



# Update on EMEA

2018 & 2019

# H1 2018

## Brussels | Economic Graph Forum in the European Parliament

In May 2018, we hosted our first [European Economic Graph Forum](#) in the European Parliament in Brussels. The convening brought together high-level policymakers and key stakeholders to explore the trends around the [future of work](#) and discuss how access to insights on the latest labor market insights can support the implementation of new workforce and education strategies across the continent. Key topics of discussion included: skills development to address emerging gaps, life-long learning, and greater collaboration between the private and public sectors to address the future of pressing work-related issues.



## France | Hauts-de-France Region

In January 2018 we [partnered](#) with Hauts-de-France Region to release the first-ever Economic Graph [report](#) in France. The report maps the jobs and skills that define the region's labor market, which includes more than 720,000 LinkedIn members. Since LinkedIn membership spans across Hauts-de-France's core industries (including the manufacturing sector, led by employers in auto manufacturing, food production, and mechanical engineering), our data provided a holistic overview of the local economy, including identifying skill gaps where policymakers need to review and improve labor initiatives.

*“This mapping of the regional economy will enable Proch’Emploi [a government service to help jobseekers] to better identify training needs and sectors that recruit.”*

Xavier Bertrand  
President of the Hauts-de-France Region

## France | Auvergne-Rhône-Alpes Region

We partnered with Auvergne-Rhône-Alpes regional authorities to analyze labor market trends in the region and identify the skill needs of its major industries. Auvergne-Rhône-Alpes is a region in transition, where new technologies are meeting -- and enriching -- traditional industry sectors. We were able to provide insights into the subtle shifts in skill sets and employment trends from the more than 1.5 million LinkedIn members in the region, and provided a comprehensive picture of the regional labor market for employers and policymakers. Our analysis showed that the region is more advanced than other parts of France in biotechnology, pharma and robotics skills, which are more likely to be found in Auvergne-Rhône-Alpes than anywhere else in the country.

## Germany | Digital Skills in Munich

We worked with the City of Munich and the Chamber of Commerce and Industry for Munich and Upper Bavaria (IHK) to provide policymakers a deeper, richer profile of Munich's talent. The study uncovered insights into the increasing importance of digital skills in the region, including advanced digital skills (i.e., engineering and development) and applied digital skills (i.e., social media skills). Our findings showed that digital skills are in high demand in Munich, which has long been one of Germany's tech hotspots: 64% of all new hires in the region had digital skills, while only 30.7%



of all members in Munich did. Our research also found that digital skills exist across industry sectors, but are most pervasive in the information & communication and manufacturing sectors. The findings also revealed a significant gender gap in Munich's digital talent: men are twice as likely to hold digital skills.



## Germany | Event on Human-centred AI with the Ministry of Labour and Social Affairs (BMAS)

We hosted a panel discussion at our new Berlin office with the German Ministry of Labour and Social Affairs (BMAS) that addressed the implications of AI and other emerging technologies on German society. During the discussion, three factors emerged as critical for building a human-centered approach to AI and other emerging

technologies. The first, social skills and ongoing learning: panelists all agreed that the rise of AI will not eliminate work entirely, but that the nature of work will change increasingly quickly -- making social skills and the ability for continued learning ever more critical. Second, the group stressed the imperative of addressing diversity to build better AI. Building products and tools that work for everyone requires a more diverse set of people to build these products, as well as an intentional effort to address bias in new and existing data sets. In conclusion, the discussion touched on the regulatory environment, and how regulation of new technologies requires collaboration and trust between regulators, the private sector, and other stakeholders.

## United Kingdom | Birmingham

In July 2018, we held a Parliamentary drop-in session in the House of Commons for the launch of Birmingham Economic Graph report. The event was attended by a cross-section of MPs with varying policy interests, from tech to employment and skills, as well as numerous parliamentary assistants. The Birmingham report analyzed the aggregated data of more than 710,000 LinkedIn members in the region and looked at four critical areas of the region's economy: workforce and skills; hiring; migration; education and recent graduates. The insights are not only a resource for policymakers in Birmingham, but are also a new resource for local authorities to leverage as they work to build a high-skilled workforce.

## United Kingdom | Women in Advertising and Communications, London (WACL)

In October 2018, we partnered with [Women in Advertising and Communications \(WACL\)](#) on a [report](#) examining gender gaps in the UK's marketing, media and communications industry. The analysis uncovers the gap in female representation at senior levels, and also

reveals how the size of this leadership gap varies by industry. The report also shares industry best practices and case studies to help business leaders create more equitable workplaces and close the leadership gap.

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Research findings on women in marketing, media & communications in the UK

WACL | LinkedIn

### Overview



Pippa Glucklich  
President, WACL

#### The why.

The study in partnership with LinkedIn is the first of its kind to look at all sectors across the communications and marketing industry. At WACL, our purpose is to accelerate gender equality in this industry and having a benchmark of where we are and how far we have to go was critical in our mission. Unsurprisingly women do not have equal leadership status in of the areas that make up our industry. As WACL approaches its centenary in five years time, we will continue to track this progress and provide support for, and campaign with, women to have equal opportunity and pay in our industry.



Josh Graff  
UK Country Manager &  
VP EMEA, LinkedIn

#### The what.

##### How was the data sourced?

LinkedIn's labour market insights, gleaned from our 590 million global members, are a unique and in-depth barometer of international employment trends. Analysis carried out by LinkedIn's Economic Graph team on a pool of 597,000 members working in the UK's Marketing, Media and Communications (MMC) sector provides a snapshot of the industry, revealing the worrying lack of female representation at a senior level.

The analysis includes professionals working in a marketing function or in a range of industries within the Marketing, Media and Communications sector, including newspapers, publishing, market research, marketing & advertising, public relations & communications, writing & editing, online media, and printing. Women were identified as making up 50% of all roles within the MMC sector, but only 36% of those at leadership level, revealing a 14% 'leadership gap'. For this report, leadership positions are defined as LinkedIn members who have a seniority of director, vice president, CXO, owner or partner.

It's no secret diverse businesses grow, innovate, and outperform their competitors, and by ignoring inequality, companies could be taking a short term view and setting themselves up for failure. The insights in this report reveal the size of the gap as well as the fact that more needs to be done across the sector.

By learning from each other, sharing information which can help tackle gender inequality and committing to WACL's best-practice guide, we can go some way to ensure everyone working within this sector has an equal opportunity to thrive. This is something we are deeply committed to at LinkedIn.

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### Female Representation

#### Media & Communications Firms

We see significant variation depending on the type of firm. For example, there is a particularly large gap between female representation in leadership and the overall workforce in the Publishing industry (v14app).

**Chart:** Breakdown of female representation (overall and within leadership) by individual industry within the UK's Media & Comms sector

Industry	% of Members that are Female		
	% of All Positions	% of Leadership Positions	Leadership Gap (ppt)
public relations and communications	60%	49%	10.8
publishing	55%	41%	14.4
market research	48%	40%	8.7
writing and editing	45%	38%	7.0
marketing and advertising	44%	31%	12.9
newspapers	44%	34%	9.3
online media	40%	31%	9.0
printing	26%	16%	10.5

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## 2018 Multilaterals and International Organisations

### The World Economic Forum (WEF) | The Future of Jobs Report 2018

To understand where the future of work is heading, we partnered with the World Economic Forum to analyze global trends in the labor market. Our contribution to this year's report found two parallel trends: the continued rise in tech jobs and skills, and an increase in the number of human-centric occupations (i.e., roles that require an understanding of human behaviours and preferences—a skill set which fundamentally can't be automated). Top emerging human-centric occupations include: Marketing Specialists and Managers, Human Resources Specialists and Consultants, and User Experience Designers. The rise in tech was apparent: the report showed continued growth in demand for software engineers, which were the top emerging job across regions and industries; and the emergence of AI skills as some of the fastest-growing skills on LinkedIn, seeing a 190% increase from 2015 to 2017.

### The World Economic Forum (WEF) | The Global Gender Gap Report 2018

For the World Economic Forum's 2018 Global Gender Gap Report, we analyzed the state of the gender gap in the fast-growing field of Artificial Intelligence (AI), which is considered to be one of the main drivers of change in labor market transformations. Our analysis found a significant gap between female and male representation among AI professionals – only 22% of AI professionals globally are female. Our research shows no signs that this gap is closing: over the past four years, men and women have been adding AI skills to their profiles at a similar rate. This means that while women aren't falling further behind, they also aren't catching up. If the current trend continues, male AI professionals will continue to outnumber women, even as both genders continue to gain AI skills.

# H1 2019

## Brussels | Economic Graph Forum 2019

The second LinkedIn Economic Graph Forum took place in Brussels in April 2019, in partnership with [EU40](#), a platform of young Members of the European Parliament and of the 28 EU national parliaments. The event brought together various EU stakeholders to discuss the evolving EU labor market and the challenge of matching graduates' skills with employers' needs. The panel discussion highlighted the importance of reviewing some aspects of the current educational system to match the fast-changing nature of technologies, including incorporating soft skills and digital skills early in students' educational careers. Panelists also shared the belief that young people should see lifelong learning as an integral part of their professional careers.



## France | Pôle emploi

We partnered with the French employment agency Pôle emploi to publish a report looking at the latest [evolution of jobs and skills in France](#). Looking at hiring trends in the country between 2012 and 2017, we were able to map occupations that saw the highest increases (and decreases) in hiring and describe changing demands for skills. Our research showed that in the five-year period studied, only 3 out of 10 LinkedIn members transitioned from declining occupations (occupations for which hiring activity has been slowing down) towards emerging occupations (those that saw the highest increase in the proportion of recruitments from 2012-2017). France's three fastest-growing occupations included: business development specialists, recruitment specialists and data scientists.

*"To meet the needs of job seekers and businesses, Pôle emploi mobilizes all available data. Our partnership with LinkedIn allows us to deepen our analysis, better identify local employment needs and thus enrich our services by sector and by region."*

Cyril Nouveau

Director of Statistics, Studies and Evaluation at Pôle emploi



## Spain | Barcelona

LinkedIn's Economic Graph insights are fueling the Barcelona Digital Talent Alliance, which officially launched in March 2019. The Alliance brings together a number of private and public sector stakeholders, including the Mobile World Capital, the city of Barcelona (*Ajuntament de Barcelona*), the Catalonia region (*Generalitat de Catalunya*), and the Federation of Catalan industry and entrepreneurs (*Foment del Treball Nacional*). LinkedIn's analysis surfaced unique insights into the city's digital ecosystem that will support the Alliance's mission of empowering local people and companies to pursue training opportunities associated with digital skills, and supporting policymakers in creating conditions for those opportunities to emerge.



## UK | Workforce Report & Insights

In May 2019, we launched a LinkedIn Workforce Insights report looking at the impact of Brexit on the UK labor market. Three years since the initial Brexit vote, Economic Graph data shows that the UK's access to EU talent is diminishing, with professional migration to the UK from other EU countries decreasing by 30% since 2016.

Our survey of UK recruiters found that, faced with a smaller talent pool due to record levels of employment and diminished access to EU professionals, many organisations are reconsidering how to compete for the talent already in the country. While this refocusing on talent within the country means more opportunities for workers on the sidelines of the British Labour market – as employers extend their search into sometimes neglected pools of talent – it could also lead to an increased risk of skills shortages, and potentially higher costs to businesses and other employers.



## 2019 Multilaterals and International Organisations

### International Labour Organisation (ILO) | A quantum leap for gender equality: For a better future of work for all

For International Women's Day 2019, we partnered with the International Labour Organisation (ILO) to understand women's career progression and how it differs from the experience of men's in the same workforce. Our research shows that women reach leadership positions faster than men -- on average, women need 1.4 years less than men to reach a leadership position. Research by the ILO confirms this finding, and also found that women tend to be younger when they reach leadership roles. However, significantly fewer women make it to the top. Even in Norway, considered one of the countries with the [smallest overall gender gap](#), just under one-third of business leaders are women. In India, not even one in five leaders are female. Our numbers also suggest that there is a "window of opportunity" for women to rise in their early career -- after that, though, their chance of career progression falls relative to that of men.



Thank You