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Labour Market Dynamics, Demand for Jobs and Qualifications due to the UEFA Euro 2008

In June this year, the UEFA European Football Championship will be held in Austria and Switzerland. The organisation and implementation of the world's third largest sports event is leading to positive labour market effects in the two host countries in the form of additional jobs. On behalf of the Public Employment Service Austria (AMS), the ibw has analysed the increased need for staff brought about by the so-called Euro 2008 in a breakdown by occupations and qualifications in demand. According to the findings, the Euro 2008 could generate as many as some 12,000 additional jobs – however mostly limited to the duration of the championship. The dimensions of labour market effects caused by the championship mainly affect part-time employment relationships and so-called mini-jobs. Demand for more than three quarters of these jobs is expressed by enterprises in tourism, the hotel/restaurant/catering (Horeca) sector and the security industry. Companies from the transport sector, the production of foods, and small-scale crafts and trades account for the "remainder" of demand for staff. Transposed to the demand for jobs: Low-skilled ancillary and temporary workers will be required in tourism, the Horeca sector, event management, small-scale crafts and trades and food production. Companies in tourism, the Horeca sector, transport, event organisation and the crafts and trades are also looking for staff who they will prepare for their work within the framework of in-house training measures. Admittedly, enterprises also search for qualified skilled labour (such as joiners), these are however always difficult to recruit due to the skilled workers shortage prevailing in the labour markets. In this respect, the present study recommends that the AMS launches a priority placement strategy. The Euro 2008 can also enable long-term unemployed and young people without any initial vocational education and training (IVET) qualification to temporarily achieve a (re-) integration into the labour markets.

Starting point

In June this year, the UEFA European Football Championship will be held in Austria and Switzerland. Host cities in Austria are Vienna, Salzburg, Klagenfurt and Innsbruck. More than two million spectators are expected in the stadiums, fan miles and public viewing zones. When taking into account the additional value created by the event, the Euro 2008 can truly be termed the world's third largest sports event.¹

As shown by experiences with comparable major sports events, organisation is also connected with positive labour market effects for the host countries. For some years, socio-scientific research projects have aimed to analyse their potential impact.² To date it has hardly been examined, however, what occupations and qualifications will be in demand within the framework of the championship's organisation and implementation.

Nevertheless these aspects are of major interest for labour market policy.

Basing on these conditions, the ibw aimed to analyse the following questions:³

- What occupations will be in demand in the course of this employment dynamic?
- Are specific qualifications and skills connected with these occupations?
- What are the possibilities of placement and skills training schemes for jobseekers arising for the AMS within the framework of the Euro 2008?

In methodical terms, this ibw study pursued an explicitly qualitative approach. For this purpose, the ibw conducted interviews with 27 representatives of research institutes, interest organisations and event organisers as well as companies involved in the organisation and

implementation of the championship. In addition, existing studies and secondary statistics were screened and evaluated. The dimensions of demand for jobs as identified in the study therefore build on the interviewees' assessments and conclusions drawn by the study author.

Sub-labour markets of the Euro 2008

According to estimations by the interviewed experts and company representatives, a total of 12,000 additional jobs can be expected to be generated due to the event's organisation and implementation in Austria. In the main, these jobs will be part-time employment relationships and so-called mini-jobs. This structure explains the size of the labour market effects to be expected. Furthermore, the majority of these jobs will be limited to the duration of the championship.

Companies from tourism, the Horeca sector and the security industry account for the major part of demand for staff. The companies in these sectors are looking for some 9,000 to 10,000 workers, with a considerable proportion sought by enterprises of the security industry (approx. 5,000 to 6,000 additional jobs).

It goes without saying that the demand for staff triggered by the championship is not exclusively limited to the three mentioned "main segments". Labour will also be required in companies of the transport sector, in the small-scale crafts and trades, by food producers and event organisers, for promoting activities, in call centres, for repair and fitting/installations services, etc.

As was emphasised by interviewees, it can be assumed that most of the jobs generated by the championship will most likely be temporary employment relationships that are limited to the duration of the event. The labour market experts from Germany reported in the interviews that the workers active at the 2006 FIFA World Cup were mostly employed in so-called mini-jobs. There will most likely be hardly any sustainable effects on employment, with workplaces secured until after the championship, because companies tend to quickly lay off their "overcapacities".

One important exception, however, is demand for qualified skilled labour (such as joiners, fitters). Workers with these qualifications are very high in demand among the interviewed companies. The interviewed labour market experts and companies believe that in their case there will be a sustainable employment effect.

Need for occupations and qualifications due to the Euro 2008

In their majority, occupations in demand are **low-skilled ancillary jobs** that do not require any specific know-how. These include e.g. back staff in kitchen and service, in housekeeping, at info points, etc. This exemplary list shows that ancillary and temporary jobs will be in demand in most of the labour markets of relevance for the championship (Horeca, tourism, transport, event organisation, crafts/trades, food production). In concrete figures, this need affects some 5,000 to 6,000 people. The companies do not place any particular requirements on them regarding existing skills or qualifications. What is decisive is rather their high motivation to work, physical robustness, stress resistance, customer orientation and similar features.

This preponderance of ancillary and temporary jobs must however not deceive us about the fact that also better qualified staff will be required in the course of the championship's organisation and implementation. Basically two groups can be distinguished:

a. In the sectors of transport, tourism, secretariat/call-centres, security and commerce there will be need for semiskilled shop assistants, train drivers, bus drivers and receptionists, for example. These are all occupations where staff receives in-house training at their respective employer (e.g. in the form of the train driver course).

The occupational biography of the workers in question does play a significant, essentially however secondary role (including university students working as shop assistants). Relevant professional experience and language skills (English, French, Italian, Czech) are beneficial, however. The need for staff in these "**activities with workplace-related qualifications and skills**" totals approximately 2,000 - when leaving out the security industry. Companies in the security sector are seeking between 4,000 and 5,000 people for central and accompanying security mandates (e.g. security in the stadiums and fan zones).

b. The second "segment" in relation to demand for better qualified personnel looks for people who carry out **qualified tasks** that require completion of a relevant specialist vocational training - in most cases at middle level. These typically include fitters, joiners, electricians and carpenters. In comparison to the number of workers sought by the other sub-labour markets this is a relatively

small section. According to estimations by experts and interviewed companies, this will affect no more than 400 people.

A breakdown by occupations and qualifications required reveals a structural specificity of the labour market created by the European championship: As interviewees state, it is no problem for the companies looking for labour to find sufficient staff for ancillary and temporary posts. This also applies to most activities where workplace-related qualifications are required. As shown by experience made on the occasion of the 2006 FIFA World Cup in Germany, a considerable labour market potential can be mobilised due to the attractiveness of major sports events.

This applies only to a limited degree to specially qualified activities at skilled workers level and train and bus drivers, however. Despite urgent demand - such as for cooks - interviewed companies encounter considerable difficulties when attempting to recruit suitable staff on the labour markets. The "skilled workers gap" is clearly aggravated by the increased demand for skilled labour on the occasion of the championship.

Labour market impacts

The findings obtained within the framework of the study suggest the following priorities:

a. For occupations such as tourist guides, mountain guides, private eyes, porters and attendants/guards, **demand exceeds the number of unemployed registered with the AMS**. Due to this situation, workers with relevant qualifications have good opportunities of integrating themselves in the related sub-labour markets (e.g. detective agencies and protection services, direct implementation of the football championship / event management, trade / commerce / food production).

b. Another priority can be put on the placement of skilled labour where **demand can hardly be met via the labour market**. These include in particular: electricians / electric fitters; unskilled workers assisting electricians and telecommunications fitters; joiners, cabinet makers and carpenters; machine fitters; inn cooks; and train and bus drivers.

The findings obtained in the course of the survey also showed that language skills among ancillary and temporary workers as well as for activities with

workplace-related qualifications are demanded by enterprises in tourism and the Horeca industry. These are occupations with focus on customer contact such as typically hotel porters, office occupations and call centre staff.

Language courses should first and foremost be job-related brush-up courses and address people with previous knowledge as target group. The aim of these crash courses could be to convey language skills to handle job-typical situations. Possible languages include English, French, Italian, Spanish, Czech and Russian. Regarding the courses' organisation, pedagogical conception and implementation, the AMS can draw on existing CVET provision.⁴

Within the framework of the employment effects caused by the championship, opportunities arise also for long-term unemployed and young people without IVET qualification to be integrated into the labour market in the short term. The questioned companies in the transport and telecommunications sector could imagine to offer short-term employment options within the framework of their activities at the championship. These companies also want to provide long-term unemployment the possibility for occupational reintegration. Specific courses, e.g. specialist training for cooking and service, can truly increase labour market opportunities particularly for low-skilled youth. Depending on the extent of previous knowledge, also here brush-up courses for Eastern European languages would be conceivable.

¹ Cf. SportsEconAustria. Makroökonomische und sektorale Effekte der UEFA EURO 2008 in Österreich. Study commissioned by the Vienna Economic Chamber. January 2007.

² Sources: SportsEconAustria. Sport und Ökonomie in Europa – ein Tour d'Horizon. Study commissioned by the Austrian Federal Chancellery's Sports Unit. Vienna, March 2006. SportsEconAustria. Makroökonomische und sektorale Effekte der UEFA EURO 2008 in Österreich. Study commissioned by the Vienna Economic Chamber. January 2007.

³ The reference period of the findings and of the survey relates to the past 12 months before the beginning of the championship. As construction work in stadiums etc. had already been largely completed during this period, this sector was not considered in the study.

⁴ Confer the AMS CVET database: <http://wbdb.ams.or.at/wb/amskurse.htm>.

A PDF version of the study can be accessed under the following link:

http://www.ibw.at/html/ex_berichte/UEFA_EURO_08.pdf

Sub-labour markets of the championship labour market

Sub-labour markets	Occupations in demand	Estimated additional labour demand
Horeca sector / inns	Unskilled labour for kitchen and service activities	a minimum of 4,000
	Unskilled labour for snack stands and system gastronomy	System gastronomy: a minimum of 100 Buffet: can currently not be estimated
	Cooks	300
Tourism	Reception staff	approx. 50
	Chamber staff / housekeeping)	a minimum of 100
	Middle management	below 50
Investigation and security activities	Wardens	between 3,000 and 4,000
	Guards (= trained security and protection services)	approx. 1,300
Transport	Bus drivers	approx. 300
	Train drivers	approx. 100
	Unskilled labour for info points	50-100 (rough estimation)
Direct implementation of the European football championship / event management	Staff for TV and media	approx. 100
	Promoters/hostesses	some hundred
	Unskilled labour for the crafts and trades	a minimum of 100
	Skilled labour for the crafts and trades such as milling cutters, fitters, joiners, wood processing occupations	50-100 (rough estimation)
Commerce / food production	Shop assistants	If the food retail trade falls under the new collective agreement provision (prolonged opening hours): 1,500 (rough estimation)
	Promoters / hostesses	a minimum of 250
Commerce / crafts and trades	Skilled labour for electro-technical occupations	30-50
	Graphic designers	a minimum of 10
Secretariat / call centres	Call centre staff	between 50 and 100

Source: ibw survey commissioned by the AMS/ABI.