

Activities for improved attractiveness in the woodworking industry

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The studies take a point of departure in the problems to recruit and retain personnel in woodworking companies. Companies, actors of society and researchers started with the ambition to create work which people, especially young ones, would like to have and where employees want to stay. The research has been carried out within the *att...*-project in collaboration between Dalarna University and National Institute for Working Life.

The purpose was to create deeper understanding of changes of the attractiveness. How will the attractiveness change when the wood sector makes efforts to increase the attractiveness of the workplaces? The empirical problem with recruitment was a starting point, followed by an interaction between theory and empiricism. The relation to practitioners can be described as interactive with usefulness in focus. Questionnaires, group discussions and interviews, as well as informal conversations, have been used in three separate studies.

The attractiveness of work depends on the individual's estimation of the totality of work based upon her/his life situation. Characteristic for attractive work is that it is dynamic and comparative. Positive factors of work are related to other employments or to the idea of attractive work. A model of attractive work which represents an overall picture regarding what makes work attractive have been used to analyse changes of the attractiveness. One finding is that changes in one dimension influences other dimensions. Another finding is that changed estimations of work depends both on changed valuation of the importance of different aspects of work, and on changed conception of the aspects. One of the studies showed that implementation of SAM (systematic work environment management) contributed to increase the attractiveness of the work.

It is not enough to do a single effort aimed at retaining and recruiting personnel since the attractiveness of work is dynamic and comparisons are made with other employments. Companies must continuously do efforts for more attractive work. At Dalarna University we are planning for two projects within the woodworking industry. One is about collaboration to improve both production and work environment. The purpose of the other is to exchange and develop knowledge with Norway concerning attractiveness of work in the woodworking industry, maybe as an InterReg-project.