

DELIVERABLE D6.2

DRAFT FOODSHIFT JOB CREATION PLATFORM

DEMONSTRATOR

Due date of deliverable 30/11/2022

Actual submission date 31/12/2022

Start date of project 01/01/2020

Duration 48 Months



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number 862716.

Project Title	FoodSHIFT2030 - Food System Hubs Innovating towards Fast Transition by 2030
Contract Number	862716
Work Package	WP6 Blueprinting the future
Deliverable	D6.2 Draft FoodSHIFT Job Creation Platform [M36]
Task(s)	T6.2 Co-design FoodSHIFT Job Creation Platform [Lead: UMIL, M01-M48]
Document Name	Draft FoodSHIFT Job Creation Platform
Due Date	M35: 30 November 2022
Submission Date	M36: 31 December 2022
Dissemination Level	<input checked="" type="checkbox"/> P - Public <input type="checkbox"/> CO – Confidential
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Reviewers	Luke Schafer , University of Copenhagen
Keywords	Job Platform guide, Argi-food employment, food system
Statement of originality	This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.
Abstract (for public dissemination only)	The following document contains general guidelines regarding the FoodSHIFT Job Creation Platform, a blueprint for building a decentralised Sustainable Food Job Platform, which can contribute to job matching and be implemented at regional and European scales.

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1. Food employment in Europe

Employment is one of the most challenging goals in Europe, and a coordinated strategy responsive to economic change was planned, particularly concerning the creation of a skilled, trained and adaptable workforce and labour markets to reach the objective of a high level of employment.

One of the final targets is reaching a 78 % employment rate in the EU by 2030.

In 2021, the share of employed people in the total population was 73.1 % or around 189,700,000. Among EU Member States, the employment rate was higher than 78% in 8 countries, between 74 % and 78 % in 11 countries and below 74 % in the remaining eight countries.

At the same time, European countries and the EU Commission are engaged in reducing unemployment in general and specifically among young workers.

In the EU-27, a total of 12.9 million citizens were without employment in October 2022. This represents an unemployment rate of 6.0%. The euro area seasonally-adjusted unemployment rate was 6.5% and remained higher than the EU level. The highest unemployment rate was recorded in Spain (12.5%), and Greece (11.6%) has one of the lowest unemployment rates within the EU-27. 3.0% of the labour force (15- to 74-year-olds) were unemployed in October 2022. The lowest unemployment rates were recorded in Czechia (2.1%). The youth unemployment rate was 15.1% in the EU. The lowest rates were observed in Czechia (5.7%) and Germany (5.8%), while the highest were recorded in Spain (32.3%), Greece (27.3%) and Italy (23.9%).

Food supply is a strategic sector in the EU because it ensures the essential needs of households, providing accessible and affordable food to European citizens. In 2019, 15.9 million people over 15 years old were employed in the food supply sector, representing 8% of total employment. Almost half of them worked in crop and animal production, hunting and related service activities (46%). Meanwhile, jobs in the manufacture of food products accounted for 26% of employment in this sector, followed by jobs in the retail sale of food, beverages and tobacco in specialised stores (15%), wholesale of food, beverages and tobacco (8%), manufacture of beverages (3%), wholesale of agricultural raw materials and live animals (2%) and fishing and aquaculture (1%). For this news item, people employed in bars and restaurants are not included in the food supply sector.

Most food supply workers were men (59%), although the gender distribution varied with the activities: fishing and aquaculture recorded 88% of men while the retail sale of food, beverages and tobacco registered 63% of women. As regards the distribution by age groups, over one-third (38%) of people employed in the food supply sector in the EU were aged 35 to 49, while people aged 50 or above accounted for 34% and those aged 15-34 for 28%.

2. The changes after the Covid-19 pandemic

The Covid-19 pandemic has impacted everyone's lives, working habits and needs, and purchasing and consumption practices.

On the consumers' side, shopping online and bulk buying increased, as well as net consumption across almost every food category (especially fruit, vegetables, and flour). Moreover, consumers started planning and paying more attention to what they buy, specifically regarding local provenance, packaging, freshness, healthiness, and value. In addition, enjoying cooking, reduction in using ready meals and a shift towards proper mealtimes and eating with other household members became common.

On the supply side, the food sector experienced some significant changes with the increase in retail sales and the extended closures of restaurants.

Meanwhile, the phenomenon of "great resignation" emerged as one of the most interesting and worrying current trends in the labour system. An increasing number of workers in Western countries resigned because they search for more flexible and more satisfying jobs, with greater attention to work-life balance and career advancement opportunities. In the last months, big companies and SMEs have lamented their increasing inability to find workers, including the agri-food sector.

There is a misalignment between job supply and offer. On the one hand, workers look for more satisfying jobs, while on the other, companies search for skilled workforce that is missing across Europe.

Furthermore, the agri-food industry is among the sectors more at risk of displacement from automation.

Local and sustainable agri-food supply chains are characterised by SMEs searching for high skilled, specialised, motivated, and curious workers. Moreover, sustainable agri-food job seekers are strongly driven by environmental and social beliefs, and the need for a creative and engaging workplace.

3. The importance of the Local Food Job Platform (European and regional)

A job platform connects people to organisations, and vice versa, always intending to initiate successful and sustainable cooperation between both parties. While no single job platform format can be effective and replicable in all the different European contexts, there are some common elements that any job platform should contain to offer an effective and prolific meeting point between job supply and demand. Below is the structure of a job platform targeting jobs related to local food systems, containing the essential sections and elements and the platform's general functioning.

The platform is aimed at people intending to pursue a career in the sustainable food sector as well as initiatives or employers wishing to recruit motivated and talented staff. We do not suggest creating personal space for job seekers to upload their CVs, as directly applying to open positions encourages interaction and communication and ensures a proactive attitude from them. However, job seekers should log in to view the full job offer and instructions to apply.

The sustainable food job platform will answer to the changing trends and required skills in the food sectors, including:

- digitalisation.
- new concerns on hygiene, management of human resources and seasonal work, social introduced by the Covid outbreak containing measures,
- 'adult learning' and Vocational Education and Training (VET), whose importance has grown over time,
- learning by doing and in-place trainings,
- lagging on business-oriented, communication, marketing, and financial skills, among SMEs.

For these reasons, we have projected the Sustainable food job platform, which can contribute to job matching and be implemented at regional and European scales.

4. How to build a job platform

Many open-source or free solutions and tools can be used to create and subsequently deploy a dynamically managed job platform. Most website builders offer an intuitive drag-and-drop user interface to build new websites, and offer free trial accounts or a money-back guarantee to test drive before making a final decision. Many of these platforms also offer a Premium account that allows additional features but can also be used for free, albeit with limitations in some cases.

Before moving on to the comparison between website builders, it is advisable to identify in detail what are the purposes of the job platform by defining the objectives and features that you want to include.

The choice of the website builder should move directly from the identified purposes and features and be based on a series of criteria, including:

- ease of use, depending on one's skills and knowledge;
- data ownership, confidentiality and portability, to ensure that you are the only owner of the data on the platform, that these are treated in compliance with confidentiality, and that they are portable should you need to switch;
- professionalism and offer of features to better structure the job platform with the flexibility to add additional features like Google Analytics, CRM, third-party marketing tools, etc.;
- customer support having customer support available to solve any problems that may arise over time;
- pricing, depending on the availability dedicated to the project

To read a detailed comparison of the top online website builders in 2022, look [here](#).

To implement the Foodshift2030 Job Platform prototype (in the annex), we used the Figma platform, a vector graphics editor and prototyping tool that allows, through a simple and intuitive drag-and-drop graphical interface, to create the design and the structure of a website or online platform.

Figma is a great design tool for building websites, but it is important to keep in mind that it is not a web development tool, and therefore you need to export your design created with Figma as HTML and CSS code and then use a web development tool to create the final website. For example, Figment (<https://figment.so/>) allows exporting Figma designs straight to a hosted website in a very simple and intuitive way or downloading the code and hosting the platform anywhere.

As mentioned earlier, there is no single solution that can meet the needs of the different European contexts and achieve the different specific objectives that can be set with a local job platform, however, it is possible to identify some essential elements that should be taken into consideration during the design. Platform basic structure:

A. HOME PAGE:

1. **Welcome message**

E.g. “We are on the lookout for talented people who want to participate in the transition towards sustainable food systems in Europe. Does this sound like you? Explore our employment opportunities.

Are you a job recruiter in the food sector? Here you can access passionate and interested job seekers targeted toward your needs.”

2. **Registration page**

Two paths: one for Job seekers and one for Recruiters & employers.

3. **Login page**

Login should be required for Job Seekers to view the application methods for the ads published on the platform, and for recruiters to post a job position on the platform.

B. POST A JOB: section dedicated to employers offering jobs in the agri-food systems after registration and login. The form should include the following items:

1. **Job type:** full-time, part-time, contract, interim, temporary, internship/apprentice, educational program
2. **Job category:** (select up to three; the user can add other items): Crop Production, Gardening, Fresh Produce, Food Processing, Dairy, Livestock, Aquaculture, Fisheries, Culinary, Forestry, Educational Program, Nonprofit, Food Awareness, Media, Delivery, Others (insert text)
3. **Profile sought:** Animal Nutrition, Animal Health, Fishing, Environmental Health & Safety, Customer Service, Culinary, Design, Education, Media, Operational Management, Production & Manufacturing, Processing, Distribution, Marketing, Packaging, Quality Control, IT & Administration, Regulatory Affairs/Compliance, Research and Development, Sales/commercial, Supply Chain, Buying/purchasing, Engineering, Others (insert text)
4. **Location:** Indicate city; on-site, remote, hybrid
5. **Duration**
6. **Language requirements** (if any)
7. **Company description:** Information about the company and its work culture
8. **Job description** - A concise summary of the job, expectations of the position and any other pertinent information
9. **Qualifications and experience required:** Required years of work experience, minimum education requirements or specialised education requirements
10. **Compensation:** Salary range, tax withholding, bonus or commission potential
11. **Instructions to apply:** hidden to seekers without being logged in, this should contain the main contact (email) through which the employer wants to be contacted by job seekers.
12. **Deadline**

C. SEARCH FOR JOBS:

1. Search by offer type
2. Search by location
3. Search by ...
4. Mailing list: e.g. “join the mailing list to receive monthly newsletters, feature updates, industry news, and employment-related articles. We have newsletters for job seekers, employers, and recruiters with tailored advice to meet your needs.”

D. RESOURCES:

1. Who are we
2. How to apply
3. Personal development, guidelines and hints to build a career profile in the agro-food sector and draw up a CV
4. List of relevant, local and innovative companies in the agri-food business
5. Guidelines and criteria for posting job offers.
 - i. Fair wage,
 - ii. No discrimination against applicants based on age, gender, race, religion, marital status, family responsibilities, or disability.
 - iii. Compliance assessment of the job offers, evaluation of alignment with the values and founding principles of the Foodshift 2030 project
6. Events and training: Join one of our regular events that equip entrepreneurs and professionals with the skills needed to transform the food system and educate and inspire the next generation.

E. ADMINISTRATOR PAGE:

This section is accessible only to platform administrators; in this section, the job post requests can be viewed and evaluated before they are actually put online, and a full editorial review of all job postings can be done before they go online. It is also possible to contact the recruiter via the contacts indicated during registration for any requests as additions or corrections. The job posting review and approval system implies a peer-to-peer evaluation by the local platform managers and should involve outreach and collaboration with relevant local stakeholders, as well as feedback from job seekers and employers alike. This process aims to verify the compliance of all the vacancies posted on the site with the founding principles of the Foodshift 2030 project and sustainability understood in the environmental, social and economic expressions.

F. CONTACTS AND FAQs: this section contains information about solving possible platform usage and registration problems.

1. **Contacts:** e.g. “Are you having any problems registering, logging in or posting on the platform? Please contact us specifying your username and email address used to register at this email address:”
2. **Job seeker FAQs:** this section may vary depending on the operating context and the structure of the job platform. In any case, the section should try to unravel any doubts regarding confidentiality issues, the functioning of the application procedures and job postings by employers, and remind users that there are no costs they have to bear to use the platform.
3. **Recruiter & Employer FAQs:** this section may also differ depending on the context in which the job platform operates; it should address questions regarding assumptions of responsibility regarding any aspect related to the candidates selected through the platform, the functioning of the platform, the procedures for approving posts and the cost-effectiveness in comparison to other means of securing candidates.

Examples of job platforms

<https://www.goodfoodjobs.com/>

<https://www.agrifoodcareer.com/>

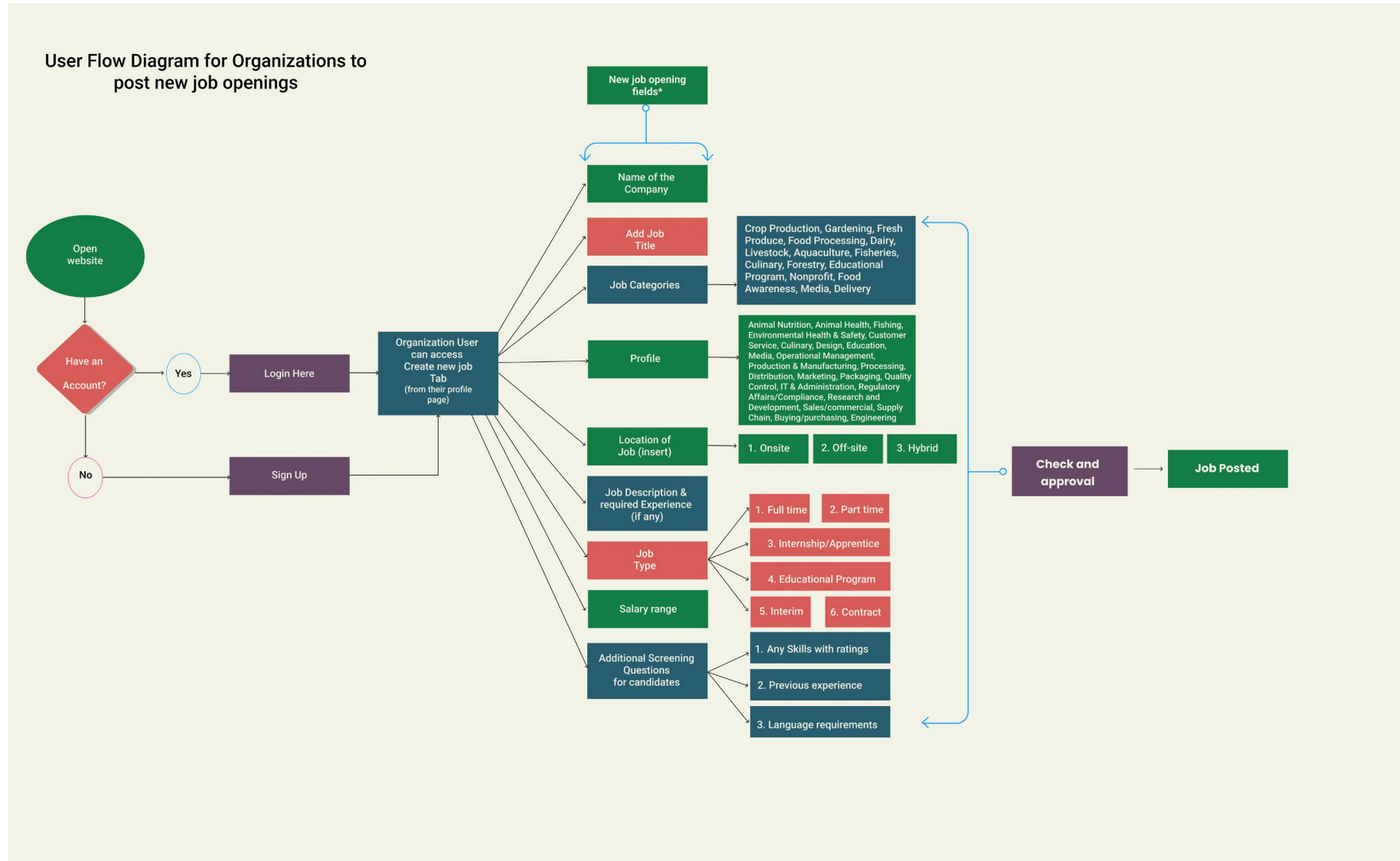
<https://www.careersinfood.com/>

<https://www.n8agrifood.ac.uk/news-events/n8-agrifood-vacancies/>

<https://www.eitfood.eu/jobs>

<https://www.yourfoodjob.com/article/types-of-food-industry-jobs>

5. Annex: Example of Local Food Job Platform



We are on the lookout for talented people who want to play a part in the transition towards sustainable food systems in Europe.

Does this sound like you?

Please login or register [here](#) and explore our employment opportunities below.

[Job Seeker](#) [Employer](#)

FOODSHIFT
2030

Register

Name
Enter your full name

Email
Enter your Email

Password
Enter your Password

Password
Re-enter your Password

Login to Continue

Already have an account? [Login](#)

By clicking 'Continue', you acknowledge that you have read and accept the [Terms of Service](#) and [Privacy Policy](#).

We are on the lookout for talented people who want to play a part in the transition towards sustainable food systems in Europe.

Does this sound like you?


Please login or register [here](#) and explore our employment opportunities below.

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2030

Log in

Enter to continue and explore within your grasp.

Email ID
Enter your Email ID

Password
Enter your Password 

Remember Me [Forgot password?](#)
[Register](#)

Login to Continue

JOB PLATFORM

Filters

All Jobs

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Recommended Jobs

Most Recent

Select Location

Type of Job

Type of Industries

Full Remote

Sort by: **Latest**

RETE BUONO E BIO Apply

COMMUNITY FARM MANAGER Valenzano

Rate Utile Buono e Bio is a Network-Subject made up of social cooperatives (Cooperativa Nuovi Sentieri and Cooperativa Il Cammino) with the mission of combining the development of...

10 mins ago Full Time

COOPERATIVA TRACCEVERDI Apply

FIELD DIRECTOR Modugno

Cooperativa Tracceverdi is a non-profit whose mission is to create a more sustainable and equitable food system...

24 mins ago Full Time

SLOW FOOD Apply

FARM BILL COMMUNITY ORGANIZER Remote

Slow Food is a global, grassroots organization, founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and...

1 d Full Time

FATTORIA DEL SOLE Apply

SEASONAL FIELD CREW Bari

A unique example of the link between environmental sustainability, fruit, olive, wine, horticultural, arable and pasture crops, la fattoria...

1 d Full Time

VILLA ARTEMISIA Apply

DIGITAL MEDIA MANAGER Bari

The Social Cooperative C.A.P.S. offers a welcoming place where people who are victims of abuse and violence can feel protected, safe, and start a process of openness and...

1 d Remote

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- RETHINK FOOD

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- Farina 090 Onlus Nonprofit +

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Post a Job

Organisation Name

Organisation Website

Job Title

Job Category

Job Type

Profile sought

Job Location

Salary Range

Language requirements

Qualifications

Application Deadline

Job Application Link

Job Description

Post Job



JOB PLATFORM

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FARM COMMUNITY ORGANIZER - Rete Utile Buono e Bio

View Organisation

Job Category

Gardening, Operational Management

Profile sought

Operational Management, Production & Manufacturing

Job Location

Valenzano, Bari

On-site

Language Requirements

Italian or English

About this role

Apply Before **June 6, 2022**

Job Posted On **May 25, 2022**

Job Type **Full-Time**

Salary **€ 25,000 - 34,999**

Qualifications

Bachelor's degree

Requirements and skills

Project Management

Farming and gardening

Data analysis

Financial reporting

Bachelor's degree

Italian

English

Job Description:

Rete Utile Buono e Bio is a Network-Subject made up of social cooperatives (Cooperativa Nuovi Sentieri and Cooperativa Il Cammino) with the mission of combining the development of organic production, mostly local, with the sale and home delivery of the certified product, all with an eye to the creation of training opportunities, social inclusion and work for individuals living in disadvantaged areas (physical, psychic, social and economic).

We seek to create a dramatic and lasting change in the food system and strive to reconnect the population with the people, traditions, plants, animals, fertile soils and waters that produce our food. We aim to inspire individuals and communities to change the world through food that is good, clean and fair for all.

Rete Utile Buono e Bio offers an online ordering service and home distribution at the consumer's home or at the buyer's premises (bars, restaurants, shops that sell Bio or even Bio, pubs, canteens, etc.) and a point of sale with catering corner where you can eat knowing what you are eating, thanks to the traceability of the product and the selection of the manufacturing companies.

Job Description:

Responsibilities:

- Analyzing existing operations, crops, livestock, staff, and financial documents and recommending improvements.
- Preparing plans and schedules for planting and harvesting and ensuring staff understands expectations.
- Visiting the different divisions to inspect crops, livestock, and also perform tests on soil and water.
- Ensuring seeds, fertilizers, pesticides, and other supplies are regularly restocked.
- Handling the marketing and sale of products produced on the farm like fruit, vegetables, dairy, meat, and grain.
- Ensuring all staff adheres to health, safety and environmental regulations.
- Assisting with the recruitment and training of new staff members.
- Collaborating with senior staff to prepare budgets and financial reports.
- Building professional networks and keeping abreast of developments in agricultural science.

Farm Manager Requirements:

- Bachelor's degree in agriculture, animal science, or equivalent.
- Additional courses in business management or administration are recommended.
- Management experience would be a plus.
- A passion for agriculture.
- Excellent problem-solving, analytical, and critical thinking skills.
- Superb communication and interpersonal skills.
- Availability to work overtime is required.

Preferred

- 1-2 years experience with grassroots community organizing at a local, regional or national level
- Experience developing and executing an advocacy or political campaign at the local, regional or national level
- Experience advocating to elected officials and/or training constituents to advocate and connect with their elected officials
- Ability to write and/or speak in languages other than English to extend our connections with communities










Apply

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Post a job

My Jobs List

Title	Job Type	Posted Date	Application Deadline	Action
Parco Domingo	Full Time	12/06/2022	Full Time	  
Barilla	Full Time	12/06/2022	Full Time	  
UnGrano	Full Time	12/06/2022	Full Time	  



6. References

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EN.pdf/5a4f3990-b8b6-5e7b-4dfa-d97483802398](https://ec.europa.eu/eurostat/documents/2995521/14698171/3-01092022-AP-EN.pdf/5a4f3990-b8b6-5e7b-4dfa-d97483802398)

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number 862716.