

CONTEXT

Get the right skills for the workforce through accurate communication as a main driver to HR readiness.

Our [research](#) shows that some companies do not forecast what megatrends are coming and how they may impact their workforce, especially employees at risk. As a result, upskilling programmes, let alone targeting this vulnerable group, are not part of companies' training efforts. Besides, there is a general lack of awareness on the benefits of upskilling, from both the company and the employees' perspective. It is key to communicate about upskilling in a positive way to incite a mindset shift towards continuous learning, and allow employees to have a key role in manoeuvring their careers, to take ownership of their learning paths.

For upskilling to take off and be successful, internal communication and collaboration between HR and business are essential, regardless of a vertical or horizontal approach. Once this is established, a positive communication about upskilling between employees and HR is needed, to allow them to share learning responsibilities.

ABOUT THE EVENT

1. Aim of the Event:

The "Atelier" is a **new learning format which brings together corporate members of CSR Europe to discuss their strategies, challenges and best practices**. Each atelier will have a practical deliverable which will encourage the companies' representatives to develop and implement company-specific improvement plans, in this case related to upskilling.

This is a series of intertwined events. While the first atelier will focus on the **importance of internal collaboration and communication, the role of HR in upskilling and how to care for employees at risk**, the second one will directly follow up on this and deal with **communication about upskilling towards employees** and how to **encourage them to take ownership of their learning paths**.

2. Key learning points:

- Learn how HR could better communicate and collaborate with other departments in the company
- Discover how to raise awareness about upskilling and forecasting megatrends
- Explore which employees at your company are at risk and how to provide for their training

Deliverable: HR readiness assessment of your company and liaison with other departments

3. Who should join:

- HR Managers/Officers/Specialists/Business Partners
- Learning & Development/Skills development Specialists
- Strategic positions collaborating with HR Department (Divisional/departmental managers facing automation/digitalisation, ...)
- CSR Managers/Officers/Specialists

SCHEDULE

TIME (CET)	SESSION	SPEAKER(s)
11:00 - 11:05	Welcome and purpose <ul style="list-style-type: none"> Supporting companies in their transformation through pilots and ateliers Reaching impact through the European Pact for Skills and CSR Europe's Pact for Sustainable Industry Helping systemic change through the European Pillar of Social Rights and EU Social Taxonomy Our journey to support you: ateliers, practical task & SDG Summit 	JAN NOTERDAEME <i>Senior Advisor</i> CSR EUROPE
11:05 - 11:15	CSR Europe and pilot project Upskill 4 Future <ul style="list-style-type: none"> Initial findings on HR readiness of companies for inclusive workforce transitions and from HR roundtable Application of HR readiness assessment tool in the atelier 	ANDREA BITTNEROVA <i>Project Manager</i> CSR EUROPE
11:15 - 11:30	Company: Best practice <ul style="list-style-type: none"> Case study on Toyota's path of transformation Soft skills needs Collaboration between HR and business in terms of divisions, plants and units 	CHARLOTTE CRETON <i>General Manager, People & Innovation</i> TOYOTA MOTOR EUROPE
11:30 - 12:00	The collaboration and the communication between HR and the business in your company <ul style="list-style-type: none"> In terms of strategic workforce planning, how does HR and other functions collaborate together? How do you identify vulnerable workers and ensure they are not left behind? 	BREAK OUT SESSIONS
12:00 - 12:30	Sharing findings from breakout sessions	COMPANIES
12:30 - 12:45	Next steps <ul style="list-style-type: none"> Next steps – practical task & next atelier <ul style="list-style-type: none"> Homework, follow-up and benchmark Confirming the next atelier and inviting other colleagues 	JAN NOTERDAEME <i>Senior Advisor</i> CSR EUROPE

CONTACT
Andrea Bittnerova
Project Manager
ab@csreurope.org