

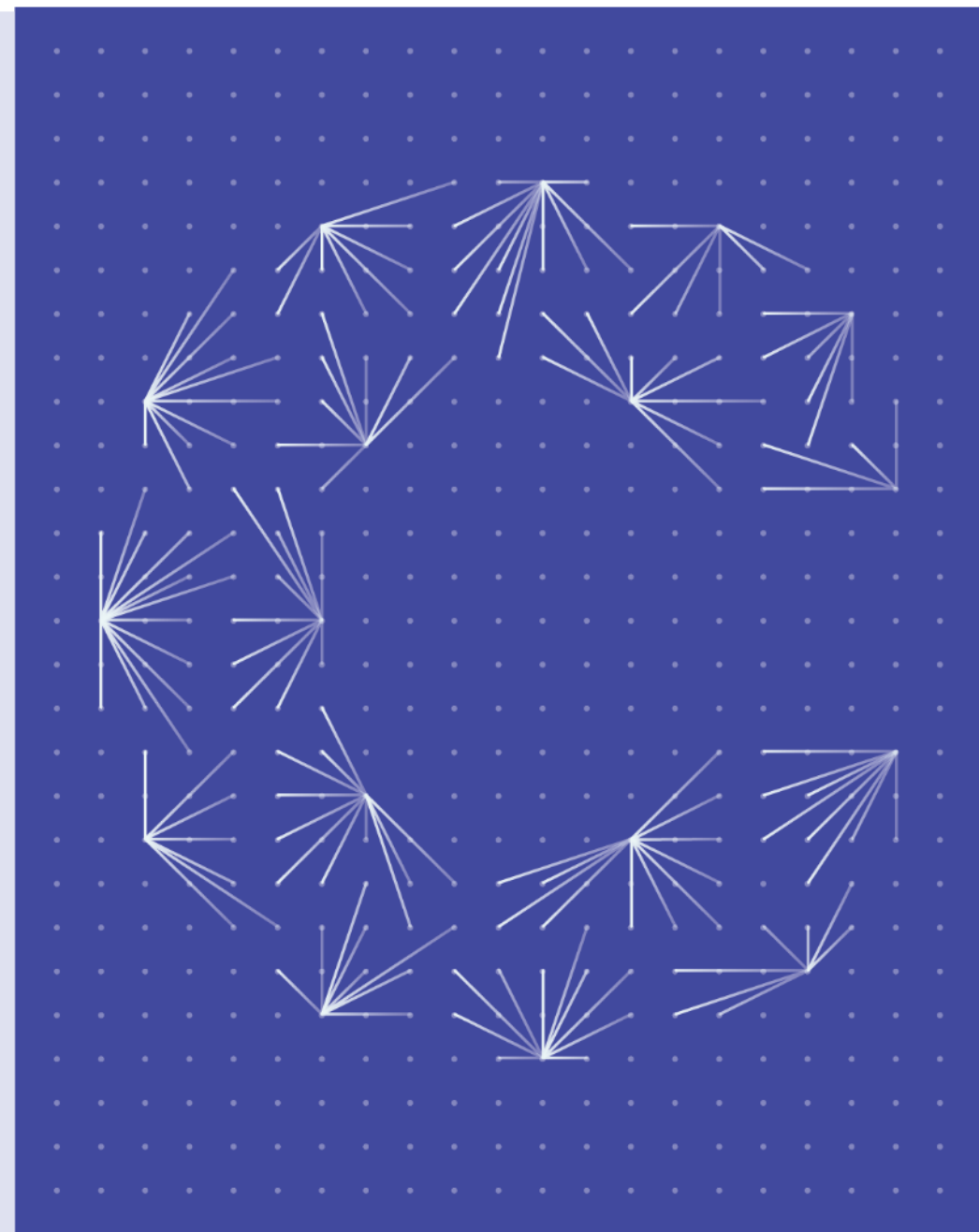
ceemet

European Tech &
Industry Employers

WORKING GROUP COMMUNICATION

Ceemet
8 April 2024

www.ceemet.org



ITEM 1. NATIONAL DEVELOPMENTS

a. Focus on press relations and social media

Roundtable

Sharing:

- Recent developments in national media and their impact on the MET sector along with any national campaigns members are running.
- Evaluation of any major trends and their effects on the Ceemet sector.

ITEM 2. UPDATE OF CEEMET COMMUNICATION ACTIVITIES

a. Latest developments

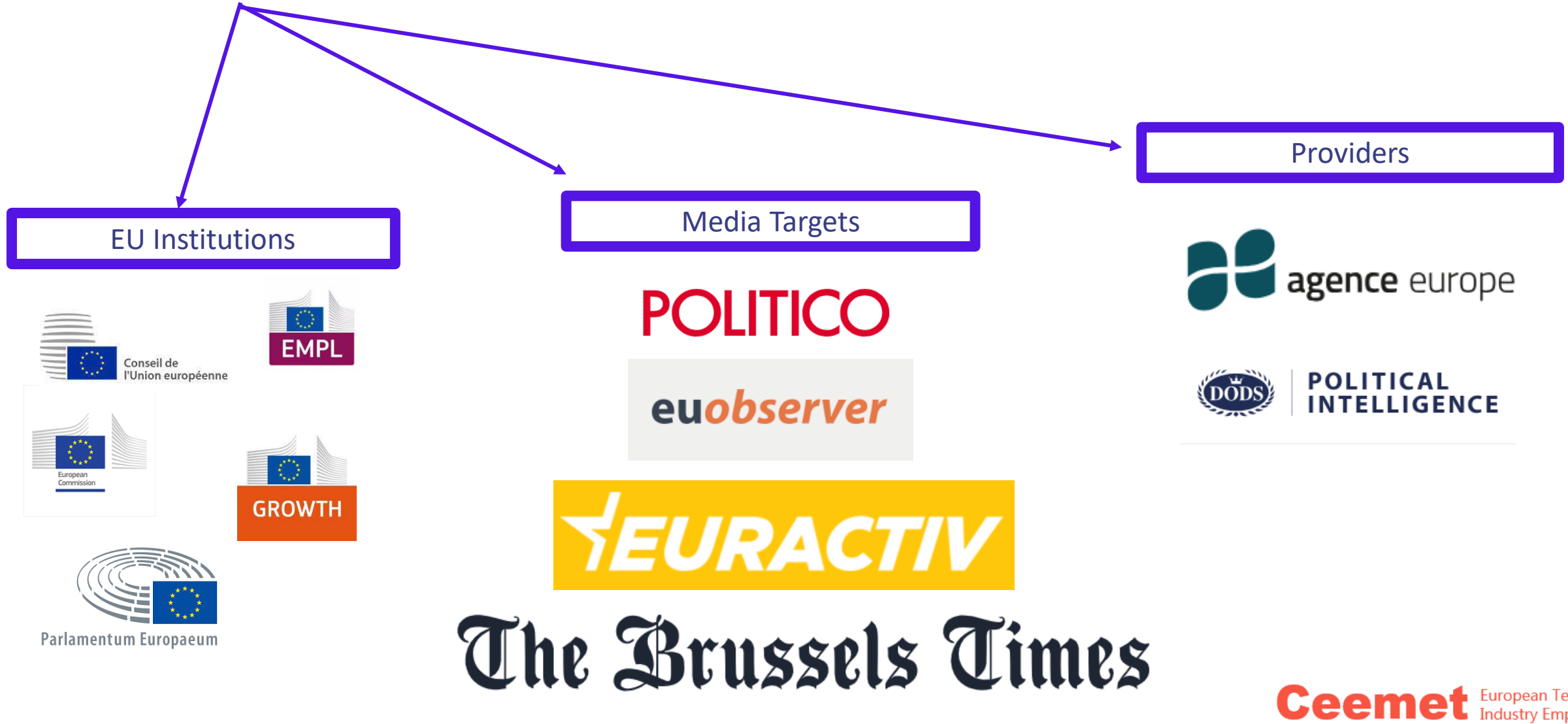
- Website
- LinkedIn
- Twitter/X
- Newsletter

Collaborators (non-exhaustive)



ITEM 2. UPDATE OF CEEMET COMMUNICATION ACTIVITIES

b. Our Targets & Providers



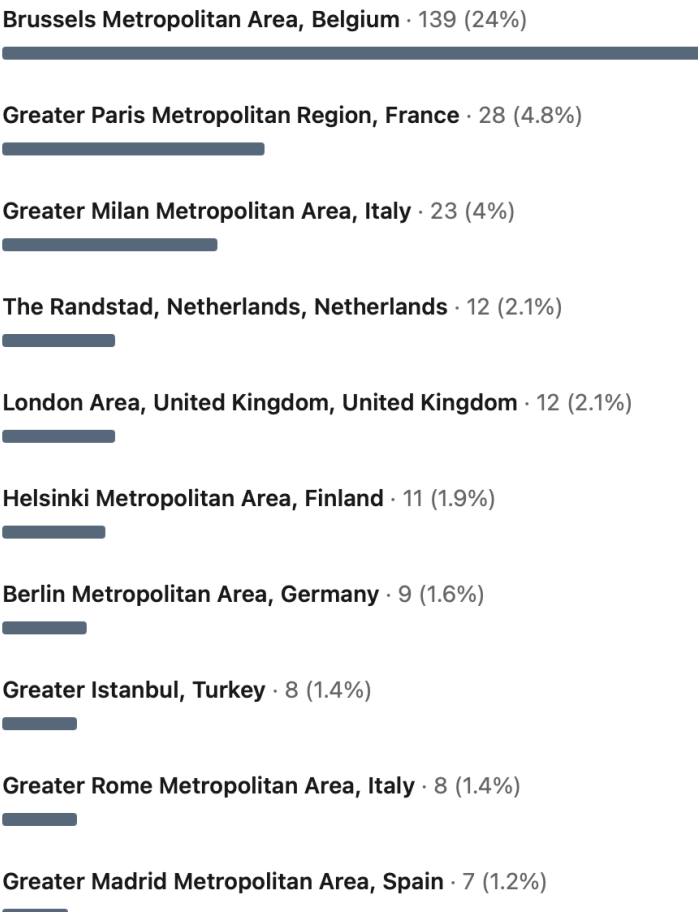
ITEM 2. UPDATE OF CEEMET COMMUNICATION ACTIVITIES

c. Our Statistics and Report on social media (Previous meeting)

- LinkedIn
- Twitter



LinkedIn



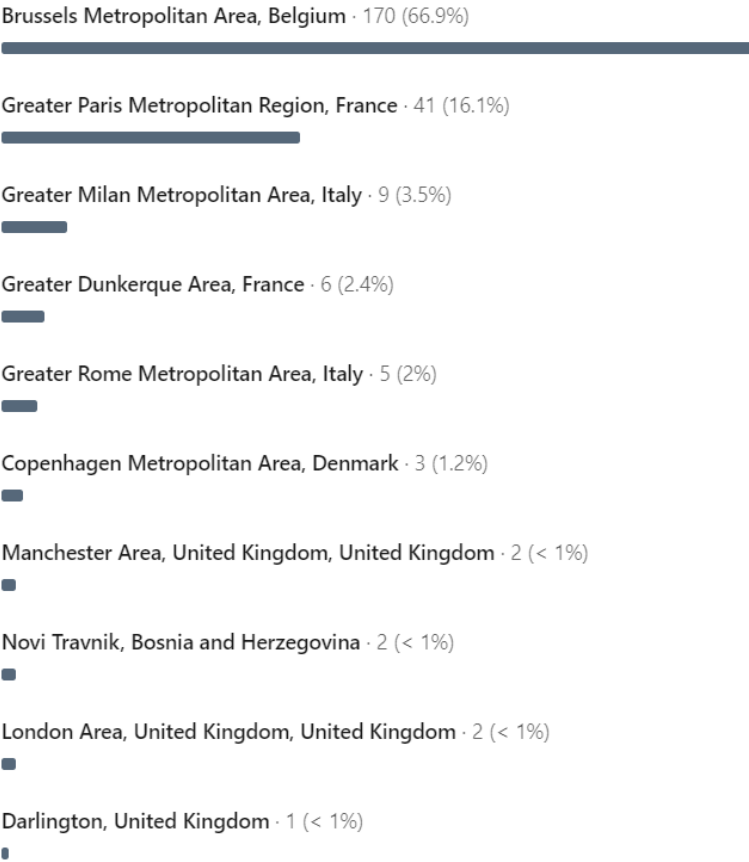
ITEM 2. UPDATE OF CEEMET COMMUNICATION ACTIVITIES

c. Our Statistics and Report on social media

- LinkedIn
- Twitter



LinkedIn



ITEM 2. UPDATE OF CEEMET COMMUNICATION ACTIVITIES

c. Our Statistics and Report on social media

■ Twitter

Mar 2024 • 31 days

POST HIGHLIGHTS

MAR 2024 SUMMARY

Post impressions	New followers
1,811	-

Feb 2024 • 29 days

POST HIGHLIGHTS

FEB 2024 SUMMARY

Post impressions	New followers
493	-

Jan 2024 • 31 days

POST HIGHLIGHTS

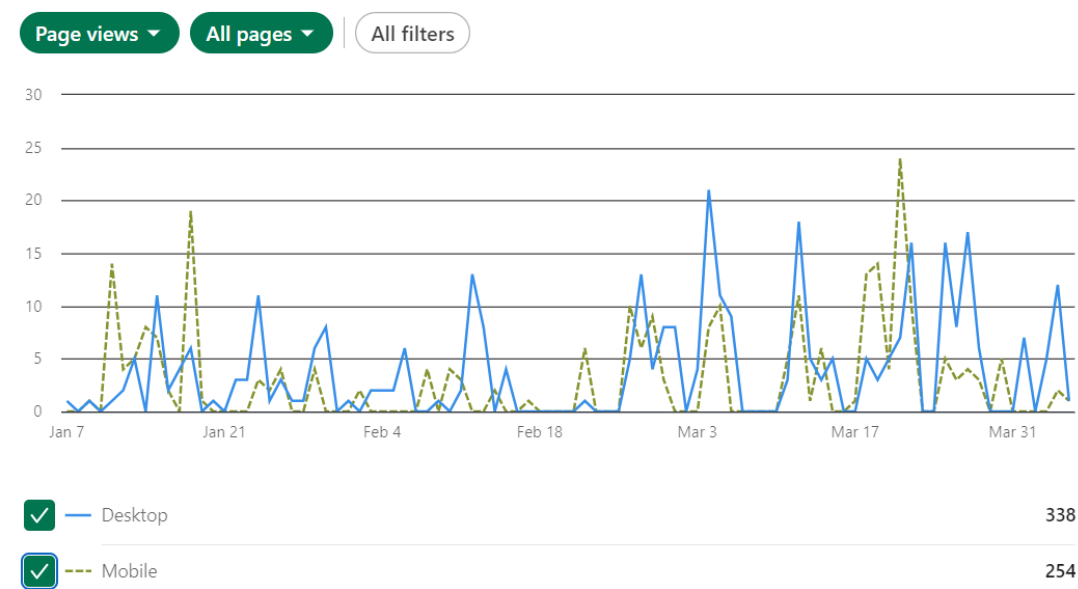
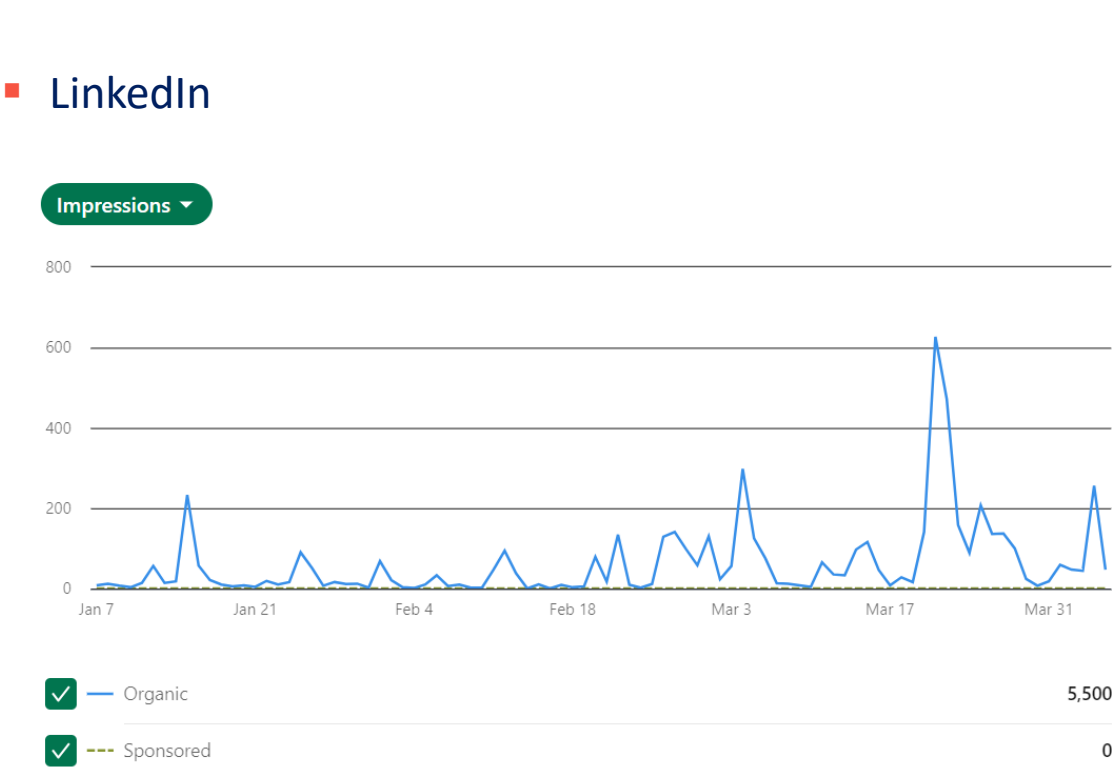
JAN 2024 SUMMARY

Post impressions	New followers
365	-

ITEM 2. UPDATE OF CEEMET COMMUNICATION ACTIVITIES

c. Our Statistics and Report on social media

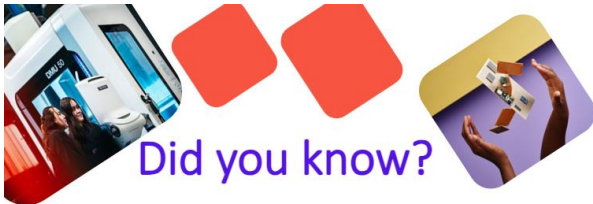
■ LinkedIn



ITEM 3. COMMUNICATION CAMPAIGN ON THE MANIFESTO

A. What has been done by Ceemet

- Update on communication plan: social media, meetings etc.
- Update on events



FINLAND counts **330 000** employees in the technology sector and will need **130 000** in the coming years.

Today, only **20 000** foreign workers enter the labour market per year when **50 000** would be needed.

➤ **It's time to put a well-designed legal migration policies at EU level!**



Women represent yet only **2 out of 5** scientists and engineers are women and only **18%** of specialists in **ICT**
(Year of skills Commission data)

➤ **Put in place the adequate awareness raising campaigns with a view to attracting women to STEM.**

Per un'industria più competitiva in un'Europa più forte: la prospettiva di Ceemet

ceemet European Tech & Industry Employers

- 200.000 aziende
- 35 milioni di posti di lavoro
- Partner sociale dell'UE

ITEM 3. COMMUNICATION CAMPAIGN ON THE MANIFESTO

B. What has been done by the members?

Roundtable

Sharing:

- An update on member activities to promote the Ceemet Manifesto.
- An update on member engagement for the European (or other relevant) elections. Evaluation of any major trends and their effects on the Ceemet sector.

ITEM 3. COMMUNICATION CAMPAIGN ON THE MANIFESTO

C. What will Ceemet do now?

- Preparation of Manifesto event to welcome new MEPs
 - Update by the Secretariat
- Update and discussion
 - Further communications activities to promote the Manifesto
 - Possible targeted content

ITEM 4. ANY OTHER BUSINESS

- Next meeting



Thank you for your
attention