

PREPARED FOR



June 2024



# Reskilling 4 Employment

Reskilling for Employment in Europe:  
An Industry-Led Model Powered by AI



# ERT launched *Reskilling for Employment (R4E)* to meet the reskilling needs of the 21st century



European Round Table  
for Industry



ERT brings together the leaders of some of Europe's largest companies, united by the ambition to **promote sustainable growth and prosperity** in Europe



They are committed to creating a strong, open and competitive Europe for **sustainable growth, jobs and prosperity for all**

## ERT MEMBER COMPANIES REPRESENT



**5M**

direct jobs  
worldwide



**2B€**

combined  
annual revenues



**59**

CEOs and  
Presidents



**"The struggle for a strong, open and competitive Europe, the engine of inclusive growth and sustainable prosperity"**

- Jean-François **van Boxmeer**, Chairman of ERT

# R4E embraced the challenge of changing people's lives

## R4E programme participants



***“The course was my gateway into the world of programming. It turned out to be a challenging journey, but also very rewarding and full of opportunities”***



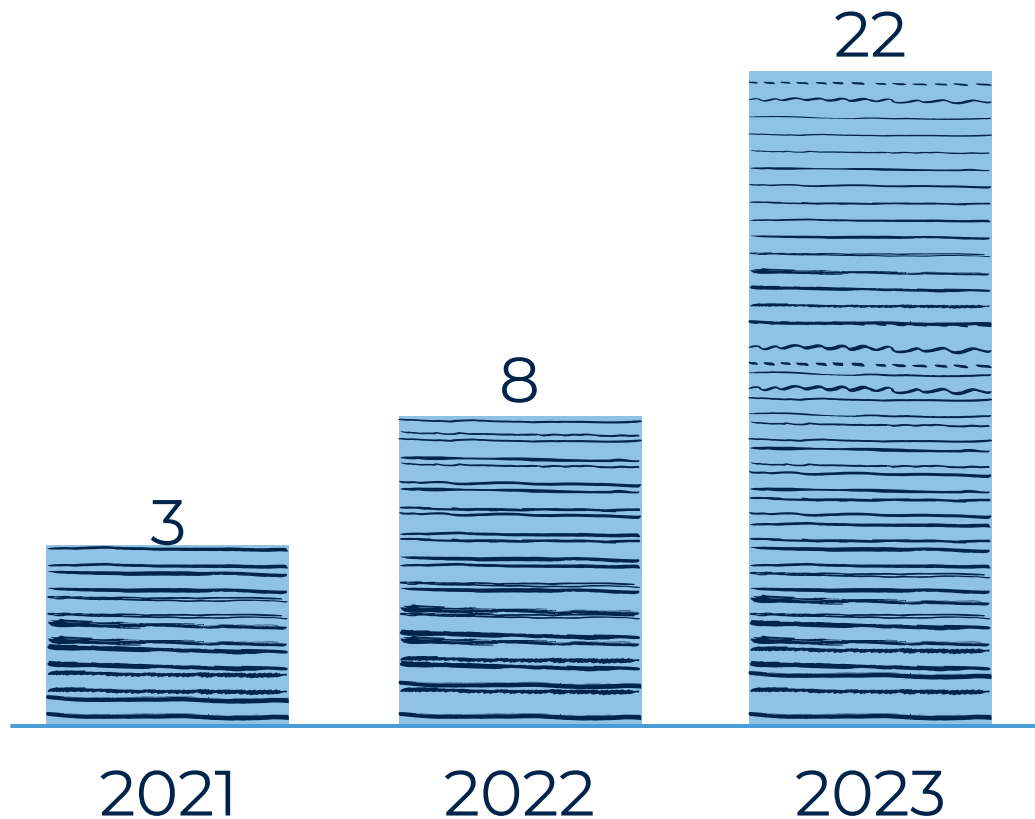
***“The training was like a breath of fresh air. It provided another look at the future, with new motivation and challenges, providing new opportunities”***



***“The ultimate goal is to get employed, and whether you like it or not, we face it [technological disruption] every day.”***

# However, we have not achieved the ambition to which we aspire

## People reskilled (Cumulative, 000)



## R4E learnings on reaching scale

- Lack of trust and awareness in E2E reskilling
- Strict criteria for E2E reskilling
- Limitations in delivery method

# A unique value proposition for all members of the ecosystem

**2 primary points of value with the NCN:**



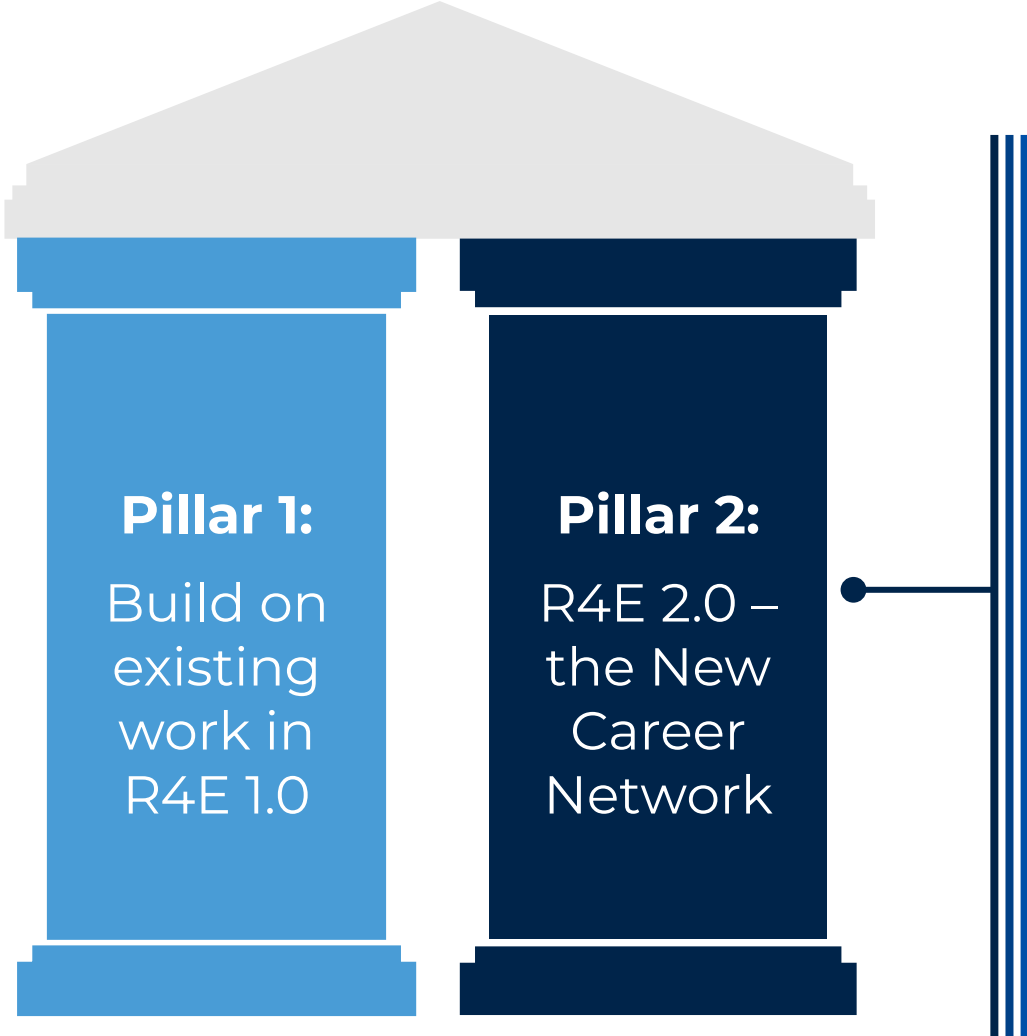
**Candidates' lives will be changed by retraining for a sustainable career**



**HR managers can trust that non-traditional candidates can perform on the job**

**NCN programs will gain greater visibility to the network of employees and candidates**

# Now, we're introducing a new pillar of R4E to scale impact through building trust in the reskilling ecosystem



## Create a digital reskilling ecosystem



# What the New Career Network is not

## Not a learning portal:

- ⊗ Not a provider and/or developer of its programmes
- ⊗ Not an aggregator of training programmes without criteria



coursera

42

udemy

## Not an “open” job portal:

- ⊗ Not a repository of job opportunities for anyone, only NCN graduates applying to vacancies posted in the NCN
- ⊗ No in-platform hiring process

*InfoJobs*

LinkedIn

*jobsite*

# What makes the New Career Network unique?

- Led by industry players in Europe to build trust
- Scale driven by a technology and AI-powered platform
- Collaborative approach to partners
- Non-profit sustainable social initiative to create impact in Europe





# Partnering with mission-aligned global workforce technology company FutureFit AI

FutureFit AI uses AI and data to connect talent to opportunity at scale

## 1. AI-powered platform

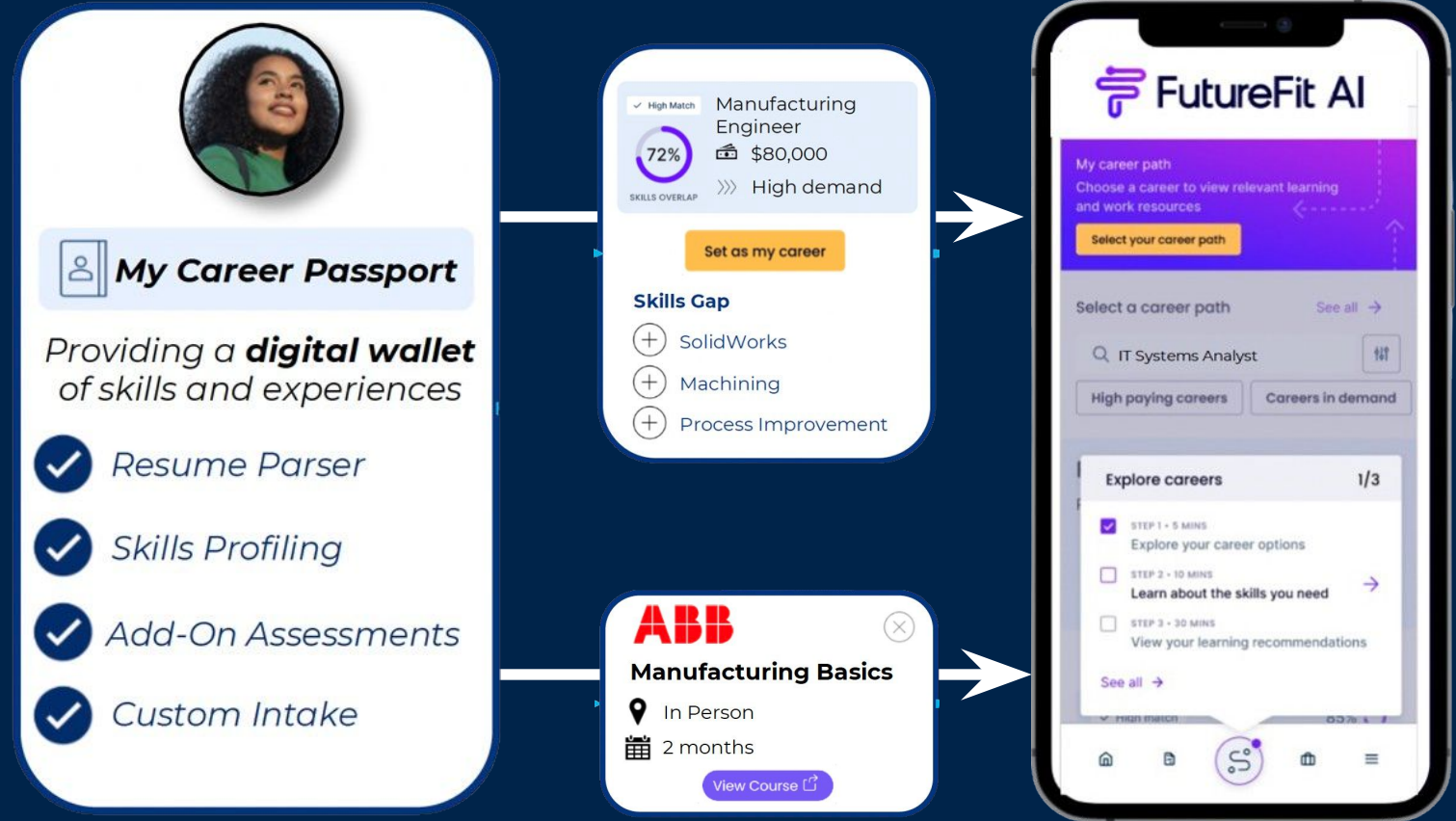
Analyses candidate skills and experience to identify the best matches for open positions and reskilling programs

## 2. Local and scalable

Personalize user experience and curate catalogues based on local context, with aggregate insights across regions

## 3. Skills intelligence

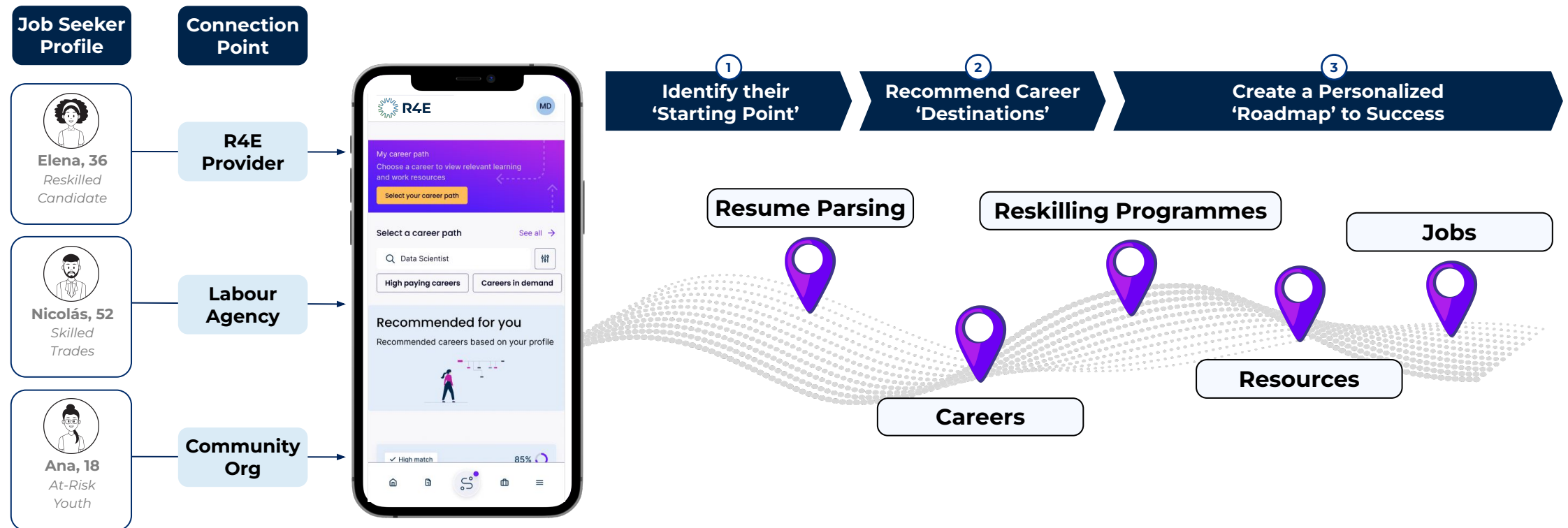
Proprietary skills taxonomy aligned with international industry standards



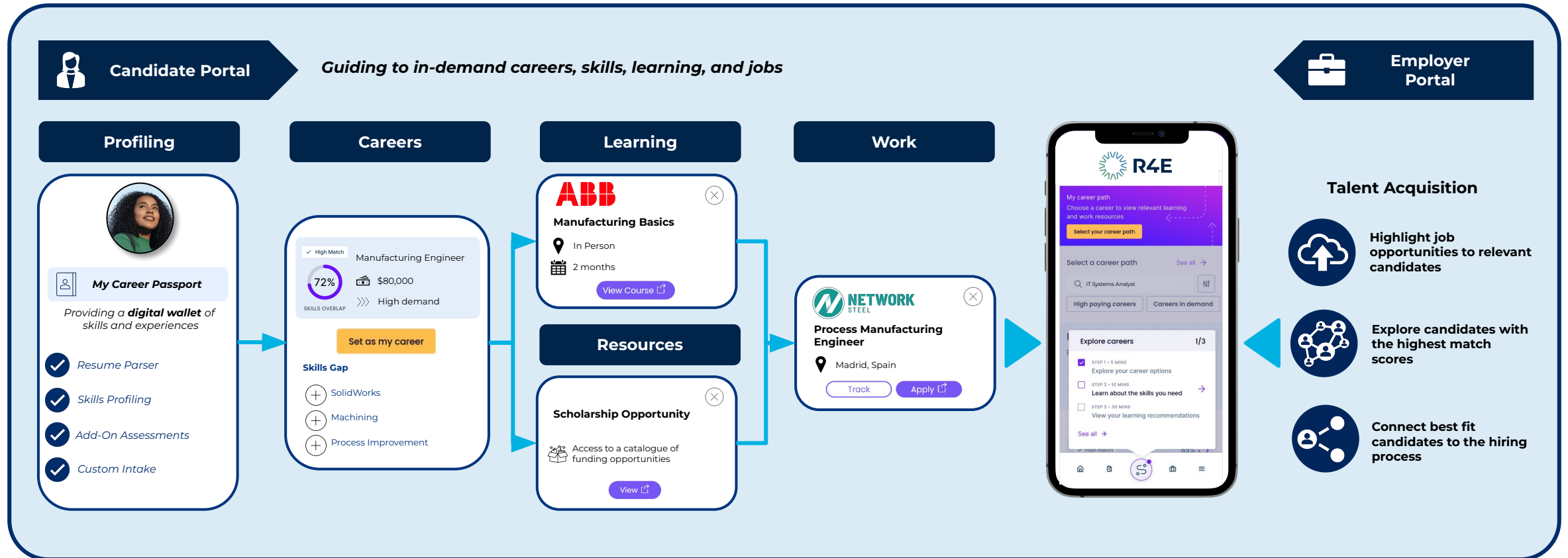
# The digital platform will act as the “connective tissue” providing candidates a Common Front Door to the NCN

Different job seeker profiles, entry points, programmes, and industries.

One **consistent and personalized user journey**, with critical data captured at each stage.



# The NCN will make it seamless to connect candidates with personalized, accessible, AI-powered paths to mobility

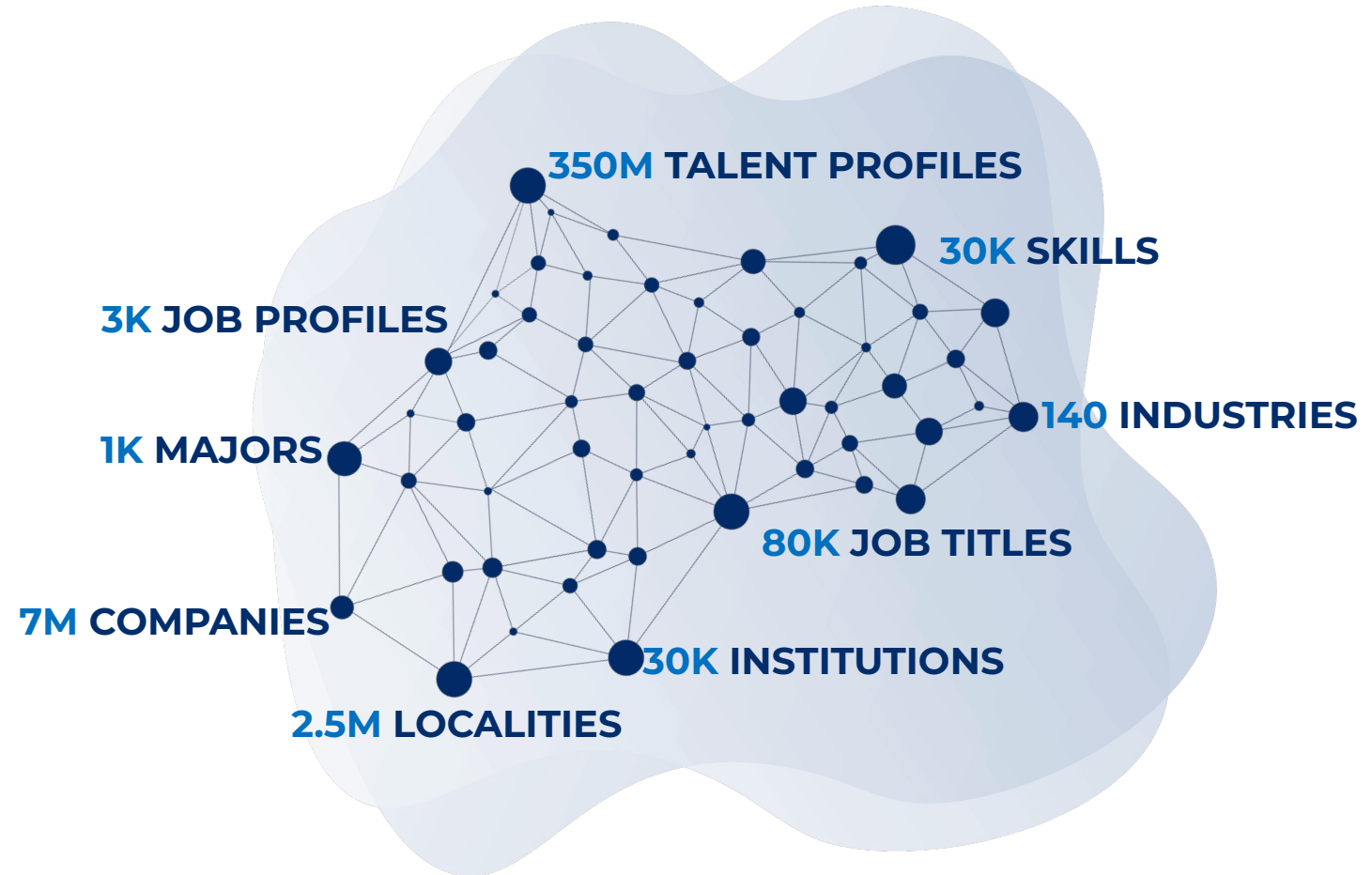


## Powerful data

- ✓ 350 million talent profiles
- ✓ 30,000 different skills
- ✓ 20+ labor market data sources

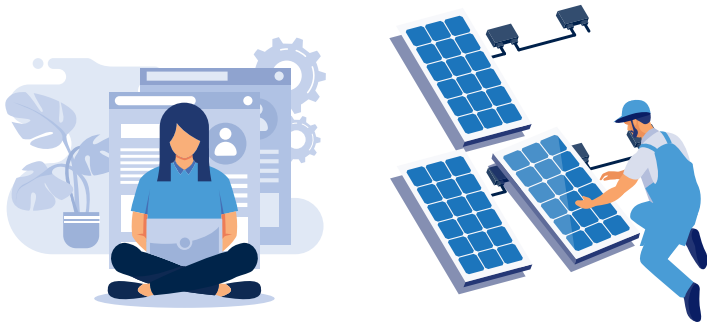
## Responsible AI

- ✓ Ethical machine learning
- ✓ Bias-reduction algorithms
- ✓ GDPR-compliant privacy standards

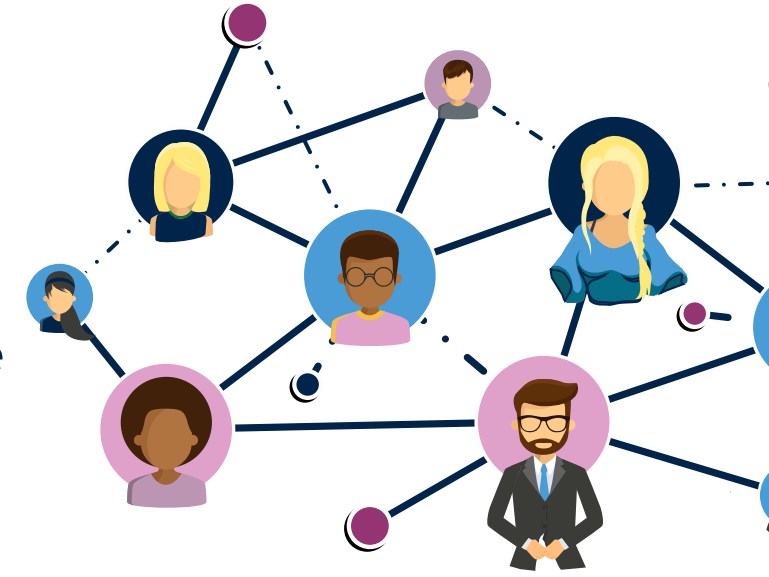


# In the long term, we aspire towards scale — creating the largest reskilling network in Europe

Our mission is to help as many people as possible **retrain for employment** across Europe



The scale of this challenge is enormous: **~12Mn people** will need to change jobs in Europe by 2030



We know that we can only achieve this by **collaborating, learning and growing together.**

# Thank you

Visit Booth 12 or contact our team at [iabergcobo@telefonica.com](mailto:iabergcobo@telefonica.com) to learn more about the NCN and ways to get involved!



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