**ANNEX 3 (TO SWOT ANALYSIS WORKSHOP REPORT)**

**SWOT ANALYSIS WORKSHOPS**

**SWOT SUMMARY (BY SECTOR)**

**STRENGTHS**

**EDUCATION – STRENGTHS**

* The high rate of female employees in the Education Sector,
* Young teachers can adapt to digital technologies faster
* Providing in-service digital trainings to increase the skills of experienced teachers regarding the use of digital technology
* As a result of strengthening the link between Vocational High Schools and Vocational Training Centres and the Private Sector, increasing skills as well as employability through vocational trainings for the workforce needed by the Private Sector in different fields.
* Compliance of the regulatory infrastructure

**HEALTH – STRENGTHS**

* High rate of female employees
* The young generation in the sector is dynamic and innovative with their ability to learn quickly and adapt to technology.
* The fact that the sector has cross-cutting aspects with different sectors
* The rapid development of Health Tourism
* In-service training given in workplaces
* Having the qualified infrastructure of the Health System

**ENERGY – STRENGTHS**

* Increasing female employment rate in wind and solar energy sub-sectors, which are among renewable energies
* Qualified workforce in the energy sector
* To have an entrepreneurial young population that adapts quickly to digital transformation and has fast language adaptation
* The sector has international legislation and standards
* The development of the concept of doing business with automation in the energy sector with the effect of digital transformation
* The old traditionalist generation has a lot of knowledge/experience and can adapt to digital transformation

**BANKING AND FINANCE – STRENGTHS**

* The fact that the rate of female employees in the sector is higher than many other sectors,
* Increasing number of women among managers
* High quality of manpower and high level of education,
* Positive impact of Internet, Mobile Banking on the industry's business volumes, business models and employment
* The rapid technological transformation of the sector
* The sector's ability to provide both internal and external resources in order to provide the needed financing to the Turkish economy.
* Having the infrastructure to develop all kinds of new banking and finance applications
* New working models in banking
* Reliability of the industry
* Having strong and diverse capital
* The education system provides adequately equipped personnel to the sector.
* Sustainable development certificate programs, professional association training

**ICT – STRENGTHS**

* Balance in the number of women and men at the engineering level in the sector
* Increasing interest of young people in the sector
* Having intersections of the sector with all sectors
* The IT Sector has a broad perspective
* Institutions/organizations have financial support programs for the sector
* Student business co-working environments
* Providing employability-enhancing trainings by NGOs and institutions/organizations

**WEAKNESSES**

**EDUCATION – WEAKNESSES**

* The low participation rate of women in management
* The fact that women have a high workload due to the combination of working life and home life negatively affects their professional development.
* Experienced teachers are less equipped to use information technology than younger teachers
* The fact that the flexible working conditions and wages of teachers working in the private sector are unsatisfactory, negatively affect their motivation.
* Failure to integrate the education curriculum with technological developments
* The lack of sufficient trainers for different branches needed in various sectors in vocational high schools or the need to increase the skills and knowledge of existing trainers
* Incentives are not sufficiently announced

**HEALTH – WEAKNESSES**

* The proportion of women in management positions is low
* Heavy working conditions
* Lack of qualified auxiliary personnel and intermediate staff'
* Lack of supply from doctors and pharmacists for open positions
* Accelerating the brain drain abroad in the health sector
* Investor-employer ratio is below the average of Turkey
* Density caused by citizens not knowing the functioning of the health system

**ENERGY – WEAKNESSES**

* In the Energy Sector, gender preferences are predominantly in favor of men
* The rate of female employees is low
* Women's interest in the sector is low
* Low job vacancies in the industry
* Due to the insufficient production of technological products needed in the energy sector, the tendency to purchase imported products is high.
* Industry audit and measurement issues
* Lack of brand awareness
* Legislation is not clear enough
* Insufficient funding

**BANKING AND FINANCE – WEAKNESSES**

* Small scale compared to developed countries
* The financial sector has lost its popularity among recent graduates and young professionals.
* Experienced generation being more distant from technology than younger generation
* Since banks are not perceived as technology companies, technology graduates do not apply.
* Low interest of women in IT training
* Difficulty attracting talent
* Especially low soft skills in new graduates

**ICT - WEAKNESSES**

* Lack of qualified personnel due to brain drain abroad
* Low quality of education in universities
* Lack of equipment in the training provided
* Low interest of women in information technologies
* Informal work of people doing business abroad
* Alumni profile and employer demands mismatch (skill gaps)
* State incentive legislation is running with the old system
* Lack of sound action plans
* Attracting trained personnel from SMEs with the opportunities offered by large-scale companies

**OPPORTUNITIES**

**EDUCATION - OPPORTUNITIES**

* The intersection of education with all sectors
* Educational activities to encourage women to entrepreneurship
* Position-less working-education environment without the concept of time and space with the pandemic process
* Having financial support programs for capacity building in the education sector, improving education curricula and technical infrastructure of schools
* Supporting the efforts of teachers from all age groups to improve themselves through professional development and different educational development programs
* Conducting special studies for disadvantaged areas
* Vocational courses include practical internship applications
* Studies to improve equality of opportunity in education and vocational training
* Increasing the financial resources that can meet the training demands of teachers for developing technologies

**HEALTH - OPPORTUNITIES**

* Carrying out studies on the targeted components of the health transformation project
* The positive contribution of new technologies to the health sector
* Positive effects that will emerge as the health system adapts to digital transformation
* Open jobs brought by the future development of the fields of telemedicine, Robotic Surgery, Artificial Intelligence
* The need to address health literacy trainings for citizens within the scope of the Health Transformation Program
* Standardization of education in the health sector in legislation

**ENERGY - OPPORTUNITIES**

* The preference of women for the energy sector-oriented vocational departments of universities is increasing.
* Potential for an increase in energy investments in the future
* Increase in government support provided to the sector
* Increasing demand for investment in open business areas
* Increased opportunities to be closer to the EU market as a result of technical harmonization with the EU Convention
* Increasing employee-employer collaboration environments

**BANKING AND FINANCE – OPPORTUNITIES**

* High growth potential of the financial sector
* The pandemic process accelerates the transformation of alternative distribution channels
* Elimination of time and space constraints for employees
* Increased collaboration between banks and technology companies
* The effect of the young population profile on the technological development of the sector
* Giving new generation knowledge and skills training to the experienced generation
* Increasing the new generation rooted interbank communication with the cooperation of Start-Up and Fintech
* Accelerating the transformation of alternative distribution channels
* Blockchain developments

**ICT – OPPORTUNITIES**

* Highly educated young population
* Excessive interest of the young population in the sector
* Having intersections of the sector with all sectors
* Efforts to increase youth and women employment
* The positive effect of the gaming industry on women's employment
* Fast conversion to the metaverse side
* More involvement of the sector in the competitive market
* Increasing the incentives and supports given to the sector

**THREATS**

**EDUCATION – THREATS**

* Sustainability of Information Technologies trainings is not at a satisfactory level
* Weak technological infrastructure in disadvantaged areas
* Rapid transformation of future-oriented knowledge and skills
* Obsolete recruitment processes

**HEALTH - THREATS**

* Slowing of professional development due to the workload of health personnel
* Affected by burnout syndrome
* Insufficient follow-up of technology in health
* Inaccurate information about health given to citizens on the Internet,
* Failure to implement the legislation

**ENERGY - THREATS**

* Insufficient number of personnel with the communication skills required by the sector
* Long-term resolution of gender-based preferences in recruitment
* The younger generation does not show enough interest in the knowledge and skills conveyed by the experienced generation.
* Automation replaces blue-collar employees if blue-collar personnel adapt to Digital Transformation late
* Insufficient product and product replication support

**BANKING AND FINANCE – THREATS**

* Infrastructure needs for the inclusion of the financial sector in the system with private capital
* Low awareness of new generation financial instruments and lack of legislation
* New talents do not prefer the financial sector
* Question marks on the work-life balance of young employees in the banking sector
* Robo-technology, digital technologies replacing workers
* Fin-Tech and e-Commerce, competitive pressure of start-ups
* currency substitution
* Declining propensity to save

**ICT – THREATS**

* Insufficient meeting of the intense human resource needs in the industry
* The low number of female personnel in professions other than engineering
* Loss of investment as a result of major game development companies being sold abroad (killing the goose that lays the golden egg)
* Lack of interdisciplinary interaction for future planning
* The studies planned to continue the competition in this field in the global world have not been clarified yet.