

Request for proposals

Briefing note: The future of skills

Project Description

AmCham EU is seeking consultancy support to compile a briefing note targeted to member CEOs, that will provide a basis for their advocacy and communication on the future of skills.

The successful applicant will be able to produce a crisp and concise briefing note built on publicly available data. The analysis of that data will serve as a compelling communications and advocacy tool for AmCham EU members.

Issue and Purpose

The inability to recruit people with the right skills – or skills gaps – is identified as a key business issue by many AmCham EU member companies. At the same time, widespread fear about the end to many legacy jobs is shifting opinions about corporations and their role in society.

As the combined effects of globalisation and automation fundamentally transform the way we work, the discussion on the skill sets of the workforce fits into a larger debate on the future of work.

AmCham EU wishes to develop better messaging for its members on the issue of skills gaps. This briefing note would be the foundation for expressing thought leadership on this issue.

Focus

The briefing note will aim to relate the business reality CEOs experience to broader global trends and national/EU policy. In essence, it will be a scene setting note, broad enough to give angles, but that summarises the main points related to the issue. It will provide background on the debate on the future of work.

It will demonstrate how the combined effects of globalisation and automation create new opportunities and challenges governments, businesses, education providers and others need to face head-on. It will specifically address how the most important skill sets are changing as industries transform and how social and cognitive skills will be critical to the workforce of tomorrow.

The briefing note will articulate the **links between education, work, training, reskilling, upskilling and life-long learning**. These will all be part of an individual's career path moving forward, as the process of learning and acquiring new skills is no longer linear.

It will also be able to provide a variety of charts, graphics and points to illustrate the positive messaging and actions businesses take in relation to the skills gap phenomenon.

A final section of conclusions and recommendations directed to EU and national-level policymakers will be aimed at:

1. What can governments do? – Regulatory aspects at EU and national level.

Eg. Ensuring that regulatory and other actions are optimal in conjunction with business needs. Reinforcing the fact that businesses are clearly interested in the issue and want to be partners of policymakers in finding the best solutions; should be included.

2. What is business doing and can do to help?

Eg. Examples of best practices on reskilling, upskilling, comparative analysis with the US.

Format

The findings should be presented in a visually appealing and user-friendly manner. As the target audience consists of CEOs, the briefing note should be as concise as possible, using clear and relatable language.

The briefing note should not exceed **ten pages in length**. Given the target audience and their limited time availability, conciseness will be paramount.

Data and examples should be the central pillar of the note. The note should not aim to go through every single possible action, solution or issue in the skills debate. Rather, it should focus on two or three key aspects that would be useful for the intended audience.

These could include for example,

- Enhancing skills through Public-Private Partnerships (comparison with the United States), corporate partnerships with universities or colleges, State-funded training programs – eg. State of Florida Incumbent Worker Training
- Planning ahead – how can governments and business work together to predict the skills of the future?
- Fluidity – how businesses will adapt to allow the labour market to be more fluid, yet needing a proper regulatory environment for that.
- Changing the narrative on the perception of automatisisation (how to make people feel less scared of apocalyptic scenarios)
- Soft skills (communication, leadership etc.)
- Infrastructure and regulatory issues (childcare, transport, labour laws)
- Focus on exact professions that are likely to be affected in the short to medium term

Target Audience

The target audience consists of high-level CEOs whose roles are more strategic. They need to be able to quickly understand the main points in the briefing note, use concrete examples and be able to convey the messages of this note to policymakers and peers.

Bidding

There are two core elements to the project:

- Research and drafting of the briefing note
- Infographics, imagery, layout and design

You are expected to collaborate often with the AmCham EU secretariat point of contact and, in some cases, with members before the completion of the project.

Your proposal should include:

- Proposed approach – outline of the angles you would take, structure of the briefing note;
- Statement explaining current and historical expertise in creating similar work
- Work plan and detailed budget;

Budget

The size of the budget will be determined by bids tendered.

Timeline

- **5 February 2018:** Deadline for applications
- **5 – 17 February 2018:** Scheduling of interviews with shortlisted candidates
- **17 February 2018:** Notification of contract award
- **19 February 2018:** Project research begins
- **16 April 2018:** Delivery of the final version of study
- **16 – 25 April:** Possible round of editing based on member input

Selection Procedure

Candidates wishing to be considered for this project should tender a bid to Marius Nicolescu, Content Advisor, AmCham EU at mni@amchameu.eu by the **close of business on Monday, 5 February 2018**. A final decision will be communicated to all applicants on 16 February 2018. For more information, please contact mni@amchameu.eu or +32 (0) 289 10 33.

About AmCham EU

AmCham EU speaks for American companies committed to Europe on trade, investment and competitiveness issues. It aims to ensure a growth-orientated business and investment climate in Europe. AmCham EU facilitates the resolution of transatlantic issues that impact business and plays a role in creating a better understanding of EU and US positions on business matters. Aggregate US investment in Europe totalled more than €2 trillion in 2016, directly supports more than 4.5 million jobs in Europe, and generates billions of euros annually in income, trade and research and development.