



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR DEFENCE INDUSTRY AND SPACE

The Director-General

Brussels

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Dear Sir, / Dear Madam,

For every day that Russia's unprovoked attack on Ukraine continues, it is becoming more and more evident that **the EU must ramp-up its defence industry**, both for our own security and to support Ukraine. A critical factor in this ramp-up is the **industry's access to skilled labour**, which was emphasized in the European Council's conclusions in March this year.

In this context, the EU defence industry has called for actions to increase the attractiveness of the sector, especially among young people. The European Defence Industrial Strategy was launched in March 2024 and acknowledged that understanding and mitigating of possible negative perceptions of the defence industry is key to improving the sector's attractiveness and to maintaining a diverse workforce.

As a first step, the European Commission, Directorate-General for Defence Industry and Space (DG DEFIS), has commissioned RAND and Verian to conduct two surveys with the common objective to get a picture not only of the perceptions of the defence industry, but also how these perceptions relate to the experience of those working in the industry. One survey is thus **targeted at students and young professionals** in general (i.e. with no affiliation to the defence sector) with the intention of understanding the perception of young people, and the other survey is targeted at **people working in the defence industry**, with the objective of understanding their experiences and any possible actions that the industry can take to become a more attractive employer.

It is of course of outmost importance that we get a good response rate for this survey, reflecting the diversity of the European defence industry in terms of geography, size and sector. I therefore urge you to support the survey targeted at the workforce in the defence industrial sector (including research institute and procurement organisations) by disseminating and promoting the survey among your members, in your network and in your company.

If you are willing to support this initiative, please get in touch with Kristine Lobo ([kristinegail.lobo@veriangroup.com](mailto:kristinegail.lobo@veriangroup.com)) and Alice Walford ([alice.walford@veriangroup.com](mailto:alice.walford@veriangroup.com)) at Verian. Verian will ensure your contribution is kept to a minimum and will provide communication materials and guidance throughout the process. Should you have any questions or require further information regarding the survey or the study itself please do not hesitate to reach out to [DefenceIndustrySurvey2024@veriangroup.com](mailto:DefenceIndustrySurvey2024@veriangroup.com).

The survey will be launched in September, and Verian will come back with more information ahead of the launch. The responses will be treated with strict confidentiality, and the results will be presented on an aggregated level where it will not be possible to trace the replies to individual companies or persons.

If you want more information on DG DEFIS work on skills in the defence industry, please contact us at [DEFIS-DEFENCE-SKILLS@ec.europa.eu](mailto:DEFIS-DEFENCE-SKILLS@ec.europa.eu).

Thank you in advance for your valuable contribution to strengthen defence skills in Europe.

Yours sincerely,

Timo PESONEN  
(e-signed)