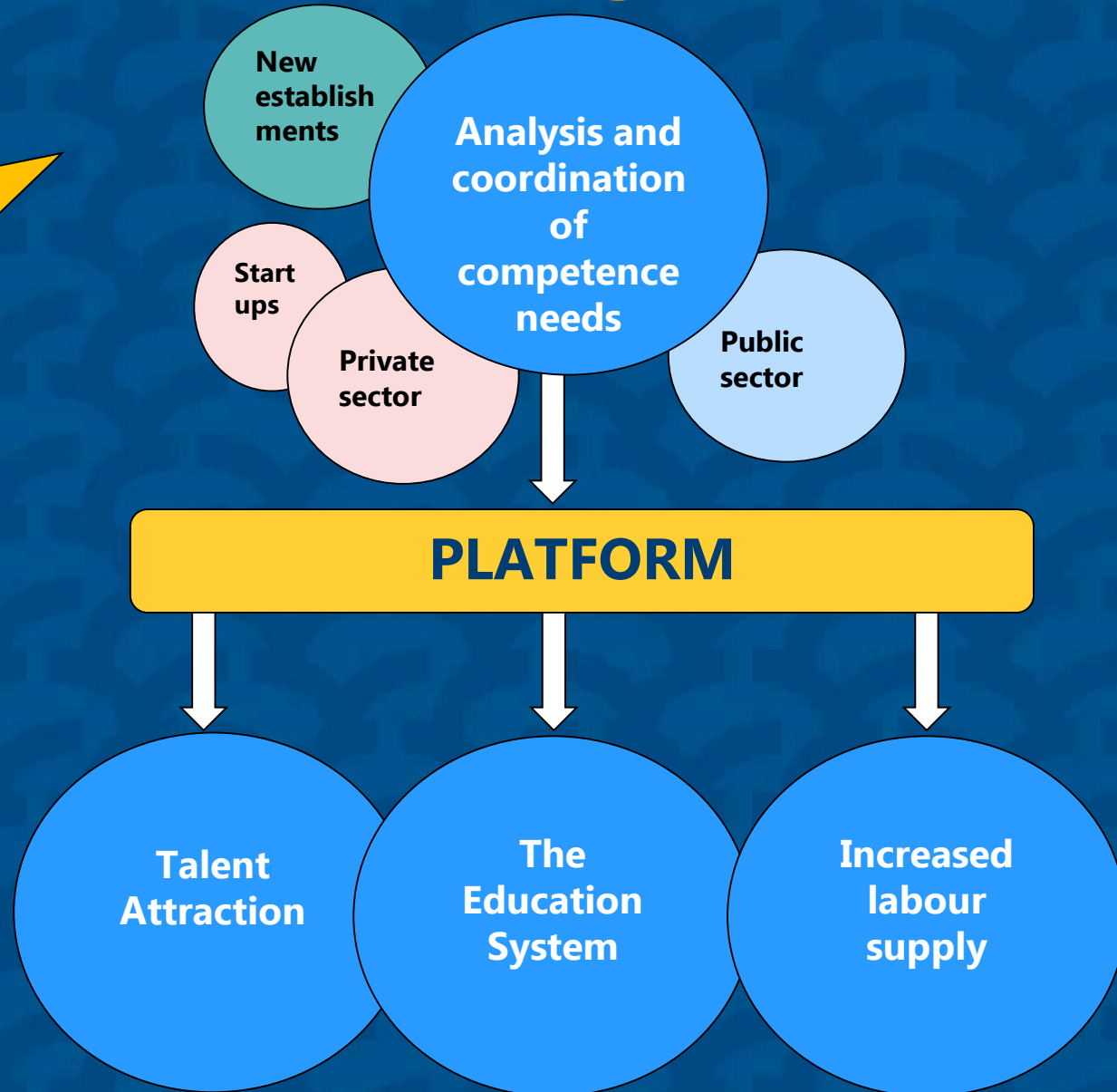
Team Luleå





Goal and 4 strategic areas

**100 000
inhabitants
2040**





Talent attraction

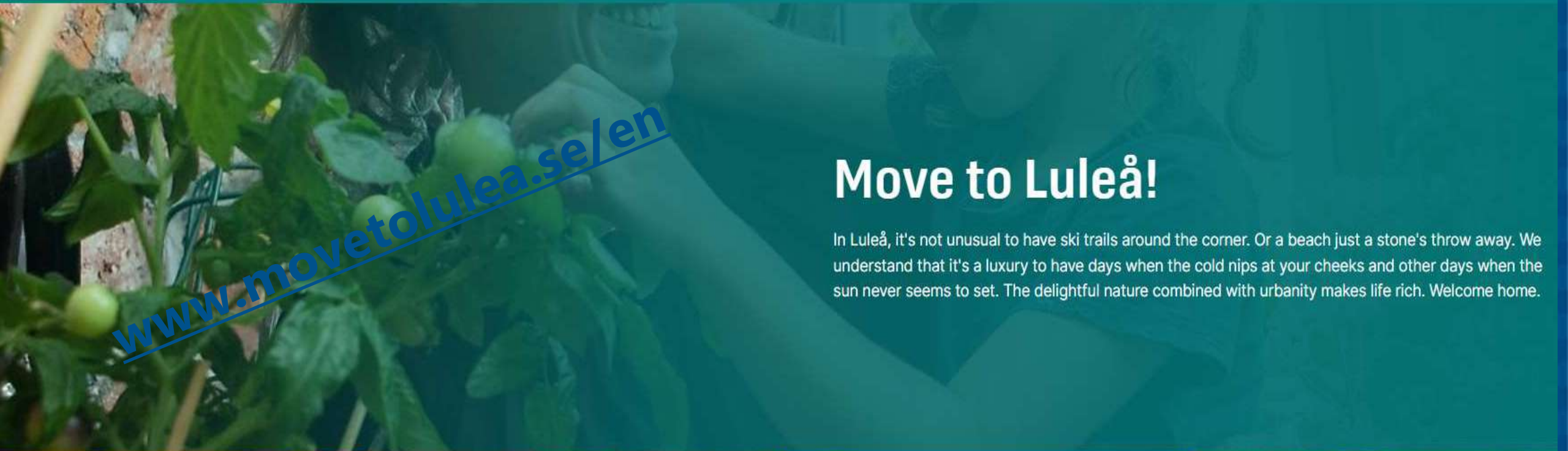
Recruiting fairs

- Nationally, internationally
- In collaboration with:
 - The Swedish Public Employment Service
 - Other municipalities in northern Sweden
 - The County Council of Norrbotten

Initiatives and collaboration

- Arctic cities in northern Norway and northern Finland
- Baltic Sea countries
- Initiative to retain students from the Luleå University of Technology
- Luleå Meet-ups
- Beneficiary partner in the call ESF-2024-EURES-TMS





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Move to Luleå!

In Luleå, it's not unusual to have ski trails around the corner. Or a beach just a stone's throw away. We understand that it's a luxury to have days when the cold nips at your cheeks and other days when the sun never seems to set. The delightful nature combined with urbanity makes life rich. Welcome home.

Moa + Luleå

- One can socialize here without needing to plan life to pieces or pay a fortune just because you have to meet in the city. There is more space to be here and now.



From LA to LÅ "What I missed from childhood, I found in Brändön."

- Everyone is so hospitable and welcoming here, and it's cozy and beautiful, she says.





Increased labour supply

Local matching events

- Employers
- Individuals far from the labor market
- Ukrainians
- Career changers



Local education and recruiting fairs

- Twin cities collaboration, Luleå/Boden



Study visit for Ukrainians in a health care home in order to increase the knowledge about work in the health care sector



The Education System

Close collaboration with actors and networks within the Education System

- Upper Secondary (gy) Education for adults within the municipality Luleå
- The regional network for Higher Vocational Education
- Professional Education, Luleå University of Technology
- The Regional Competence Council



Thank you!

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