

IMPROVING THE SKILLS OF THE GENERAL POPULATION

Together, EU institutions and Member States should support education and training and ensure the general population is equipped with the foundation skills for the future workplace.

Demand for cognitive skills is anticipated to increase by **15% in Europe by 2030.**

A majority of EU countries have cut investments in education between 2008 and 2015.

Today, **93% of jobs in Europe** require at least basic digital skills.

NEW TRENDS AFFECTING SUPPLY AND DEMAND OF SKILLS

SCHOOL EDUCATION

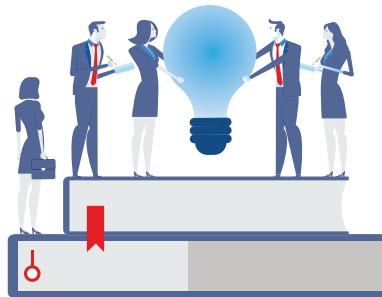
Employers increasingly look for creative and critical thinking, problem-solving, adaptability, curiosity and the ability to work in a team.

LIFE-LONG LEARNING

Data demonstrates that early pre-school education can lead to high returns in economic well-being.

TEACHING METHODS

Digital learning tools help the transition to the future workforce. However, their uptake around Europe is uneven with some Member States still lagging behind.



STRATEGIC RECOMMENDATIONS

EU

- Increase inter-ministerial coordination on youth education and development in schools, universities and vocational training.
- Increase exchange of practices between Member States to strengthen policies and supply of STEM, digital and employability skills.
- Incentivise education and training through the European Investment Bank (EIB) and European Fund for Strategic Investment to boost private sector investment in core skills.

MEMBER STATES

- Enable school to job transitions by fostering engagement between business and higher education that contributes to curriculum design, providing internships and mentorships to students.
- Promote private sector participation in teacher training and upskilling.
- Incentivise teachers to actively participate in lifelong learning.
- Support the funding of information and communication technology (ICT) infrastructure in educational institutions.

EMPLOYERS

- Design internal training solutions that strengthen STEM, digital skills and non-cognitive skills to facilitate the upskilling of workers.
- Encourage and develop skill-based employee volunteering programmes.
- Engage in public-private partnerships to train young talent and communicate employers' expectations about the skills of the future workforce.

SPECIFIC ACTIONS FOR THE EU TO SUPPORT



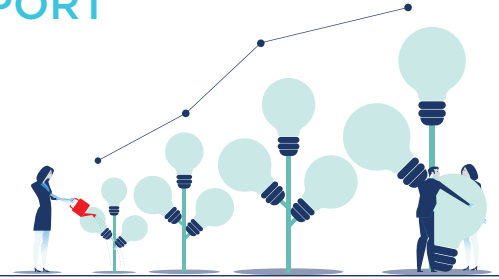
MCDONALD'S - YOUTH OPPORTUNITY

McDonald's recognises the importance of foundational skills in long-term career success. In 2018, McDonald's launched the global Youth Opportunity initiative, which aims to reduce barriers to employment for two million young people by 2025 through pre-employment job readiness training, employment opportunities, and workplace development programmes.

Participants in the pre-employment training learn critical foundational skills they need to secure a job, such as self-awareness and management, communication skills, problem solving and conflict management. Through on-the-job learning and workplace development programmes, young workers build further foundational skills in hospitality and teamwork that will enable them to progress in the workplace, both at McDonald's and beyond.

Youth Opportunity offers local programmes designed to meet the needs of young people in each participating country. For example, McDonald's Italy has partnered with a local, certified training partner to provide a training programme for young people not in employment, education, or training. The programme will provide participants the technical skills necessary to search for, apply, interview, and secure a job, as well as soft skills required to be effective in the job, including time management, interpersonal skills, and ethical behaviour.

Since 2018, we estimate more than **392,000 young people** have benefitted from the Youth Opportunity initiative.



AMCHAM ROMANIA

Start Digital @ the 4th Grade is AmCham Romania's call to all relevant stakeholders to work together to prepare the future workforce for the demands of the digital economy by developing digital skills and competencies starting with primary school age.

The project's main objectives are to motivate, help and inspire teachers to improve their digital skills, stimulate children's interest and curiosity in new technologies, all while educating the children on what a safe digital environment means.

Furthermore, the project promotes that unique knowledge to 'future proof' younger generations and helps facilitate a dialogue between the private and public sector through a common goal - education for future generations "with" and "based" on new technologies. Finally, the project intends to improve and adapt education systems and related frameworks to mirror society's current digital dimension and match future demand for jobs.

Throughout the project, participants exchanged ideas, co-designed tools and related mechanisms, aimed at creating a bridge between companies and teachers in primary schools.

Actors involved: companies, primary school children, teachers, NGOs.

Number of companies participating in the pilot project: **16**

Number of children: **430**

Number of teachers and adult volunteers: **35**

Number of partner NGOs: **4**