

Project name

European Quality qualifications for the Woodwork and furniture industry

WP4

SUMMARY REPORT

Needs Analysis Review and Qualification Design



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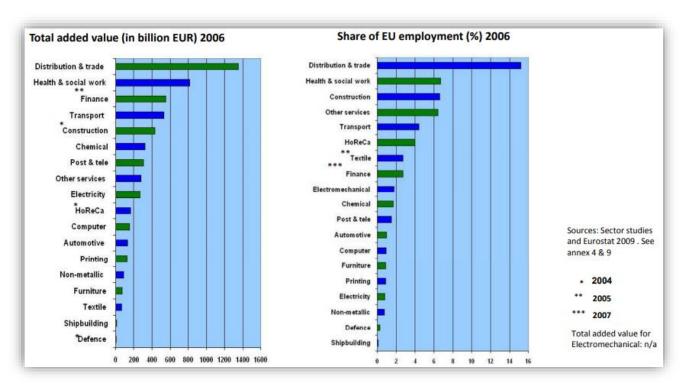


INTRODUCTION

01. Emerging skills

Main Economic and Employment Trends compared to other sectors

The importance of the different sectors varies according to employment and added value. The far biggest, both concerning added value and share of EU employment, is, however, Distribution and trade followed by Health & social work. Some service sectors like Horeca, Construction and especially Textile are far more important in terms of employment than added value, indicating their labour intensive nature, while others, typically more knowledge intensive sectors, like Finance and Chemical, are much more important in terms of added value than employment.

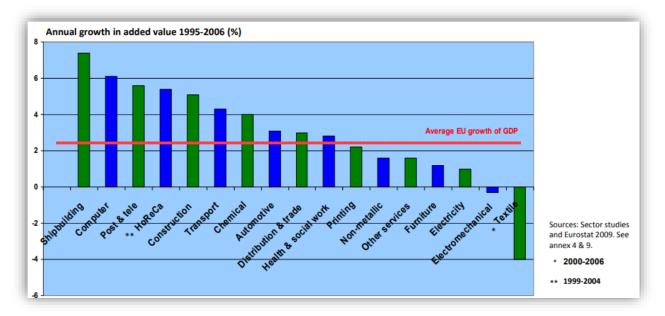


Source: Report prepared by Oxford Research for DG Employment, Social Affairs and Equal Opportunities (2010)

Where employment and total added value indicates the size and importance of a given sector the growth rate in added value can indicate to which degree the sector succeeds in enhancing efficiency, competitiveness, introducing new and more value adding products or services or if the sector is losing competitiveness resulting in reduced activity, which has happened within Electromechanical and Textile. When looking at growth in added value from 1995 to 2006 it is evident that more than half of the sectors experienced growth rates that were higher than the average growth of GDP in the EU in the same period. Seven sectors however had lower growth rates that the average GDP growth and two sectors, Electromechanical Engineering and Textile, even experienced a fall in added value.

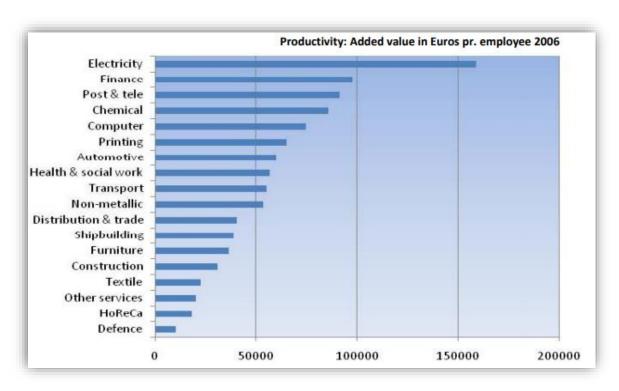






Source: Report prepared by Oxford Research for DG Employment, Social Affairs and Equal Opportunities (2010)

The figure shows the size of added value pr. employee in the different sectors. Average added value pr. employee can be seen as a proxy for productivity within a given sector. Most often, high knowledge intensive sectors have a higher productivity than low knowledge intensive sectors. A fact which is also partly mirrored in the figure below. The sector with the far largest added value pr. employee is electricity followed by Finance, Post & tele, Chemical and Computer. Among the sectors with the lowest added value pr. Employee are Horeca, Other services and Textile.

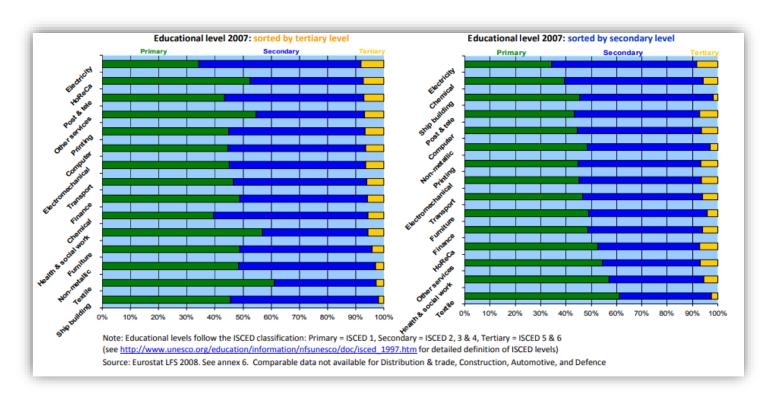


Source: Report prepared by Oxford Research for DG Employment, Social Affairs and Equal Opportunities (2010)



Educational levels

The share of employees with primary, secondary or tertiary level education differs a lot from sector to sector. There seems to be tendency, though, towards service sectors having a very high share of employees only having primary level education together with a comparatively high share of employees with tertiary education. Production sectors, on the other side, are mostly dominated by employees with secondary education. This is most probably connected to the fact that European production sectors Primary Secondary Tertiary y Primary Secondary Tertiary traditionally have employed many craftsmen and skilled workers, often having attained secondary level education, where service sectors (included in this study) especially have been in need of low skilled manual labour with limited educational attainment.



Source: Report prepared by Oxford Research for DG Employment, Social Affairs and Equal Opportunities (2010)

Occupations and Jobs

To understand the employment structure of sectors and be able to anticipate changes in skills and jobs it also important to look at the occupational structures of the sectors concerned. The next table gives an overview of the share of high skilled, skilled and low skilled (low skilled and elementary occupations) within the selected sectors in 2007. Circles with dotted red line indicate sectors with high share of employees within the relevant occupation. In the following tables the occupational groupings will be presented and explained in more detail.





Occupation	High skilled (non-manual)	Low skilled non-manual	Skilled manual	Elementary occupations
Automotive*	30,3	9,1	55,4	5,2
Chemical	44,0	12,7	34,2	9,1
Computer	53,6	10,6	31,6	4,2
Distribution & trade*	33	46	14	6
Electricity	45,7	17,7	32,3	4,3
Electromechanical engineering	34,9	10,4	49,7	5
Finance	57,6	40,2	0,5	1,7
Furniture	21,0	11,7	58,9	8,4
Health and social work	54,0	36,8	2,2	1,8
HoReCa	22,3	62,2	2,8	12,7
Non-metallic	22,8	9,4	59,1	8,7
Otherservices	34,1	30,8	9,2	25,9
Post & tele	34,4	41,3	11,9	12,4
Printing & publishing	46,9	13,2	27,7	12,2
Shipbuilding	25,5	7,0	62,6	5
Textile	18,4	11,2	62,9	7,5
Transport	21,5	21,2	48,2	9,1

Source: Report prepared by Oxford Research for DG Employment, Social Affairs and Equal Opportunities (2010)

All sector studies report on tendencies towards up skilling. To group sectors according to up skilling, it is therefore necessary to take a closer look at the level and pace of up skilling within each of the sectors concerned.

Up skilling vs. deskilling						
Level of up skilling	Sectors					
High	Chemical, Computer, Finance, Printing					
Medium	Automotive, Defence, Electricity, Electromechanical, Furniture, Health & social work, Post & tele, Other services.					
Low	Shipbuilding, Construction, Distribution & trade, Horeca, Non- metallic, Textiles, Transport.					
Static	None					
Deskilling	None					

More info at: http://ec.europa.eu/social/BlobServlet?docId=4687&langId=en





02. Methodology used

Data for the sector reports were collected through varying sources:

- Reviews of existing reports, analyses, statistical publications, policy papers, and communications from social partners, the EU and others.
- Sectoral consultations with social partners and other EU stakeholders.
- Expert interviews including representatives from universities, companies, social partners and relevant international organisations.
- Statistics from Eurostat and CEDEFOP





Appendix 01: STAKEHOLDERS ANALYSIS REPORT

01. Introduction

The furniture sector is in general a manufacturer sector, but this sector needs to implement some changes due to the future challenges.

Really to implement the challenges for the future is necessary to have people working in the companies with competences and skills capable to promote and implement the changes in the companies.

For that reason, it is necessary define a professional profile with those competences to allow to the companies implement and promote the changes, people capable to help to manager of the companies in the different actions and changes to arrive at a competitive company, like "the innovative advisor".

Before to define the professional profile, it is necessary to have an idea about the situation and the opinion in each country participating in the project in different aspects related with the currently and future skills of the people working in the furniture sector, as well as the furniture sector trends.

Really the situation in each country participating in the project is not always similar, in aspects related with the competences for the actual and future workers .we need to know the currently reality and the demands of the future in each country with the aim to define a new professional profile at European level with those competences and skills to allow to improve some activities related to the Industry 4.0 implementation, circular economy, design etc. in the furniture sector.

6 countries have participated in the project, Italy, France, Bulgaria, Hungarian, Belgium, and Spain

To obtain the information the partners in each country have selected the stakeholders with knowledge of the sector and with capability to respond to the questionnaire and give an idea about the needs and characteristics for the professional profile demanded in the companies in the future.

The stakeholders have been:

- Companies.
- VET Centres.
- Trade Unions.
- Policy makers.
- Universities.
- Companies associations.
- Sectoral experts.





Each stakeholder has responded questions related to the currently skills and their opinion about future skills, trends and profiles that are demanded currently or well will be demanded by the companies in the future.

This information we have gave us an idea about the professional profiles needed in each country and consequently the professional profiles in a European level.

143 questionnaires have been responded in total.





02. Challenges for the future

The before information have defined three big challenges as responsible of the futures changes in the sector and these challenges will be responsible to develop new skills for the people working currently and will work in the future in the enterprises:

First challenge: ICT tools and industry 4.0

Always in front of futures changes there are a resistance to the change, is necessary to adapt to the change and for that is necessary to have skills to do it. The OCDE say that the digital transformation is one of the challenges more important by the enterprises competitively because is one of the technologies is a technology that provides support to all sectors of the economy.

The enterprises digitalization is a technological change to transform the business model and the organization. Must be borne in mind that in the coming years it will increase the number of robots incorporated into the Assembly lines, robots what are called collaborative robots.

Other future aspect is the additive manufacturing (known as 3D printing) something that will be developed in medium time 2020-2030.

The same things happen with the augmented reality to use in the productive process to reduce the inefficiency and humans' mistakes facilitating information and additional resources to the operator to develop their job.

The Production simulation, decentralized manufacturing and omnipresent Big Data and dates analytic are other trends will impact in the next future in the industry worldwide.

So in the coming years we will see the incorporation of intelligent robots every time more, in the assembly lines (with the debate about its impact on the Working tasks of less value) as well as robots helping to the workers in some process, The use of these technologies is more difficult in the furniture sector because the medium and small sizes of the enterprises with problems to implement the digital technology in all the process.

But the future furniture company will work with the application of Industry 4.0 issues:

- Interconnection
- integration
- Big Data

And the main operating system will be

- Intelligent production line and network
- Intelligent order and payment system





- Remote Product development and design system
- Intelligent production system, involving the entire factory production processes , machinery, equipment and plant logistics management
- Intelligent logistics system

Because the furniture manufacturing industry is faced with many problems, such as low efficiency of resource use, great pressure of environment, high labor cost. The intelligent manufacturing is the inevitable trend of the future furniture manufacturing industry. "Industrial 4.0" has the advantages, such as high efficiency of resource allocation, quick response to market demand, low labor cost and logistics cost. In this way, we can apply "Industrial 4.0" into customized furniture manufacturing industry

The integration of the technologies of the communication and information (technology ICT) will take the concept of industry connected (4.0) to optimize data flows, automation and process control, relocation and new business models and collaborative manufacturing

The second challenge: Circular economy

The transition to the circular economy model promoted by the European Commission to achieve efficiency in the use of resources, improving the quality of life and employment generation, involves radical changes in current production systems and market, offering these important opportunities, but also barriers and risks for the companies.

The more important tools and principles to change are:

- Prevent the use of matter and energy through eco-design (design of the product or service for the prevention of environmental impacts throughout their life cycle) and the functional economy,
- Extension of the service life. To design to maintain the components and material circling. Maintenance and repair, reuse and re-manufacturing.
- Maximum revalorization of the materials, recycling

The transition to the circular economy model needs big changes in the current productive systems and the market, with opportunities for the companies and barriers and risks.

The third challenge: Consumers

The decisions of millions of consumers will be very important in the decisions that the enterprises need to take for their future in aspects about design, use, price, recyclability, materials, etc. used in the furniture manufacture.



It is very difficult to speak about only a professional profile, because analysed the results of the questionnaires to the stakeholders about trends and skills for the future of the furniture sector appear some different and important professional profiles but interconnected with each other. All of them need to have a set of common skills.

We could say about there are some Jobs o professional profiles that need to work together as a team inside in the Company taking innovative decisions for the future of the companies.

- Sales expert speaking foreigner languages, with market analyses and strategic
 decisions capability, with competences to participate in the decision of the definition
 of Brand of the Company, with knowledge to analyse the consumer needs to translate
 this information to the companies and the designers.
- Designers with knowledge and skills to use the information provide for the sales expert and other information to adapt the products designed to the consumer needs and the market evolution in aspect of new materials, intelligent furniture with electronic aspects contributing to a more versatility to the product with different utilities of the initial aim to this furniture has been designed, this designer must be able to interact with the multimedia world, and they need to have knowledge about the TIC, not only design software, besides when they design the products they need to apply the eco-design concepts, to reduce the environmental impact of the product designed for a company working in an circular economy, with knowledges on new materials in the market to use them in the innovative and creative design.
- Middle management with horizontals ability to manage people and to manage the Production area, flexibles, with strategic vision, work team and problems solve, with knowledge about the technological evolution and user of ICT tools in all aspects of the management, with knowledge about the techniques and technological innovations issues both to introduce both of them in the Company to go to the Industry 4.0 and circular economy with capability to innovate, working in permanent contact with the designers and the sales expert.
- Qualified worker with their skills and abilities to use the traditional equipment like cabinetmakers, joiners, upholders, etc. but with skills to use ICT tools, with knowledge to use advanced machines and with knowledge to use and implement the new materials.





03. Proposal for the Innovation Advisor Qualification

Having in mind the professional profiles (workers) that the sector is demanding facing the future, and also having into account the professional profiles already exist, the "Innovation Advisor" qualification will be a new qualification with some skills that already exist and with new skills that doesn't exist in a professional profile, this qualification is deployed as follows in the following section. Besides, will have, minimum, these basic SKCs:

- General knowledge about the **furniture sector** (materials, processes, technologies, trends, market prospection...).
- Utilization of ICT tools.
- Soft skills, such as team-working and leading, negotiation, ...
- Speaking other languages

Proposal for the qualification in "Innovation Advisor"

General competence:

The person who defines and implements the innovative strategy in the furniture companies in order to face future challenges working in a team with the specialist experts in the different areas of a company, such as designers, production managers, marketing staff, general manager...

Competence Units:

- Being an effective leader in order to adequately stimulate and motivate the team, facilitating the generation of relevant ideas.
- Using innovative trends that could help the companies in order to develop strategies for the future, such as market, technology, design and endconsumers.
- Defining innovative and future trends according to the corresponding furniture company.

The proposal of the EQF Level for this qualification would be 5/6 EQF Level.





Appendix 02: SECTORAL INFORMATION REPORT

01. Introduction

The furniture industry is a labour-intensive and dynamic sector dominated by small and medium-sized enterprises (SMEs) and micro firms. EU furniture manufacturers have good reputation worldwide thanks to their creative capacity for new designs and responsiveness to new demands. The industry is able to combine new technologies and innovation with cultural heritage and style and provides jobs for highly skilled workers.

02. Why the EU furniture industry is important



Employment - the sector employs around 1 million workers in 130 thousand companies generating an annual turnover of around EUR 96 billion;



Trend setting - EU furniture manufacturers set global trends. About 12% of designs registered in the European Union Intellectual Property Office relate to this sector;



High-end segment - the EU is a world leader in the high-end segment of the furniture market. Nearly two out of every three high-end furniture products sold in the world are produced in the EU.

03. Challenges faced by the furniture sector

The furniture sector has been severely hit by the recent crises and has faced a significant drop in the number of companies, jobs, and turnover. The main challenges are:



Competition – the EU furniture sector faces enormous competition from countries having Low production costs. China's penetration into the EU market is growing rapidly and it is now the largest furniture exporter to the EU, accounting for over half of total furniture imports to the EU.



Innovation - the reliance on innovation and design combined with an increase in global trade and digitalisation makes the sector more vulnerable to weak protection of intellectual property rights. Boosting research and innovation also requires finance that is often inaccessible to SMEs.



Structural problems - the ageing workforce combined with difficulties in attracting young workers may lead to disruptions in maintaining skilled workers and craftsmanship.



Trade - protectionist measures on international markets create market distortions and decrease the sector's competitiveness. EU furniture producers face both duties on imports of raw materials and tariffs on exports of finished products. Moreover, operational costs in the EU are higher due to high environmental, sustainability, and technical standards.





04. Opportunities for the furniture sector

The EU furniture sector has undergone significant changes to make it more exportoriented and to focus on upgrading quality, design, and innovation. These changes include restructuring, technological advances, and business model innovations. The main opportunities ahead lie in:



Investment - continuing investment in skills, design, creativity, research, innovation, and new technologies can result in new products which are in line with the changing population structure, lifestyles and trends, as well as with new business models and supplier-consumer relationships.



Research - research in advanced manufacturing technologies can result in the creation of high technology and knowledge intensive jobs, which would give the sector the attractiveness it needs to attract employees from younger generations. This could help rejuvenate the sector while keeping it highly competitive on the world stage.



Accesses to new markets – EU furniture manufacturers are recognised worldwide for their quality and design. This creates opportunities for the sector to further seize other markets, in particular in high-end segments and emerging economies.



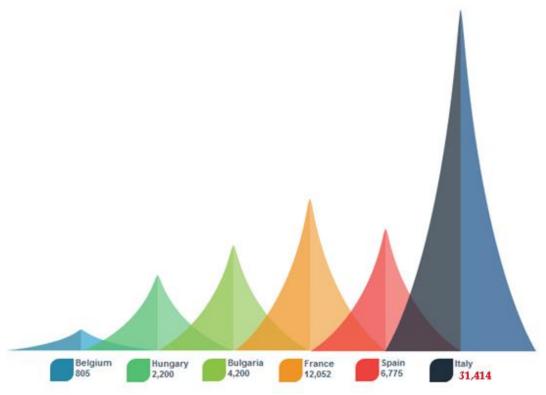
Synergies - with construction and tourism could also be exploited, building on the sector's excellent track record in sustainability. Specifically, the reliance on raw materials from sustainable sources used in the furniture production could have a positive impact on sales among environmentally concerned end-users.





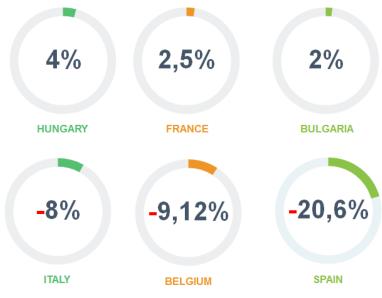
05. Comparison between countries

AVERAGE NUMBER OF COMPANIES IN THE FURNITURE SECTOR:



Source: Own elaboration

EVOLUTION IN THE LAST 5 YEARS (NUMBER OF COMPANIES):

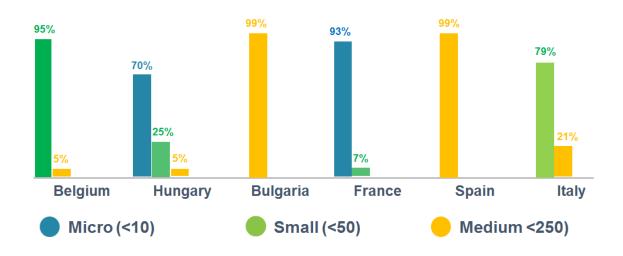


Source: Own elaboration



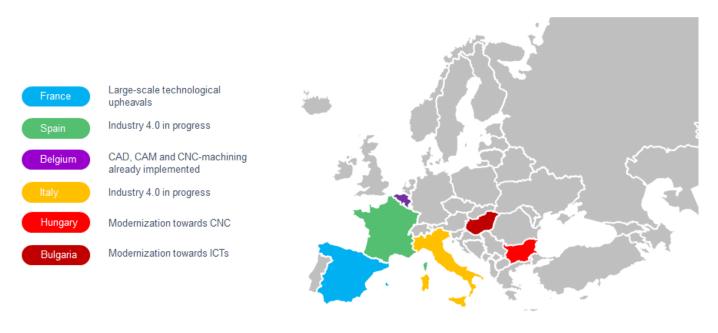


COMPANIES' DISTRIBUTION BY SIZE:



Source: Own elaboration

TECHNOLOGICAL DEVELOPMENT:



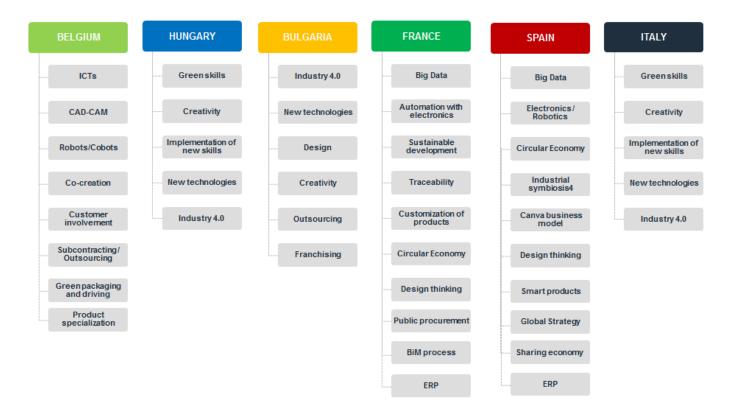
Source: Own elaboration



ECONOMIC DATA RELATED TO COMPANIES:

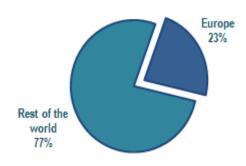


MAIN TRENDS:



The European furniture sector employs around 1 million workers in 130.000 companies generating an annual turnover of around 96 billion Euro. It is a labour-intensive and dynamic industry, dominated by SMEs and micro firms, which produce kitchen, office, bedroom and other specialist types of furniture. Its success factors lie in creative capacity for new designs and responsiveness to new demands, ability to combine new technologies and innovation with cultural heritage and style, highly skilled employees and performing production systems.





Europe and the rest of the world. Furniture production. 2016.

The European furniture manufacturers set the trends at the global level, which is reflected by the fact that 12% of designs registered in the Office for Harmonization in the Internal Market relate to the furniture sector. The EU is also a world leader in the high-end segments – nearly **two out of three high-end furniture products sold in the world are produced in the EU**.

Main challenges

The European furniture sector faces enormous competition from countries having Low production costs, in particular in the Low- and mid-range price segments, where the EU share in world furniture trade has significantly dropped in the last decade. China's EU market penetration is growing rapidly, and it is now the largest furniture exporter to the EU, supplying more than half of total furniture imports to the EU. The reliance on innovation and design as a competitive advantage of the European furniture sector, combined with an increase in global trade and digitalisation, makes it more vulnerable to weak protection and enforcement of intellectual property rights on the global markets.

The European furniture sector is also faced by structural problems. The **ageing workforce** combined with **difficulties to attract young workers** may lead to disruptions in maintaining a skilled workforce and continuity of traditions and craftsmanship. Furthermore, boosting **research** and **innovation** requires sufficient finance, which is often inaccessible to SMEs.

While the EU is the most open global market, protectionist measures exist on other international markets, creating market distortions. EU furniture producers face both duties on imported materials and semi-finished products used in furniture, and tariffs on their exports of finished furniture products, thus decreasing the sector's global competitiveness. Moreover, their operational costs are increased by environmental, sustainability and technical standards and regulations. All the above factors, combined with the fact that the furniture sector has been severely hit by the recent crises, have led to a significant drop in the number of companies, jobs and turnover, from which the sector is still trying to recover.



Opportunities

In the light of these developments, the EU furniture sector has undergone significant changes — restructuring, technological advances and business model innovations, alLowing it to be more export-oriented, and to focus on upgrading quality, design and innovation. Continuing investment in skills, design, creativity, research, innovation and new technologies can result in new products which are in line with the changing population structure, lifestyles and trends, as well as with new business models and supplier-consumer relationships. Moreover, research in advanced manufacturing technologies can result in the creation of high technology and knowledge intensive jobs, which would give the sector the attractiveness it needs towards the new generations. This could help to rejuvenate the sector while keeping it highly competitive on the world stage.

European furniture manufacturers being recognised world-wide for their **quality** and **design** also creates opportunities for the sector to further seize other markets, in particular in the high-end segments and emerging markets. The **synergies** with **construction** and **tourism** could also be exploited, building up on the sector's excellent track record in sustainability.

Specifically, reliance on **raw materials from sustainable sources** used in the furniture production could have a positive impact on sales among environmentally concerned end-users within and outside the EU.

All in all, Europe maintains an important role in the furniture industry, although major structural changes in the world furniture sector, including the emergence and fast development of extra-European suppliers over the last 20 years have severely affected the area, the production value is nearly EUR 88 billion, accounting for around a quarter of the world's furniture industry, which is half the Asian share. Western Europe provides the largest share, but Eastern countries are the fastest growing. **Germany, Italy, Poland and the United Kingdom** rank among the top 10 furniture manufacturers worldwide and hold a combined share of **14% of world production and almost 60% of European production**.

Source: A BLUEPRINT FOR THE EU FOREST-BASED INDUSTRIES (woodworking, furniture, pulp & paper manufacturing and converting, printing)







Appendix 03: STUDIES AND QUALIFICATIONS REPORT

This report aims to present the different education systems in each country participating in the project related with the furniture sector, comparing the similarities and the differences between them.

The education system in each country is very different.

The idea of this report is to find in the same document the studies in each level of each country to prepare and train the current and future workers for the furniture sector, and to compare their similarities or differences.

This document will help to understand the lacks in some countries and in some cases the problems of the companies to find people with the knowledge or right qualification for some jobs in the production area or in management area with specific knowledge about the furniture sector.

The aim of the project is to define a new qualification for the sector. First, we need to know the current education systems and the qualification system in each country with their EQF LEVEL, as a first step to define the innovation advisor qualification using if it is possible the current studies in each country.





COUNTRY	VET				EQF AND CORRESPONDENCE IN EACH COUNTRY		UNIVERSITY STUDIES	
	level	age	year studies	titulation				
	LEVEL 2	15	2/3 years	professional	EQF3	LEVEL1	WOOD TECHNOLOGY/ professional Bachelor	
BELGIUM	LEVEL 3	14	4 + 1 optional	specialist	EQF4	LEVEL2	Bachelor in Construction - option Wood construction	
	LEVEL 4	14	4+1 optional	technician	EQF5	LEVEL3	Industrial Product Design/ professional Bachelor	
							Furniture design/bachelor after bachelor	
	LEVEL 1		1 year	Be a holder of a BTS in the same professional sector/manager	EQF3	LEVEL 5	Training engineer /Engineer for wood industries	
	LEVEL 2	18	2 years	Be a holder of a BAC STI2D or a BAC PRO in the same professional sectormanager in wood costruction	EQF4	LEVEL 4	Master's degree/Trainer's jobs by the tertiary and industrial sectors in the bodies such as the training schools of Chambers of trade and industry, AFPA, GRETA, the internal training services in large companies	
FRANCE	LEVEL 3	16/17	3 years	Be a holder of a CAP or a BEP in the same professional sector/tecnician	EQF5	LEVEL 3	DMA (2years)/Cabinet maker - Tapestry-maker of furnishing	
	LEVEL 4	16 / 25 years old	2 Years	Basic professional/first qualification to work in the sector of the wood/carpenter/joiner			CAP (1year)/- Marquetry - Cabinetmaking(cabinetwork) - Joiner in seat(siege) - Shooting	

SPAIN	LEVEL 1	from 16 or more	2	basic professional	EQF 1/2	LEVEL1	Degree on Forestry and Natural Environment Engineering
	LEVEL 12	16	2	Technician in Carpentry or Furniture and Technician in Installation and Furnishing.	EQF 3/4	LEVEL 2	Master on Forestry Engineering
	LEVEL 3	18	2	High education level. Expert Technician in Design and Furnishing	EQF 5	LEVEL 3	
ITALY	LEVEL 1	14	3	BASIC PROFESSIONAL	EQF3		Bachelor degree /"Technical building skills, working process and security to adopt and use within wood and naturalistic engineering"
HALT	LEVEL 2	14	5	TECHNICIAN	EQF4		master degree/"Technical building skills, working process and security to adopt and use within wood and naturalistic engineering"
	LEVEL 1		3		EQF2		don't exist
BULGARIA	LEVEL 2		4		EQF3		don't exist
	LEVEL 3		4/5 YEARS		EQF4		don't exist
	LEVEL 1	14	3	joiner			engineer assistant
LILINICARY	LEVEL 2	17	1	cabinet-maker			timber industry engineer BSc
HUNGARY	LEVEL 3	14	3	upholsterer			timber industry engineer MSc
	LEVEL 4	14	3+1	woodworking technician			PhD in material sciences and technologies





There are great differences in the studies related to the wood and the furniture at European level and, more concretely, within the different countries that are part of this project: Spain, Italy, France, Hungary, Belgium and Bulgaria.

In each of these countries there are professional training systems, with different entry ages to the studies, different baselines in the training and different levels in the competence when finishing the studies.

Another difference is the related to the training contents that are taught. Some countries have very specific studies in the vocational system about the sector; others have general and technic subjects.

Regarding the qualifications we find big differences despite the existence of the European qualification system and its established levels. Not all the countries use this system, which is the case of Spain and France. Therefore, equivalence between levels must be found.

Another difference is that some countries have established their professional qualifications and, in order to obtain the corresponding certification, individuals can take a course. For workers who have the competences, abilities and knowledge corresponding to the required qualification there is a recognition system. There is also a correspondence with the vocational system.

In other countries the professional qualification system has been modified to meet the professional training taught.

In both the field of professional training and the professional qualifications, we find that the most representative figures are those of carpenter, cabinetmaker, upholsterer, installer, varnish workers... Differences can be found regarding the funding of studies and the educational contents taught in each country. Depending on the countries we can see that some studies train heads of sector and/or managers for the professions mentioned before. They also train production staff, who get more responsibilities in companies as time goes by.

Regarding the university studies related to the wood and furniture sector we can also find a great variety. **Most of the countries have studies related to the forestry field or to the wood construction**. What we find least are university studies related to the manufacturing of furniture.

There are not studies corresponding to the qualification of Innovative advisor in any of the countries. There are studies that prepare designers, specialised in the furniture sector in some occasions, and responsible for the production area in the companies with engineering studies.

