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SHORE WINNER

NAVIGATING SOUTHERN EUROPE'S OFFSHORE RENEWABLE ENERGY FUTURE TOGETHER!

Booklet 5

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D4.2 – Career Kits

The present report outlines the development, structure, and strategic purpose of the SHOREWINNER Career Kits, designed to strengthen awareness, attractiveness, and accessibility of career pathways in the Offshore Renewable Energy (ORE) sector across partner countries. Building on previous analyses of skills gaps and VET system needs, the Career Kits translate identified labour market demands into practical, user-oriented career guidance tools tailored to students, jobseekers, educators, and career counsellors.

Opening Doors to Offshore Renewable Energy Careers

The Career Kits respond to a clearly identified challenge: while the ORE sector is expanding rapidly and holds substantial potential for economic growth and climate neutrality objectives, awareness of its diverse professional opportunities remains limited. Pathways into offshore-specific roles are often perceived as unclear, fragmented, or technically complex. Many students are unaware of roles such as Blade Technician or Offshore Substation Operator, which combine technical skills with strong career progression potential. The Kits address this gap by presenting structured, accessible, and industry-aligned career guidance materials that demystify the sector and support informed, confident career decision-making.

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From Skills Gaps to Structured Career Pathways

At their core, the SHOREWINNER Career Kits provide 15 detailed profiles of key ORE occupations, mapping required qualifications, technical and transversal skills, certification standards, and potential progression routes.

Particular emphasis is placed on offshore-specific roles linked to installation, operations and maintenance (O&M), engineering, digital systems, health and safety, and environmental monitoring. Each profile integrates labour market relevance, competency requirements, and indicative training pathways within national VET systems, while aligning with European frameworks to enhance transparency, comparability, and mobility.

Each Career Kit combines several complementary elements designed to support career orientation and training activities. These include an occupational profile describing the role and its responsibilities, a career pathway map illustrating possible progression routes, an overview of required technical and transversal competences, references to relevant education and training pathways, and a self-assessment tool to help users reflect on their interests and readiness for the profession. In addition, each Career Kit includes case studies and interviews with professionals currently working in the sector, providing first-hand insights into real career experiences in offshore renewable energy.

Embedding Digital and Green Competencies

Beyond occupational profiling, the Career Kits include references to digital and green skills, highlighting the importance of embedding these strategic skills across all career pathways. As the ORE industry becomes increasingly data-driven and technologically advanced, competences in automation, remote monitoring, predictive maintenance, digital simulation, and smart systems management represent essential cross-cutting enablers. Simultaneously, the Career Kits reinforce the sector's contribution to environmental sustainability, underscoring the alignment between professional development and Europe's green transition agenda.

Mapping the Offshore Wind Value Chain

A defining feature of the initiative is its comprehensive representation of the offshore wind ecosystem. The Career Kits reflect the diversity of professional roles across the value chain, from technical field operations and engineering design to sustainability management and specialised services. By presenting career pathways within their broader industrial context, the Kits illustrate how individual roles contribute to project development, grid integration, long-term operations, and environmental performance.

Inclusive Pathways for a Diverse Workforce

Inclusiveness is central to the design of the Career Kits. The initiative actively promotes participation from underrepresented groups, particularly women in technical roles and individuals from geographically remote or coastal regions where offshore projects are concentrated. Through the presentation of diverse role models, flexible entry routes, modular training options, and stackable learning opportunities, the Kits foster accessibility and lifelong learning. This approach strengthens permeability between vocational education, higher education, and industry-based upskilling pathways.

Industry-Driven and Labour Market Aligned

The Career Kits underscore the importance of strong VET-industry collaboration in ensuring credibility and relevance. The SHOREWINNER Career Kits are based on direct collaboration with Offshore Renewable Energy companies, training providers, and sector experts, who contributed to the case studies developed in D4.2. Their contributions ensured that each occupational profile accurately reflected, not only the formal qualification requirements, but also the practical expectations of employers. Input from ORE stakeholders supports the validation of occupational profiles, the identification of emerging roles, and the integration of recognised standards and certifications. As a result, the Career Kits move beyond descriptive information and function as dynamic, labour market-responsive instruments grounded in real sector demand.

Turning Sector Growth into Career Opportunity

Strategically, the SHOREWINNER Career Kits contribute to the broader objective of fostering Centres of Vocational Excellence capable of anticipating sectoral change and strengthening workforce resilience. By combining labour market intelligence, structured career mapping, and accessible communication tools, the initiative enhances the visibility, coherence, and strategic orientation of vocational pathways within the offshore renewable energy ecosystem.

In conclusion, D4.2 positions the Career Kits as a practical mechanism for translating sectoral expansion into tangible professional opportunity. Through structured guidance, inclusive design, and close alignment with industry needs, the Career Kits advances a future-ready, transparent, and attractive skills development framework for the offshore renewable energy workforce across partner countries.

First Author: Maria Elena Della Valle, IFOA, COVE Italy
WP Leader: Istituto Formazione Operatori Aziendali (IFOA), COVE Italy

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