



RÉPUBLIQUE
FRANÇAISE

*Liberté
Égalité
Fraternité*



04/02/2025

Leveraging online job advertisements for green skills analysis in France

Emiline Roger

French Department for Occupational Analysis and Employment of Disabled Workers

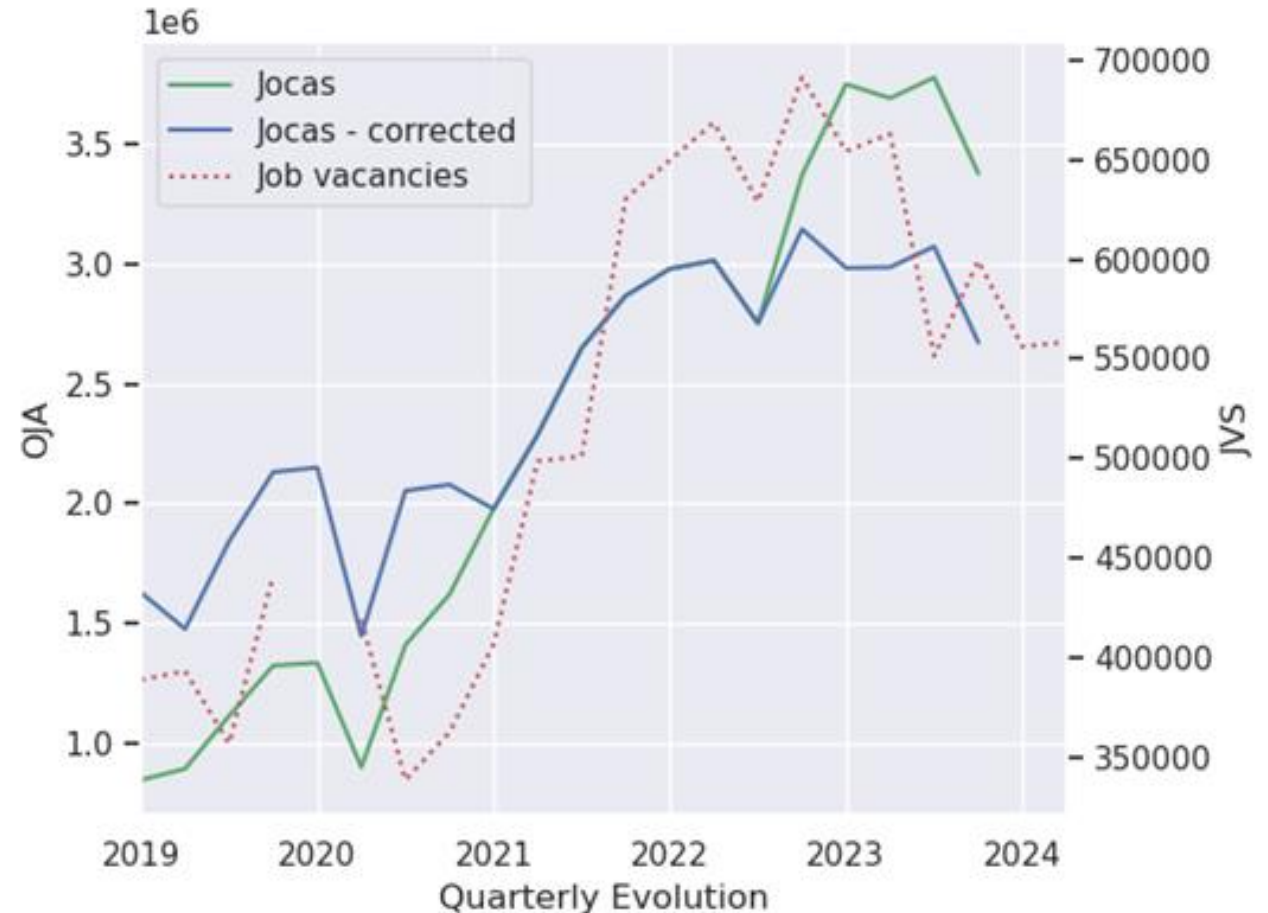
French Ministry of Labour– Ministerial Statistical Office

Jocas: A New Data Source for Labor Market Analysis

- *Jocas: Job offers collecting and analysis system*
- Developed since 2019 for short-term, real-time insights:
 - Calculate **hiring tension indicators**
 - Conduct **cyclical labour market analyses** (monthly series)
- Expanding coverage & improving data collection:
 - **Private sector** : Data from ~10 major job boards, incl. public employment operator
 - **Public sector** : Recent partnerships to integrate dedicated websites
- **Data collection evolution:**
 - Initially collected via **scraping**.
 - now prioritizing **API & SFTP flows** for stability
- **Open database + datalab** available for public use

Ensuring Data Reliability – Two Main Challenges

- **OJA volume is rising fast:**
 - **Duplication** across platforms, fake ads, clones across multiple locations...
 - **Various corrections needed (linked evolutions):** inclusion/disappearance of websites, scraping interruptions, changes in website policies...
- Complementary approach: A **mixed indicator** combining OJA and JVS
 - **Calibrate** OJA trends and volumes to match those of JVs
 - National calibration by sector based on JVS, with local and occupational **breakdowns** using OJA.



Case Study- Green Transition: More Than “Green Jobs”

- Job ads provide **rich descriptions**
 - Direct insight into skills demand
 - Tracking green skills helps understand labour market shifts
- **Objective:** Analyse the evolution of green skills within specific occupations
 - **Private sector :** Data from ~10 major job boards, incl. public employment operator
 - **Public sector :** Recent partnerships to integrate dedicated websites
- Non-exhaustive study on selected occupations and skills
 - Keyword analysis
 - Simple and transferable methodology

Selected Skills & Professions – A Transferable Approach



Car mechanic

Repair and maintenance of
electric vehicles



Roofer

Solar panel installation



Façade builder

Thermal insulation



Heating technician

Heat pumps installation



Architect

Sustainable building design

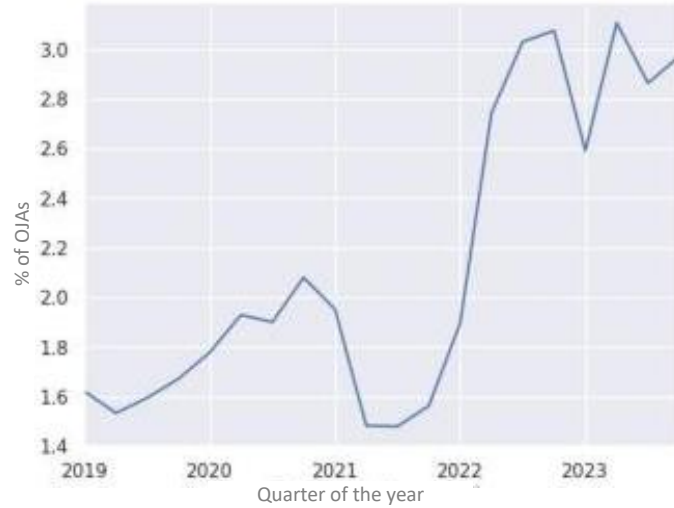


Lawyer/ Jurist

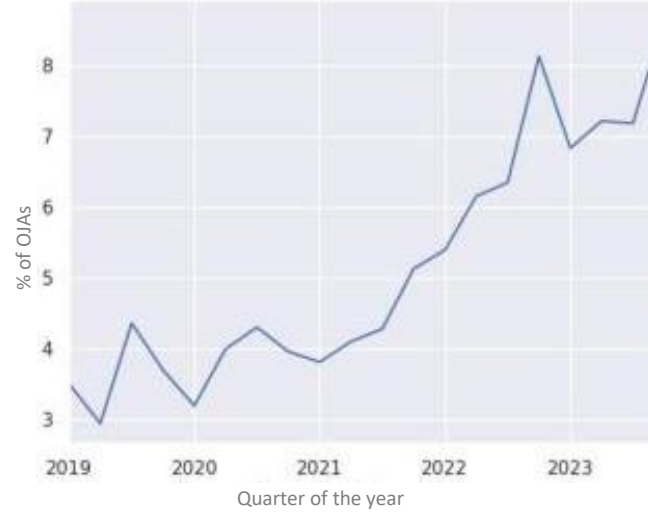
Environmental law

Key Findings – Green Skills Demand is Rising

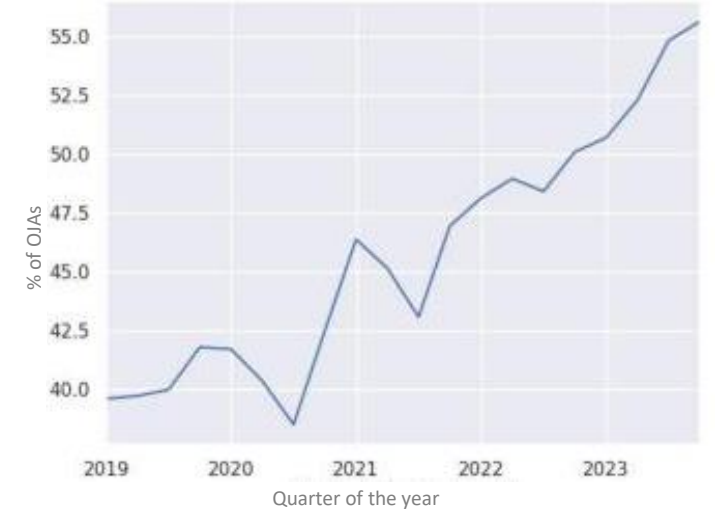
 Car mechanic



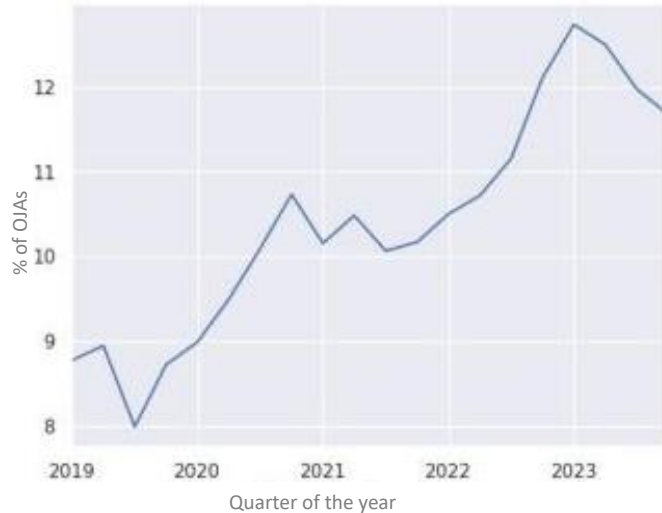
 Roofer



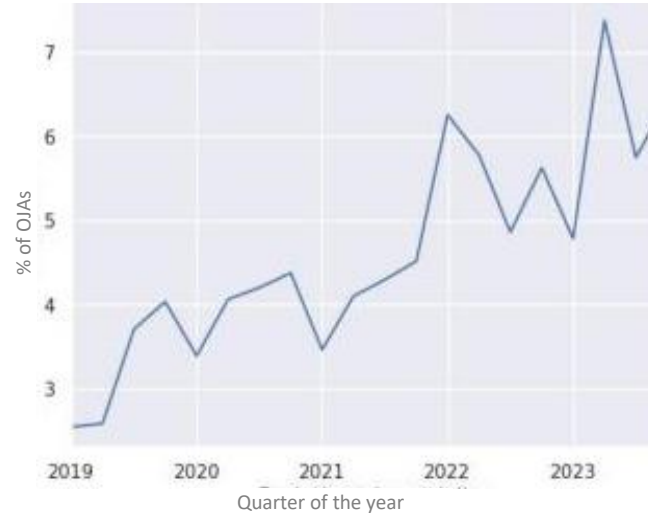
 Façade builder




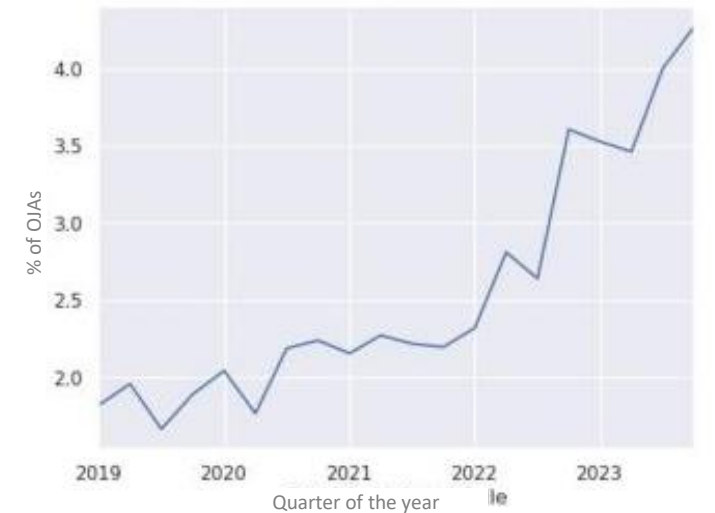
 Heating technician



 Architect



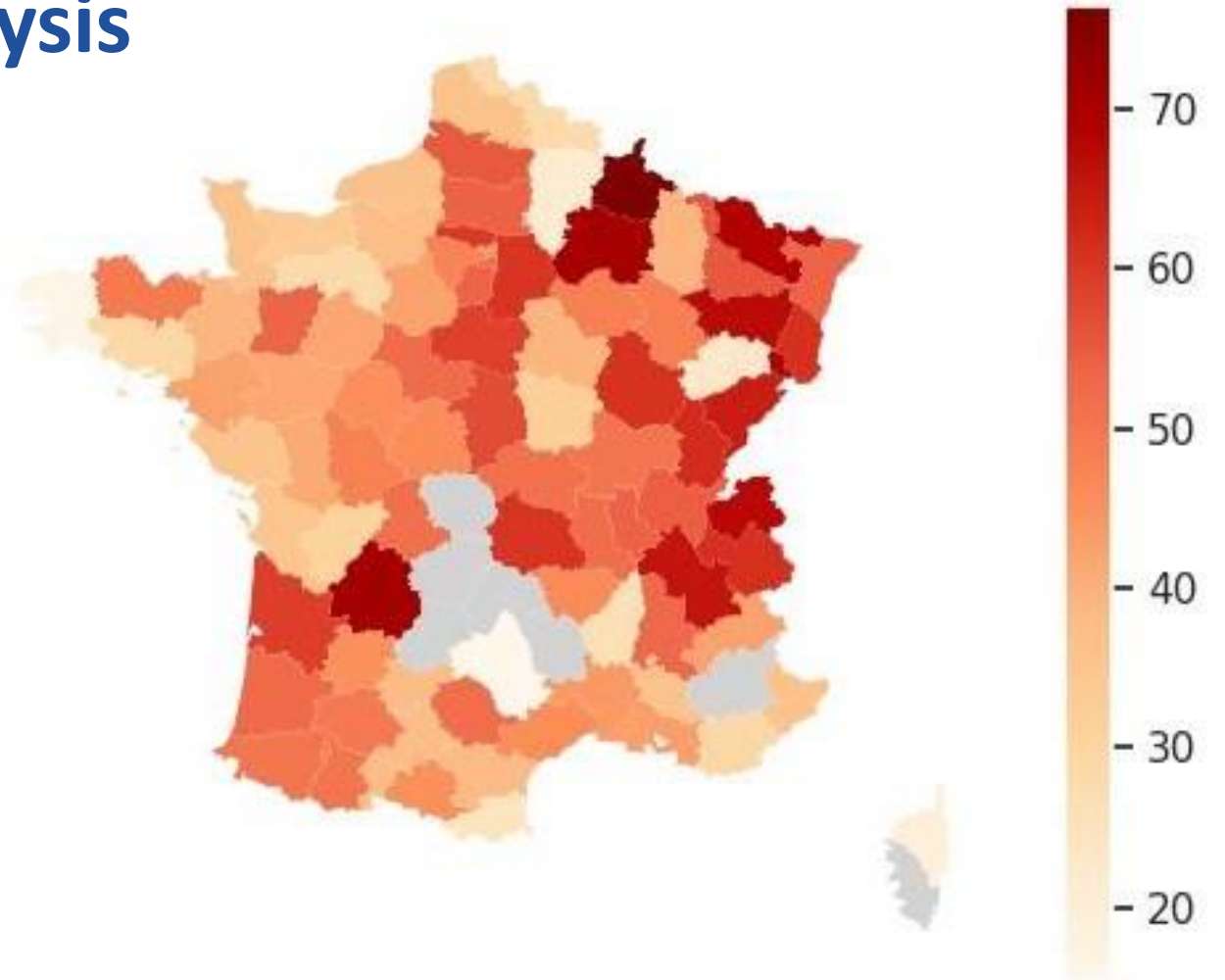
 Lawyer/ Jurist



OJA allows for Regional Analysis

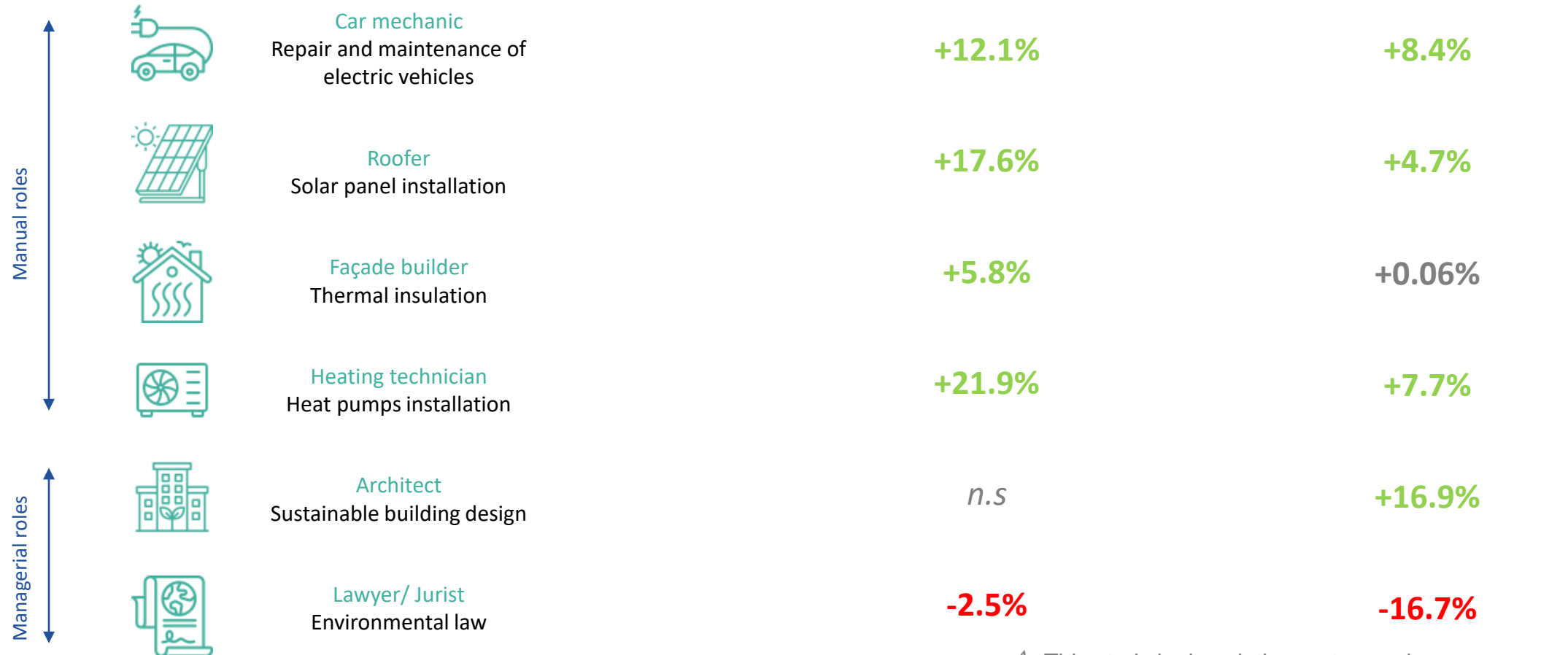
Example: Share (%) of job postings mentioning thermal insulation among postings for façade builders (average over 2019–2023).

- JOCAS provides data at the commune (postcode) level.
- Possibility of tracking local dynamics by analysing changes over time.



Source : Dares, Jocas

Are Green skills valued ?



This study is descriptive, not causal.

Thank you for your attention!

Happy to answer your questions