



Strategies to Address the IT Skill Gap in Londrina





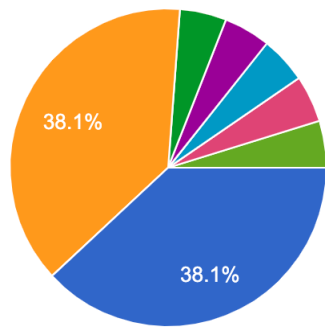
Table of Contents

01 Improving and increasing educational opportunities

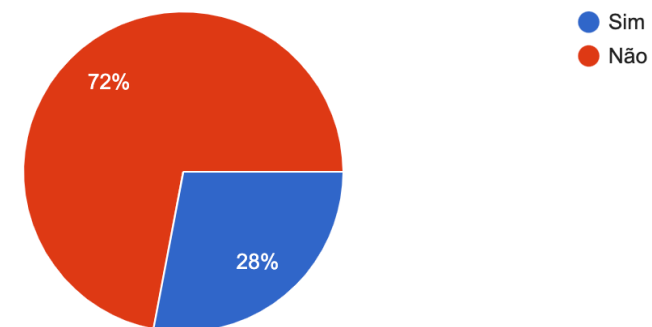
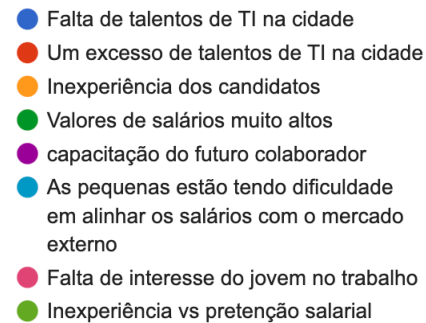
02 Driving collaborative digital skills ecosystem

03 Increasing the attractiveness of local companies

The demand for IT talents, especially for senior developers, far exceeds the supply of graduates from higher education



The main difficulties IT companies face in hiring



Whether high schools provide technology-related courses or not

- Despite the growing pool of highly educated ICT professionals, all the IT companies in the interviews mentioned difficulties in filling vacancies when recruiting personnel for jobs requiring ICT specialist skills
- Most of the demands is for senior developers
- In addition to problems existing in higher education, providing digital skill courses in secondary education is also an important area of attention

Recommendations: increasing supply through training and internship programs

Government Certification

- >Existing programs: Empregatech
 - Government media marketing + quality guarantee
- >Examples in other countries:
 - [income sharing agreement](#)

Other types of programs

>Startup incubators

[Huduma Whitebox](#) in Kenya is a portal launched by the Ministry of ICT. It provides opportunities to promote talent by enabling Kenyans to pitch their products and get an opportunity to sell their innovative ideas

>Internship programs

[The President Digital Talent Program](#) in Kenya provides 10-month internships and private sector partners provide 2-month internships

Government sponsorship

>Examples in Florianopolis and Salvador

[Florianopolis](#): The Capacitation for All provides 150 free training courses

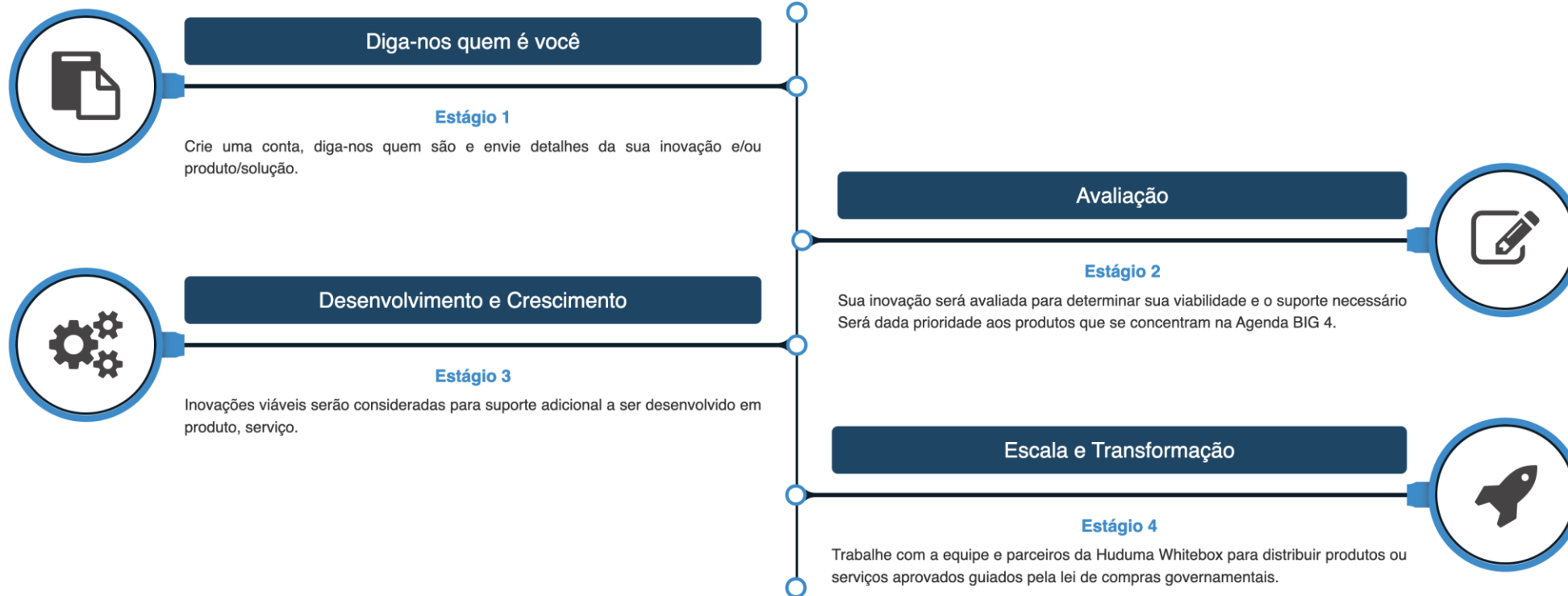
[Salvador](#): Salvador.tech provides courses and job vacancies online

Onde o governo apoia e nutre sua ideia, inovação, produto ou solução

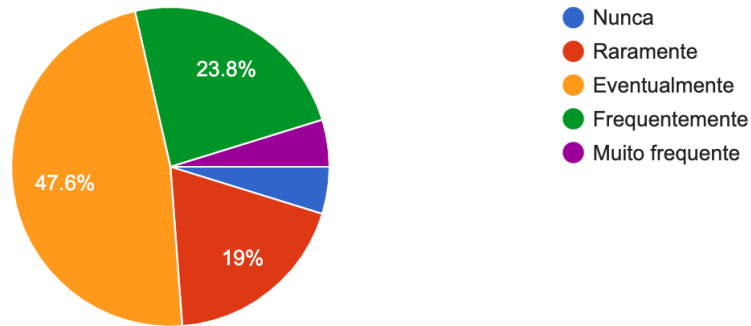
Iniciar

Proteja seu IP

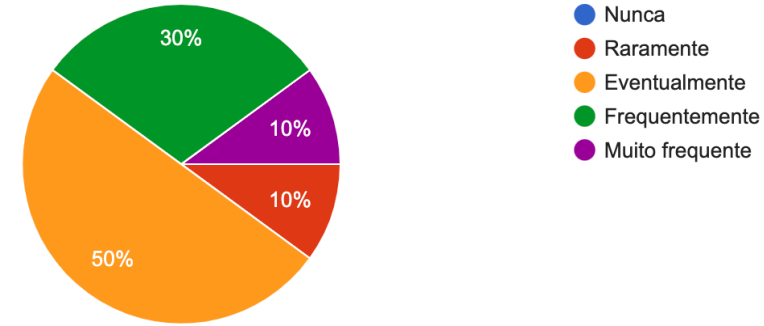
Como funciona



Currently there are significant gaps in the collaborations among different actors in the technology ecosystem



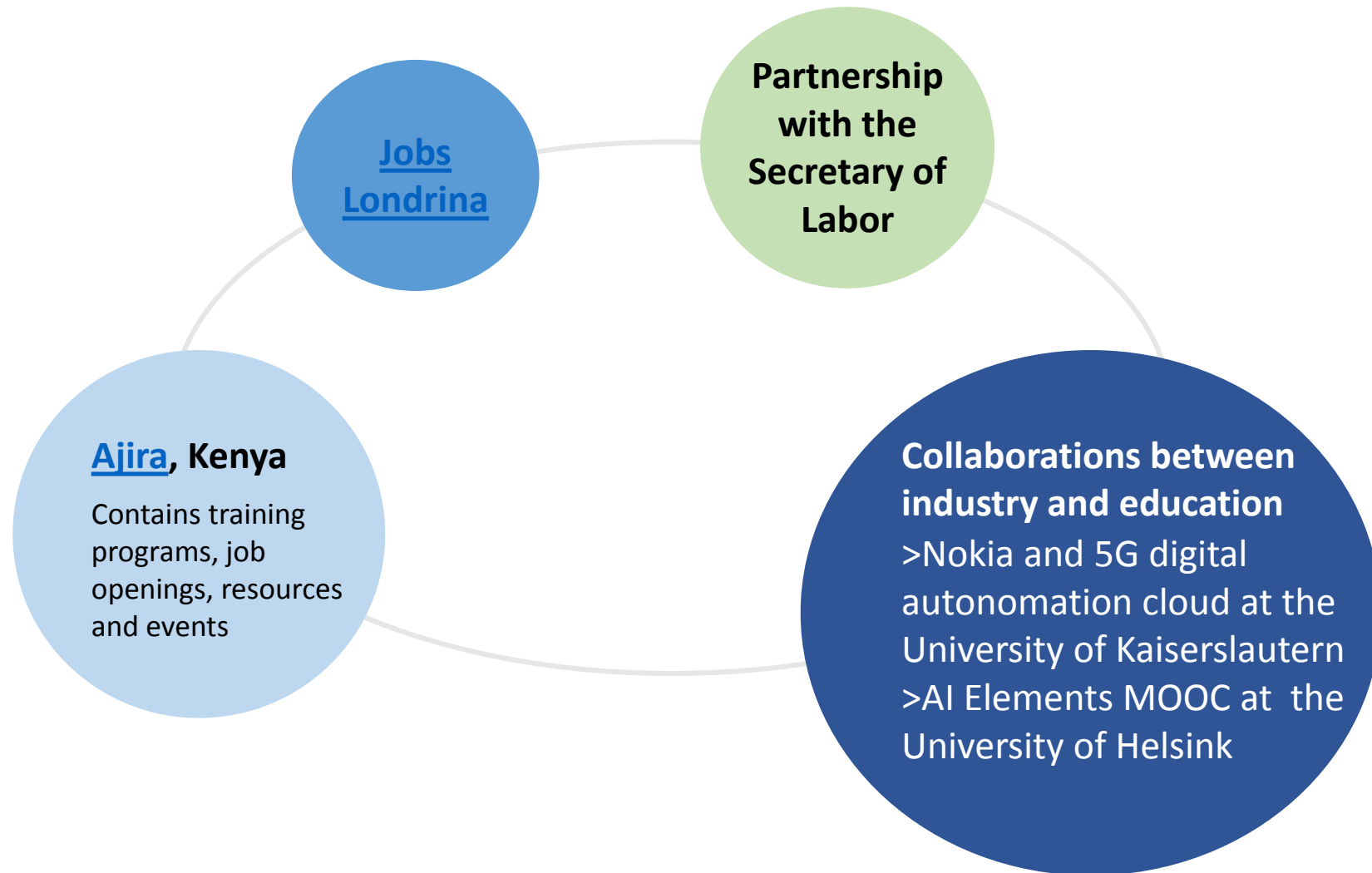
Students are not sufficiently prepared and trained in digital skills



Universities curricula are not aligned with industry needs

- One of the challenges lies in the lack of career service and support for the student
When going to the campus to give an info session, the representative of one of the largest companies said only two to three people in the room had heard of the company before
- Another challenge identified by the industry leaders in the survey concerns the extent at which university curricula align with industry needs in terms of topics and skills

Recommendations: A database should be created to increase the communication and information sharing among the actors





Sobre o Programa Ajira

[🏠](#) • [Sobre nós](#) • [Visão geral](#) • [Sobre o Programa Ajira](#)

O Programa Digital Ajira é uma iniciativa governamental conduzida pelo Ministério de TIC, Inovações e Assuntos Juvenis para capacitar mais de um milhão de jovens a acessar oportunidades de emprego digital.

Sobre AJIRA

O Futuro Funciona Online

O programa procura posicionar o Quênia como um destino de trabalho de escolha para empresas multinacionais, bem como incentivar empresas locais e o setor público a criar trabalho digital. Os projetos de digitalização do governo já criam muitos microtrabalhos viáveis que podem ser concluídos por trabalhadores digitais.

O acesso ao trabalho digital criará riqueza e fará crescer a classe média em todo o país. Uma classe média maior significa mais oportunidades para as empresas e crescimento direto do PIB.

Os principais objetivos são aumentar o perfil do trabalho digital; Promover uma abordagem de mentoria e aprendizagem colaborativa para encontrar trabalho digital; Fornecer aos quenianos acesso ao trabalho digital e, finalmente, promover o Quênia como um destino para trabalhadores online.

O MAIOR PORTAL DE VAGAS PARA PROFISSIONAIS NAS
ÁREAS DE DESIGN + COMUNICAÇÃO + TECNOLOGIA

ANUNCIE SUA VAGA GRÁTIS >

DESIGN

MARKETING

SOCIAL MEDIA

ATENDIMENTO / VENDAS

PROGRAMADOR

E-COMMERCE

Todas as Ofertas

Localização



Raio: Auto



Últimas Ofertas



Emprego Estágio Freelance Temporário

Filter

Emprego	Atendimento Publicitário hypelabs	De R\$3.500,00 a R\$4.000,00	13 out 2022
Freelance	Editor de vídeo Times Filmes		10 out 2022
Emprego	Analista de Marketing – Comunicação Sonhart Confeccooes Ltda	A combinar	10 out 2022

Cadastrar Vaga

Procurar por...

Etiquetas

Tipo de Oferta >

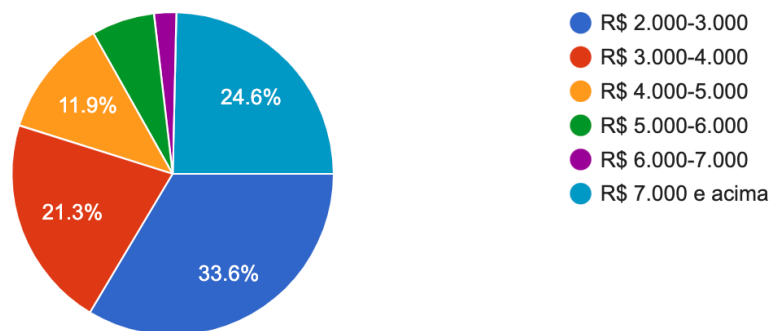
Salário >

Categoria da Oferta >

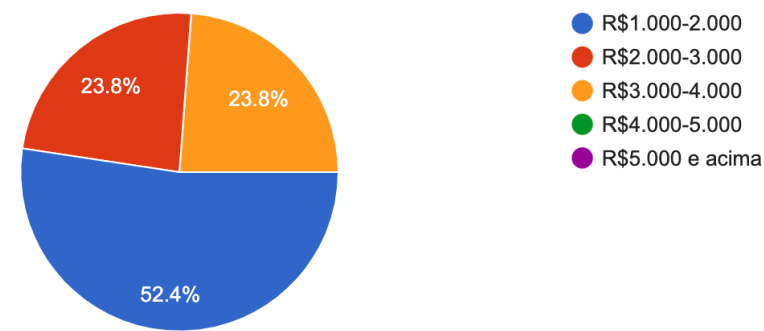
Data de publicação >

Novas Ofertas

Students and employees indicate interests of working abroad in the future



Salaries expected by the students

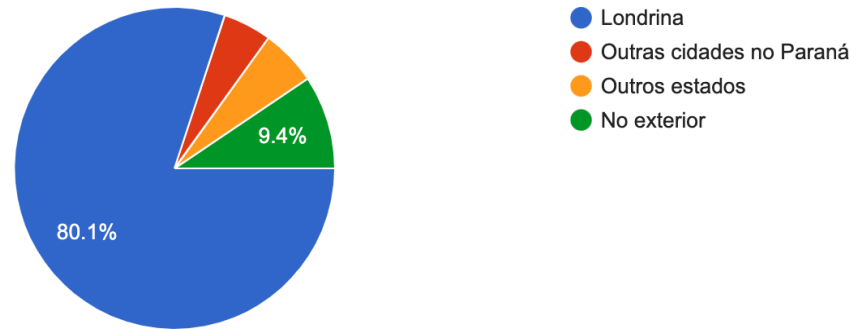


Salaries for entry-level positions

>A sentiment shared by both employees and students is the desire for high paying jobs abroad; the problem is the most severe with recruiting senior engineers

>One major cause of this brain drain might be salaries

However, the survey results also show opportunities for Londrina to act upon



Preferred living place after graduation



Most important factor in choosing jobs

>However, there are opportunities for Londrina to solve the brain drain issue and keep the best talents

>The majority of participants chose Londrina as the preferred location for work

>Growth opportunities, a great working environment, work-life balance, and employee benefits can all be the factors that companies can leverage to keep senior developers in the firms

Recommendations: Both the government and the private sector can take actions to increase the attractiveness of Londrina

Public sector actions

>Offering financial incentives

- [Topeka](#) in Kansas, U.S.
- Reimburses individuals with job offers in Topeka up to \$15,000 for prospective home buyers and \$10,000 for renters signing a one-year lease

>Developing a city brand

- Copenhagen in Denmark
- [Copenhagen Challenge](#): Created a unique competition to reach the IT talents of the world

Private sector actions

- >Building organizational identity that connects its employees
- >Supporting the career advancement of their employees
- >Providing further training to employees
- >Holding activities and events that foster team spirit and company culture



Codenhagen Challenge

C# Javascript C++ PHP Python CS:GO Lingo



Thank you!