



# Funes

Newsletter **issue 3**

FURNITURE NEW EUROPEAN SKILLS 2020  
2014-1-ES01-KA202-004883



Erasmus+

# Index

## 1. – THIRD MEETING OF THE PROJECT

## 2. – INTELLECTUAL OUTPUTS

Coordinates:



Partners:



Funded by:



*"This project has been funded with support from the European Commission. The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."*

## PROJECT

014-1-ES01-KA202-004883,  
FURNITURE NEW EUROPEAN  
SKILLS 2020-FUNES-

### 1.- Third meeting of the project

16 and 17 September 2015 was held the third meeting of project.

This meeting lasted two days and was developed at the Wood Technology Institute (ITD) in Poznan, Poland, who was the coordinator of the meeting.

The objective of the meeting was the definition of both the current and future skills that must have current and future workers in the furniture sector based on future scenarios defined in the previous IO during the Europe 2020.

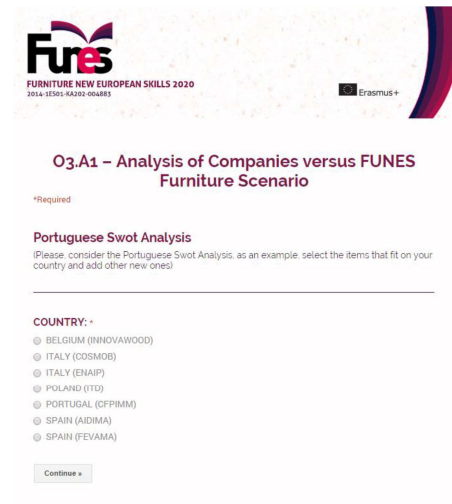
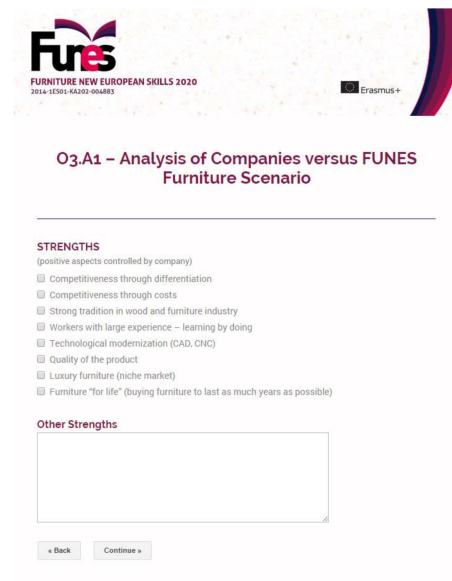
For the definition of these skills it has been taken into account:

- Characteristics of the companies in each of the countries from the point of view of strengths, weaknesses, opportunities, threats.
- Characteristics of consumers
- Defined future scenario.

CFPIMM proposed the development of a SWOT analysis, using an online tool in which each of the partners in the project has filled information according to the characteristics of the industry in their own country.

This information treated once has been used as a tool, along with the results of the intellectual outputs 1 and 2 to make the results of the output 3.

As an example of the tool used through Google Doc:

On this online platform the project partners have been contributing their view being the result of information collected:

<p><i>FUNES Furniture Scenario</i> 2020</p>	<p>SWOT analysis: <b>PORTUGAL</b> <span style="float: right;">(July 2015)</span></p>	
<p><i>Population and society</i> - Ageing of population. - Stagnation in consumption. - Low-price furniture.</p> <p><i>Raw materials/Production</i> - Increased costs of raw materials. - High competitiveness of countries with low cost production.</p> <p><i>Products /technology</i> - Alternative and renewable materials. - Sustainable technology. - Flexibility and new lifestyles.</p> <p><i>Consumer</i> - Innovative consumer. - Eco-consumption. - Customization. - Purchase of furniture by multiple channels. - Point of sale as key figure.</p>	<p><b>Strengths</b> (positive aspects controlled by company)</p> <ul style="list-style-type: none"> <li>- Competitiveness through differentiation</li> <li>- Competitiveness through costs</li> <li>- Strong tradition in wood and furniture industry</li> <li>- Workers with large experience – learning by doing</li> <li>- Labour costs</li> <li>- Technological modernization (CAD, CNC)</li> <li>- Quality of the product</li> <li>- Luxury furniture (niche market)</li> <li>- Furniture “for life” (buying furniture to last as much years as possible)</li> </ul>	<p><b>Weaknesses</b> (negative aspects controlled by company)</p> <ul style="list-style-type: none"> <li>- Feeble strategic management</li> <li>- Lack of internal skills for a sustainable decision process (subcontracting, investment on equipment, ...)</li> <li>- Design of new and innovative products</li> <li>- Management training needs</li> <li>- Human resource strategy (planning, recruitment, training...)</li> <li>- Job design (specialization, polyvalence, ergonomics, incentive systems...)</li> <li>- Low education of workers</li> <li>- Workers from production near retirement age</li> <li>- Lack of competences to work with new and different materials (polymers, glasses, stones, composite, ...)</li> <li>- Rationalization of productive costs</li> <li>- Fulfilment of delivery deadlines</li> <li>- Costs of transportation (volume and weight)</li> <li>- Marketing Plan inexistent or feeble</li> <li>- Delivery and assembly service</li> <li>- Dependency on the distribution channels</li> <li>- Inexistent of cooperation networks for distribution</li> <li>- After sales service inexistent or feeble</li> <li>- Research &amp; Development</li> </ul>
<p><i>Population and society</i> - Ageing of population. - Stagnation in consumption. - Low-price furniture.</p> <p><i>Raw materials/Production</i> - Increased costs of raw materials. - High competitiveness of countries with low cost production.</p> <p><i>Products /technology</i> - Alternative and renewable materials. - Sustainable technology. - Flexibility and new lifestyles.</p> <p><i>Consumer</i> - Innovative consumer. - Eco-consumption. - Customization. - Purchase of furniture by multiple channels. - Point of sale as key figure.</p>	<p><b>Opportunities</b> (positive aspects not controlled by company)</p> <ul style="list-style-type: none"> <li>- Existence of a local productive system (many companies in the region, mainly small, complementing each other, namely through subcontracting)</li> <li>- Improving business cooperation (distribution, marketing, ...)</li> <li>- Sustainable internationalization</li> <li>- Availability of planning and management tools</li> <li>- Quality Management Systems</li> <li>- Raising of eco-efficiency</li> <li>- Use of new raw-materials</li> <li>- Medium national salary of qualified workers (comparing Portugal with other European countries)</li> <li>- Tailored vocational training (in terms of contents and number of hours)</li> <li>- More demanding clients (eco-consumption, customization, ...)</li> <li>- Increasing of online sales</li> <li>- Controlling of distribution channels</li> <li>- Being alert for what is new in design and production technologies (making the costs/benefits analyses)</li> <li>- Flexible and intelligent homes, hotels, restaurants and other “living spaces”</li> <li>- Flexible lifestyles (people living alone, second families)</li> <li>- Geriatric furniture</li> <li>- Equipment for public spaces (Gardens, Squares, Markets, ...)</li> </ul>	<p><b>Threatens</b> (negative aspects not controlled by company)</p> <ul style="list-style-type: none"> <li>- Countries with low costs production (Asian and Eastern European countries)</li> <li>- Companies located out of industrial parks</li> <li>- Increasing costs of raw materials</li> <li>- Increasing of the production costs (energy, equipment, ...)</li> <li>- Difficulties in applying legislation (environmental, commercial, ...)</li> <li>- Low purchasing power of families</li> <li>- Mobility difficulties of workers (they all want to be near their homes)</li> <li>- Increasing of emigration of young qualified workers</li> <li>- Portuguese furniture industry is not attractive for qualified workers, namely young people</li> </ul>

With all this information, during the meeting of project is he has worked as a team, structuring different working groups obtaining a proposal of competences, knowledge and skills.

Then, the final skills will be defined, and afterwards, the corresponding self-assessment tool of skills will be developed.

This information has been put into a document-table of double-entry which provides skills, jobs and work in each case considering strengths, weaknesses, threats and opportunities:

<b>FUNES</b> FURNITURE NEW EUROPEAN SKILLS 2020 2014-1ES01-KA202-004883		ERASMUS+ KA2 - COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES KA202 - STRATEGIC PARTNERSHIPS FOR VOCATIONAL EDUCATION AND TRAINING					
<b>Matrix of new skills in the furniture industry in Europe 2020</b>							
Detailed list	Comments	Management	Technical Office and Design	Production	Marketing and Sales	Storage and Packaging	Quality and Environment
Cooperation and networking within wood value chain	Agreed, but blue-collar workers and General Manager are not usually involved in this, this is addressed to Intermediate Managers.	X	X		X	X	
Strategic management skills	Agreed	X					





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