

Database of Good Practice Policies and Initiatives	
<b>Country</b>	France
<b>Level of Outreach</b>	Local
<b>Supported by</b>	National Financing provided by the Sector
<b>Field of Interest(s)</b>	Promotion of the attractiveness of the Construction Industry
<b>Organisation</b>	
<b>Name of organisation</b>	VTC of Saint-Denis / VTC of Roubaix
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<b>Policy/Initiative Data</b>	
<b>Title of Initiative</b>	<b>Improve construction sector attractiveness to women</b>
<b>Partnership details</b>	Coordinator: VTCs of Saint-Denis et Roubaix; Partner: CCCA-BTP
<b>Project Duration</b>	02.01.2019 to 31.12.2020
<b>Total Budget</b>	€4,700.00
<b>Description</b>	<p>Actions implemented within the framework of the Women Can Build project (2017-2020)</p> <p>Half-day open house of the VTCs dedicated to women in September 2019</p> <p>Initiation week to construction jobs for women in January 2020: presentation of the construction sector and the situation of women within it, discovery of technical platforms, local architectural visits, visits of local sites, presentation of several construction jobs and career opportunities</p>
<b>Phases</b>	n/a

Project Details	
<b>Aim</b>	Make women want to integrate the construction sector
<b>Target groups</b>	Women seeking socio-professional integration, registered at the local employment centre (Pôle Emploi), local missions and associations for precarious people or job reconversion-seekers
<b>Exchange of Experiences</b>	
<b>Outcomes 1</b>	Conclude women registrations in construction trainings.
<b>Outcomes 2</b>	Improve the attractiveness of the construction sector for a category of the population (women) which doesn't consider construction as an option in order to overcome skills shortages.
<b>Outcomes 3</b>	Sensitize women to gender representations to show them they can pursue a career within the construction sector.
Policy/Initiative	
<b>Skill gaps</b>	Companies lack qualified workforce but don't think of employing women who can have the skills they need
<b>Mis-matching of skills</b>	n/a
<b>Skills-Shortages</b>	By considering pursuing a career in the construction sector, women contribute to overcome the lack of workforce in the sector
<b>Training</b>	Women are introduced to the construction sector by the meaning: through the local architectural visits, women can concretely see the results of construction works.
<b>Career moves</b>	n/a
<b>Mobility</b>	n/a
<b>Other EQF-Level</b>	n/a
<b>Transfer in Europe</b>	The presentation of career opportunities for women is implemented by female apprentices and professionals, so that women who never considered the construction sector as an option can identify with them, which eases the communication as well as the transfer of knowledge.
<b>Entrepreneurship Opportunities</b>	n/a
<b>Other</b>	Social Inclusion - As the actions are geared towards women seeking socio-professional integration on the territories of the VTCs, they aim to integrate them to a professional sector but also to their territories..