



# Working group meeting on Mainstreaming specialised skills in the educational cycle and in the workforce

Brussels, November 16<sup>th</sup> 2015, 13:00 – 17:00

European Commission, Place Rogier, Covent Garden Building, Room COV2 - 9.183

## AGENDA

---

### 13.00-13.10 **Introductions and objectives of the meeting**

- Silvia Leal (IE Business School)
- André Richier (DG GROW)

---

### 13.10 -13.30 **Overview of the current findings**

*Discussion on the rising demand for digital skills in terms of demand for ICT professional jobs in Europe, and more broadly in terms of companies expressing a lack in digital skills when they consider digital transformation as a competitive opportunity. This includes a brief review of recent studies and key initiatives.*

- Presentation by Christian Scharff & Diederik Verzijl (PwC) (10')
- Discussion (10')

---

### 13.30 -14.30 **Case studies on reskilling initiatives**

*Presentation and discussion on case studies of reskilling initiatives (circa 5 min presentation and 15 min discussion per case study):*

- **Academy Cube** (Germany): platform combining e-learnings with job hunt
- **Bango** (United Kingdom): mobile payment platform
- **Ferrero** (Italy): manufacturer of branded chocolate and confectionery products

---

### 14.30 -14.50 **Enhancing collaboration to solve sectoral skills challenges**

*Presentation and discussion of how a network of companies are cooperating with research centres and accreditation and regulatory bodies to find solutions to competencies and skills needed in the automotive, aerospace and train industries.*

- Presentation by Stefano Tirati (Skillman) (10')
- Discussion (10')

---

### 14.50 -15.10 **Answering the certification challenge**

*Presentation and discussion on international standards in digital skills certification to ensure recognition of acquired skills of the workforce.*

- Presentation by Austeja Trinkunaite (ECDL) (10')
  - Discussion (10')
-

---

15.10 - 15.40 **Financing reskilling efforts**

*Discussion on the allocation of responsibilities related to the cost and effort of reskilling practices, including sectoral training funds, mutual training funds, company-wide training funds, tax instruments, learning vouchers, individual learning accounts, private training arrangements, life-course arrangements, employer-sponsored apprenticeships, communal programmes for micro-enterprises.*

- Presentation by Christian Scharff & Diederik Verzijl (PwC) (10')
- Discussion (20')

---

15.40 - 16.00 **Summary, conclusions and next steps**

- Silvia Leal (IE Business School)
- André Richier (DG GROW)

---

16.00 - 17.00 **Working Group 4: on digital boot camps, better policy and regulations**

*Discussion on the bootcamp sessions, initiated as a proof of concept during the conference on Digital Economy, held on 10<sup>th</sup> and 11<sup>th</sup> November 2015 by the Luxembourg Ministry of Labour, Employment and the Social and Solidarity Economy. During the event, a "Disruptor Cocktail" was organised, in which the following 6 workshops were arranged:*

- (1) Drive and hack a car from a smartphone;*
- (2) Explore drones and robots business applications;*
- (3) Become a junior developer in web and mobile technologies in three months;*
- (4) Change your decision process with Open Data, Big Data and cartography;*
- (5) Reshape the innovation process with 3D printing;*
- (6) Cross the chasm of information security.*

- Irene Braam (Bertelsman)
- Laurent Frideres (PwC)

---

**PARTICIPANTS**

- **Irene Braam**, Bertelsmann
- **Giusy Cannella**, DigitalEurope
- **Dana Eleftheriadou**, DG GROW
- **Klaas Flechsig**, Google
- **Laurent Frideres**, PwC
- **John Higgins**, DigitalEurope
- **Elif Koksal-Oudot**, OECD
- **Alexandra Kuxova**, DG GROW
- **Silvia Leal**, IE Business School
- **Marco Pancini**, Google
- **Andrea Parola**, eskills association
- **Bertrand Pedersen**, PwC
- **Yannis Poulivalis**, ESN
- **Melissa Provenzano**, ESN
- **André Richier**, DG GROW
- **Christian Scharff**, PwC
- **Bram Smits**, Materialise
- **Stefano Tirati**, Skillman
- **Sebastiano Toffaletti**, PIN-SME
- **Austeja Trinkunaite**, ECDL
- **Diederik Verzijl**, PwC