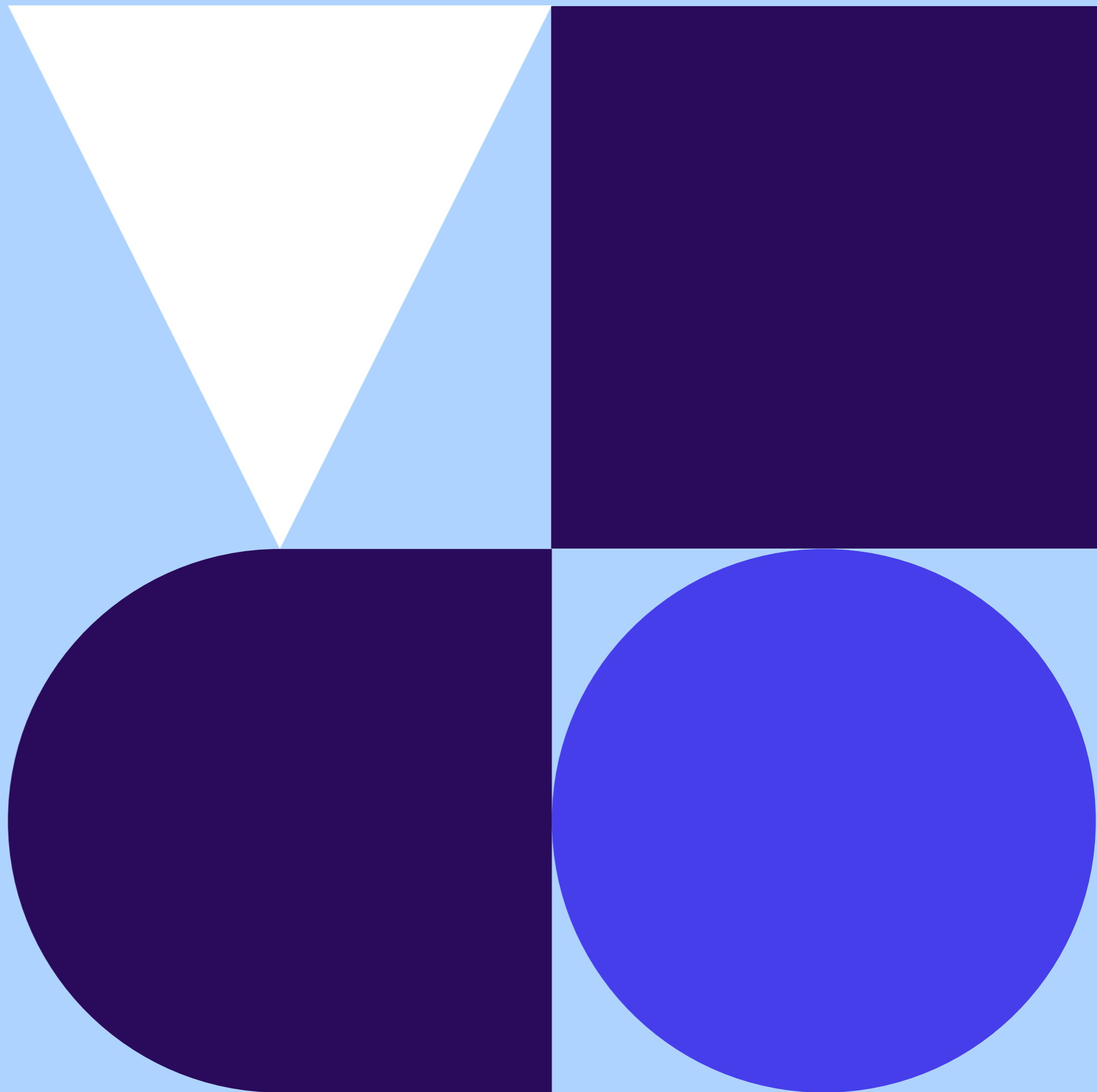


Consistent employer branding:

Attracting sustainability talent in the Nordics





The Nordic region's ambitious sustainability goals and rapid technological advancements have transformed the job market, with the energy sector at the forefront. This whitepaper explores how employer branding is critical in attracting green talent, addressing staff shortages, and meeting future workforce demands. It highlights key employment trends, practical strategies, and the role of Digital Asset Management (DAM) solutions in building a consistent and impactful employer brand.

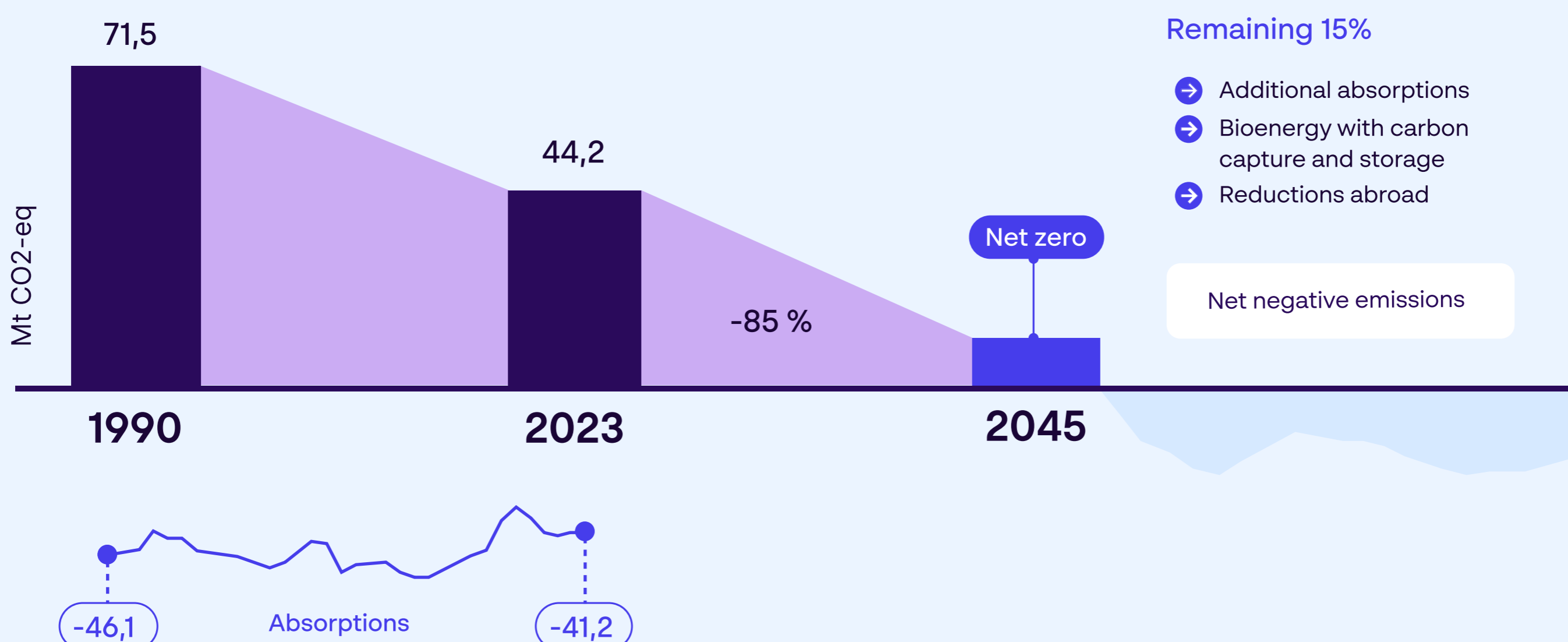


Introduction

Employer branding has become a cornerstone of talent acquisition and retention in the Nordics, where industries are adapting to rapid technological change and ambitious sustainability goals. The energy sector stands at the forefront of this evolution, playing a critical role in driving innovation and sustainable development.

The Nordic countries have set ambitious energy and climate targets, including achieving net-zero greenhouse gas emissions within the next 25 years. For example, Denmark aims for 100% renewable energy by 2050, and Norway is already producing 98% of electricity from renewable sources.

85% **Emission reductions** from 1990 to 2045 **target**, excluding absorptions





These goals position the Nordic region as a leader in integrating energy policy with climate objectives. The International Energy Agency (IEA) highlights the region's advanced electricity systems and natural resources as critical enablers for accelerating electrification and transforming energy-intensive industries toward low-emissions electricity.

However, meeting these ambitious goals requires more than just technological innovation — it demands a highly skilled workforce with expertise in green technologies and sustainability practices. The shortage of such "green talent" poses a significant challenge for the Nordic energy sector, emphasizing the urgent need for robust employer branding strategies to attract and retain professionals capable of driving the clean energy transition.

A strong and consistent employer brand is key to standing out in a competitive talent market. Organizations that effectively communicate their values, purpose, and opportunities can better connect with top candidates. The right Digital Asset Management (DAM) solution empowers companies to maintain consistency and efficiency across their employer branding efforts, ensuring they stay ahead in the race for talent.



The employment landscape in the Nordics

The Nordic job market is shaped by trends that reflect the region's commitment to sustainability, innovation, and education. Understanding these trends is essential for organizations aiming to attract and retain top talent.

Trend 1: Growing demand for skilled professionals in the energy sector

As the Nordics accelerate their green transition, the demand for skilled professionals in renewable energy and sustainable technologies has surged. Engineers, IT specialists, and other technical roles are increasingly sought after to meet the needs of an industry undergoing rapid transformation. This shift places pressure on companies to present themselves as attractive, forward-thinking employers capable of delivering meaningful work opportunities.



The demand for specialist renewable energy employees has **grown by 25%** in the last five years.

Source: edstellar.com



Trend 2: Emphasis on high-level qualifications

Employers in the Nordics are increasingly favoring candidates with advanced education, particularly in science, technology, and engineering. Tertiary education is becoming a baseline for many roles, underscoring the need for companies to offer robust development programs and career advancement opportunities as part of their employer branding strategy.

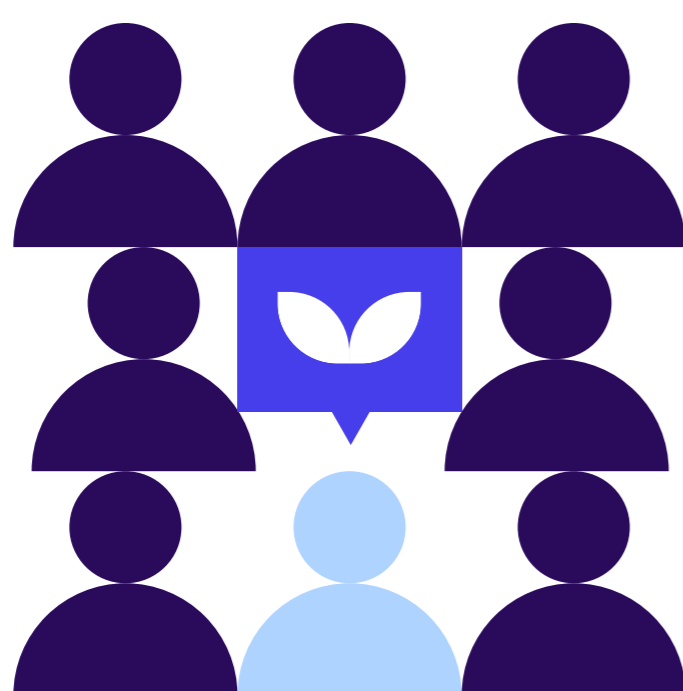


Employment rates for individuals aged 25–64 with tertiary education in the Nordic countries stand at 88%.

Source: [statista.com](https://www.statista.com)

Trend 3: Shortage of green talent to meet sustainability goals

The ambitious sustainability targets of Nordic countries have created a significant talent gap in the energy sector. The need for professionals skilled in green technologies and sustainable practices has outpaced supply, forcing companies to explore international recruitment strategies. For organizations to compete globally for this talent, a consistent and compelling employer brand is essential.



Globally, only one in eight workers possesses sustainability-related skills, and demand is growing faster than supply

Source: [publications.aecom.com](https://www.aecom.com/publications)

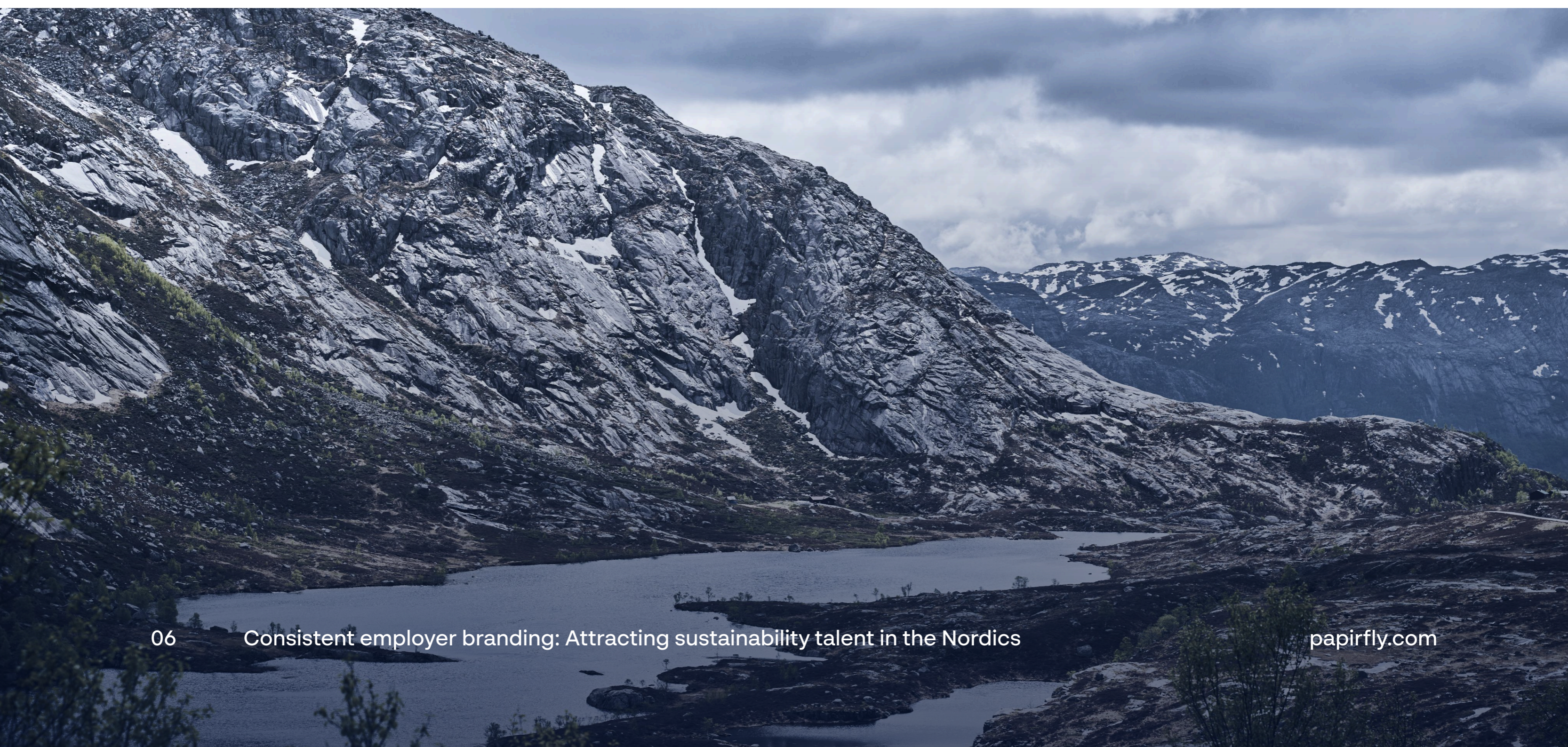


Diversity & inclusion goals

The Nordic region is renowned for its commitment to equality and inclusion. In the energy sector, fostering diversity is not just a societal imperative but also a business necessity. Diverse teams drive innovation and improve decision-making, making them crucial for organizations addressing complex sustainability challenges

Strategies for success:

- ✔ Leverage data to understand workforce demographics and identify areas for improvement.
- ✔ Implement targeted D&I initiatives to foster a culture of belonging.
- ✔ Highlight D&I achievements and goals in employer branding campaigns to attract talent from diverse backgrounds.





Why employer branding matters

In today's competitive job market, employer branding is more than a differentiator — it's a necessity. Companies must effectively communicate their values, purpose, and opportunities to attract top talent.

Employee-generated content

Employees play a pivotal role in this effort by serving as authentic ambassadors for the company, showcasing its culture and values through their experiences. Empowering employees to share their stories not only enhances credibility but also humanizes the brand, making it more relatable to prospective candidates. For the energy sector, where innovation and sustainability are driving forces, a compelling employer brand—amplified by engaged employee ambassadors—can establish trust and set organizations apart.

Building trust and recognition

A strong employer brand builds trust and recognition by consistently communicating a company's purpose and values. In industries like energy, where innovation and sustainability are critical, these elements are key to resonating with purpose-driven candidates. By ensuring every interaction aligns with their mission, organizations can strengthen their reputation and appeal.

Competing for talent in the energy sector

The competition for talent in the Nordic energy sector is fierce, with many companies vying for a limited pool of skilled professionals. A well-crafted employer brand not only helps organizations stand out but also connects with candidates on a deeper level, positioning the company as an industry leader and a desirable place to work.

A notable example of effective employer branding is SAP's collaboration with Papirfly, discussed later in this article



The role of digital asset management in strengthening employer branding

In a world where candidates interact with brands across multiple platforms, maintaining a consistent employer brand can be a complex task. From social media posts and recruitment campaigns to internal communications and career pages, every touchpoint must align with the organization's core values and messaging. Digital Asset Management (DAM) solutions provide the tools to simplify and streamline these efforts, ensuring efficiency and consistency at every step.

Key Features of Papirfly's DAM

- ✓ **Centralized asset management**
- ✓ **Customizable templates**
- ✓ **Collaboration tools**
- ✓ **Analytics and insights**

Real-world impact

Organizations leveraging Papirfly's DAM experience measurable benefits, including:

Time savings

Teams spend less time searching for assets or waiting for approvals, allowing them to focus on creative and strategic tasks.

Improved brand consistency

All content aligns with the company's employer branding guidelines, fostering trust and recognition among candidates.

Scalable solutions

Whether managing branding for one location or across multiple global markets, Papirfly ensures that every piece of content reflects the organization's core identity.



Case study:

SAP - Empowering employees as ambassadors for a consistent global employer brand

One of Papirfly's longstanding clients, SAP, is a global leader in empowering businesses through technology. With over 100,000 employees representing more than 150 nationalities, SAP faced the challenge of communicating a consistent employer brand to support talent acquisition and maintain a growing pool of exceptional talent.

To address these challenges, SAP identified three key objectives for leveraging employees as brand ambassadors:

- ⊙ Empower employees to use social media as a channel to promote SAP while ensuring compliance with social media governance policies.
- ⊙ Streamline asset creation by enabling employees to quickly and easily produce content using pre-approved design templates.
- ⊙ Support localized recruitment efforts by empowering teams to activate campaigns in any language across different regions.



With Papirfly's Digital Asset Management solution, SAP achieved remarkable results. Over 50 employees, primarily recruiters, became active content creators, collectively producing more than 400 assets. By leveraging Papirfly's tools, SAP not only saved time but also freed up its in-house design team to focus on strategic and creative initiatives. This shift fundamentally transformed their workflow, enabling the team to prioritize ideation and innovation while ensuring brand consistency across all touchpoints.

In the first year with Papirfly, the team at SAP saw:



2,000+

assets created across
different global campaigns



1,000

hours saved in asset-creation time



\$100,000

saved by creating assets in-house
instead of reproducing assets externally

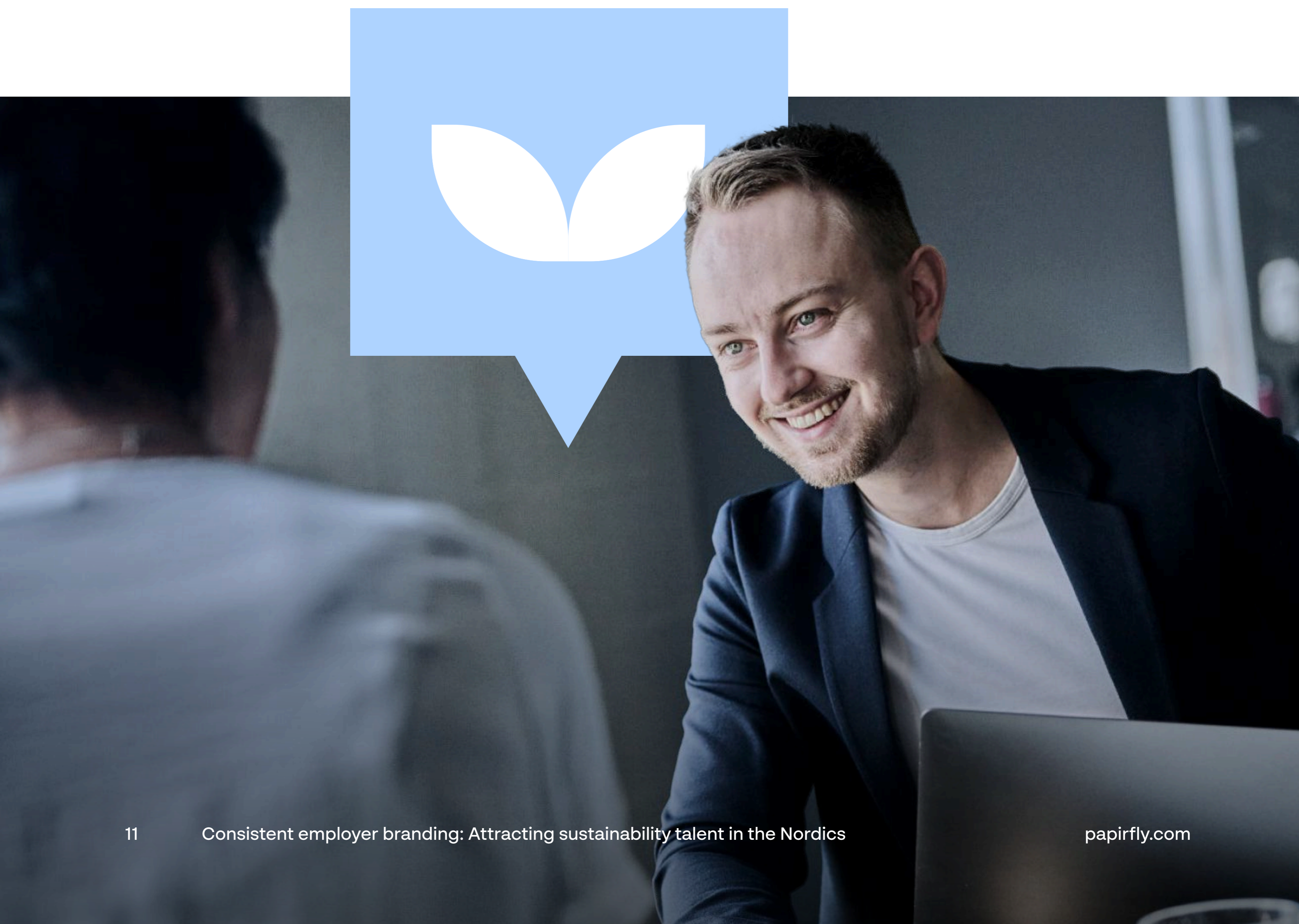
"Our main objective was to scale ambassadorship while maintaining alignment with global brand guidelines. Our global EVP consists of four key pillars, and through local creators, we successfully personalized these pillars to resonate with talent segments in various locations, thereby giving a more human touch to our employer brand."

Heather Walker,
Head of Global Employer Brand, SAP



Future-proofing employer branding: Trends driving sustainability in energy

Employer branding is undergoing significant transformation, influenced by emerging trends and evolving workforce expectations. To remain competitive, organizations must adapt to these developments.





Key trends

Sustainability

Candidates are increasingly seeking employers committed to environmental responsibility. Emphasizing sustainability in employer branding appeals to environmentally conscious talent and demonstrates corporate social responsibility.

Technology integration

The adoption of AI-driven analytics and Digital Asset Management (DAM) solutions is revolutionizing employer branding. These technologies enable scalable, data-informed strategies that enhance brand consistency and engagement across platforms.

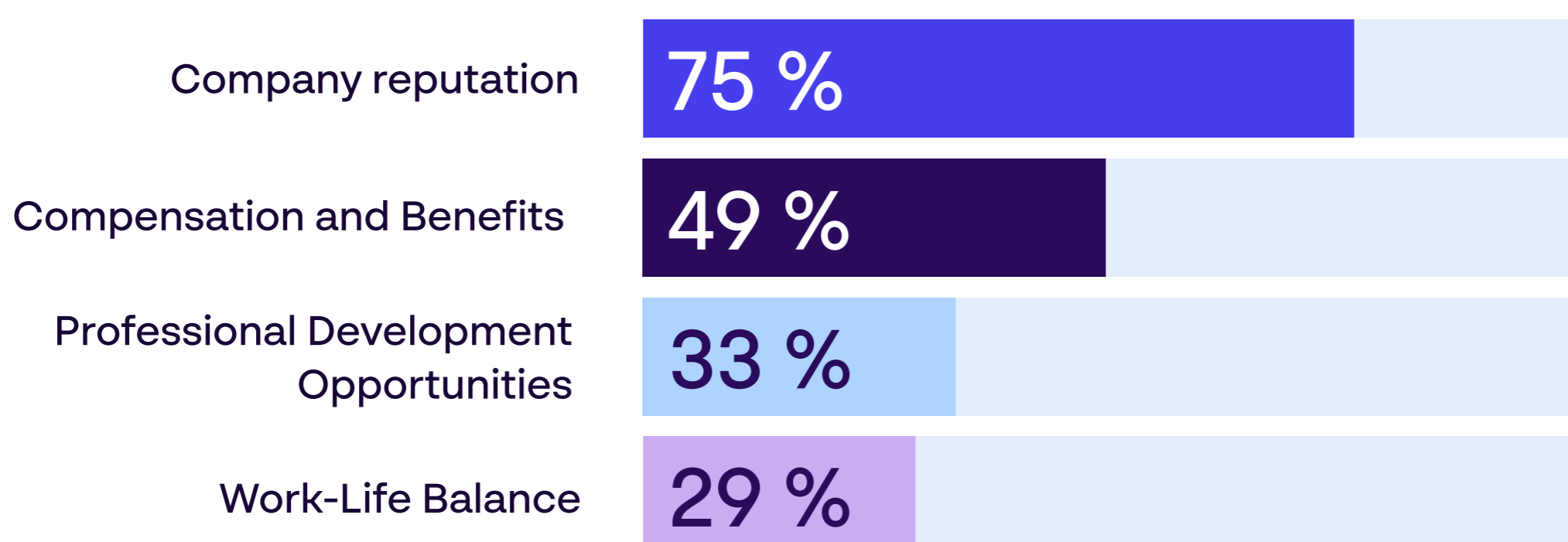
Diversity and inclusion

An inclusive employer brand attracts a diverse talent pool, fostering innovation and broadening organizational perspectives. Highlighting diversity and inclusion initiatives signals a welcoming environment for all candidates.

Supporting data

A survey by Indeed revealed that 75% of job seekers research a company's employer reputation before applying for a job. Factors like employee reviews, company culture, and employer branding play a significant role in a candidate's decision to pursue an opportunity. (source: [We Create Problems](#))

Factors influencing candidate decision-making:





Conclusion

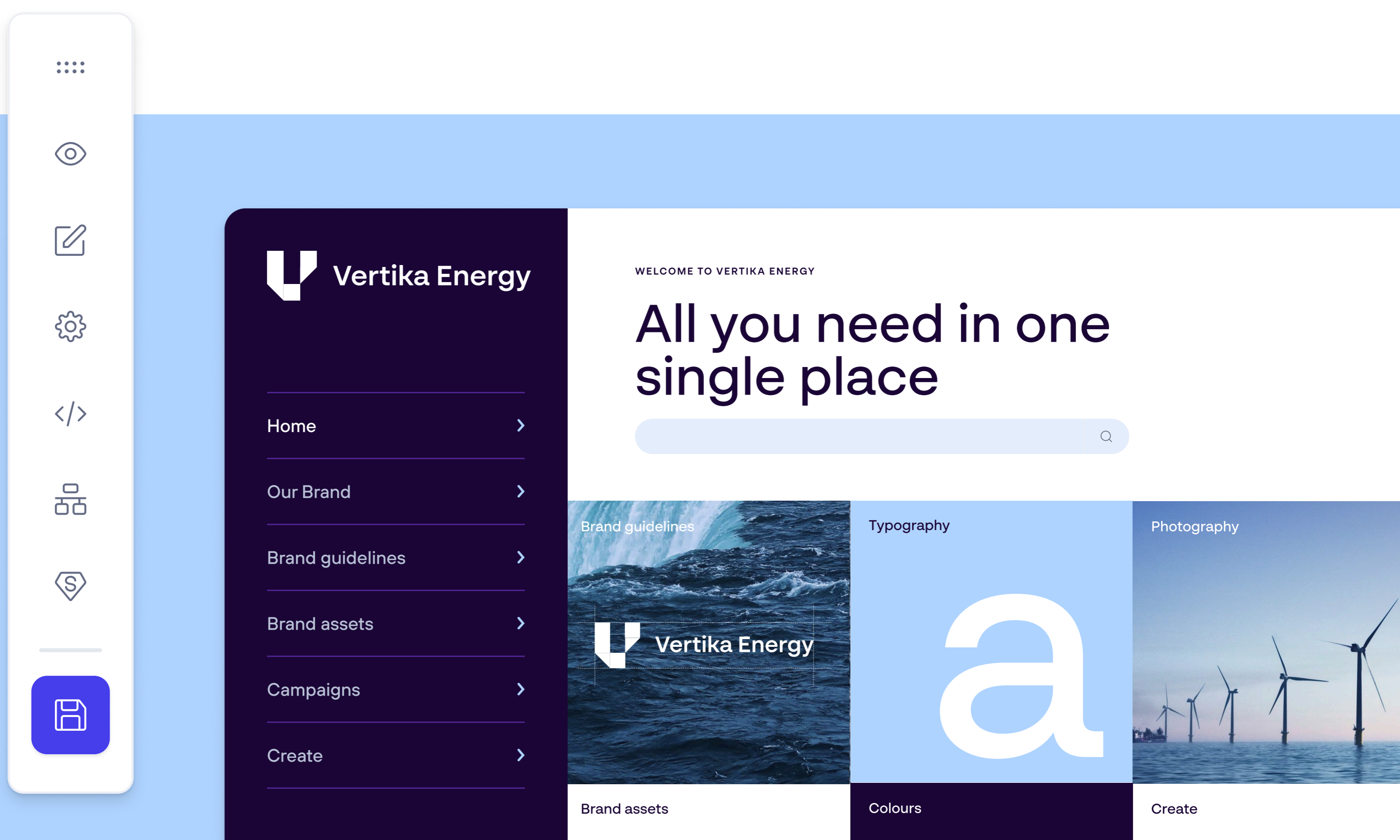
The Nordic countries' ambitious climate targets and evolving workforce trends underscore the critical role of a strong employer brand in shaping the future of talent acquisition. As the region pushes toward its goals of net-zero emissions and 100% renewable energy production, the demand for highly skilled professionals in green technologies and sustainable industries continues to rise. However, the talent gap—particularly in the energy sector—presents a pressing challenge for organizations striving to meet these objectives.



To address these challenges, companies must adopt a multi-faceted approach. This includes positioning themselves as purpose-driven employers, emphasizing opportunities for professional growth, and showcasing their commitment to sustainability and innovation. A compelling and consistent employer brand is no longer a “nice-to-have”; it is a necessity for attracting and retaining the right talent.

Digital tools like Papirfly’s Digital Asset Management (DAM) solution play a pivotal role in achieving this consistency. By empowering teams to create and manage on-brand content efficiently, organizations can communicate their values, purpose, and opportunities across all channels. Moreover, leveraging DAM technology enables companies to align global branding strategies with local recruitment efforts, ensuring relevance and resonance with diverse candidate pools.

Ultimately, organizations that invest in their employer brand and embrace innovative solutions like Papirfly are better positioned to navigate the complexities of today’s talent landscape. They can not only attract the best and brightest but also build a workforce capable of driving the energy transition and achieving the Nordic region’s ambitious sustainability goals. By prioritizing employer branding, companies secure their place as leaders in both the competitive job market and the journey toward a more sustainable future.



Want to elevate your employer branding?

Contact Papirfly to learn how our DAM solution can transform your branding strategy and help you attract top talent.



 www.papirfly.com

 [/company/papirfly](https://www.linkedin.com/company/papirfly)

 [/papirflyglobal](https://www.facebook.com/papirflyglobal)

 [/@papirfly](https://www.youtube.com/@papirfly)