



JOIN OUR WORKING GROUP DISCUSSIONS:

**MAKING THE BUSINESS CASE FOR  
RESPONSIBLE DIGITALISATION OF WORK**

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26<sup>th</sup> March 2019, Brussels  
10h – 16h

CSR EUROPE BUSINESS PLATFORM ON THE FUTURE OF WORK



Join us:  
**MAKING THE BUSINESS CASE FOR  
RESPONSIBLE DIGITALISATION OF WORK**  
26<sup>th</sup> of March - Brussels

Presentation flow

- ① What is Corporate Digital Responsibility at work
- ② Objectives for the workshop on 26<sup>th</sup> of March
- ③ Agenda of the day & benefits of joining

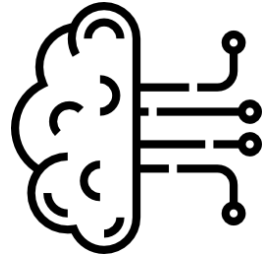
# FACETS OF CORPORATE DIGITAL RESPONSIBILITY

1

## RESPONSIBLE **DEVELOPMENT** OF TECHNOLOGICIES

How to prioritize ethical considerations so that these technologies are advanced for the benefit of humanity.

e.g. tackling AI bias



2

## RESPONSIBLE **DEPLOYMENT** OF TECHNOLOGICIES

How to use technologies in a given socio-economic context as to yield benefits for people, planet & profit?

e.g. using AI for social good

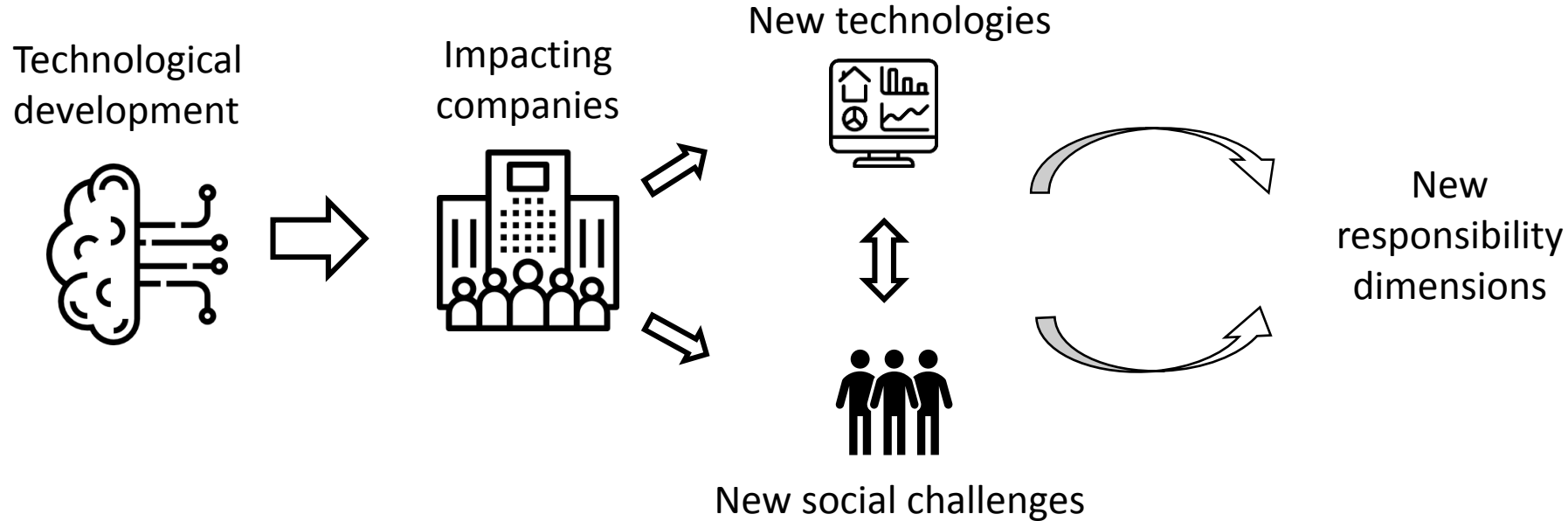
**CSR Europe focus on future of work**



# CORPORATE DIGITAL RESPONSIBILITY CHALLENGE FOR WORK

## CHALLENGE:

In times of rapid technological developments, how to transform your workplace responsibly?



How to equip employees with the right skills?

How to maintain a digital work-life balance?

How to establish digitally inclusive workplace?

How to utilise employees' data at work?

How to support people's job transitions?

How to foster human centric automation?



# CSR EUROPE'S FRAMEWORK ON CORPORATE DIGITAL RESPONSIBILITY

We set up a framework to support companies drive responsible transformation of work

## Area

## Changes in workplace

## Responsibility dimensions

### Digitalisation - Ensuring work-life balance and health



Flexible work locations/times  
Virtual teams & online platforms  
Agile & democratic teams  
Output focus & customization

**Digital adoption:** Acceptable and responsible technology adoption rate  
**Digital well-being:** Work-life balance and health in digital world  
**Digital inclusion:** Access to digital by different groups (diversity, age etc.)  
**Digital capacity:** Equip employees with right set of skills and mindset

### Data - Increasing employee engagement & social good



New raw data (what)  
New collection ways (how)  
New collection points (where)  
New insights (why)

**Transparency:** Disclose to employees how data is collected & used  
**Privacy:** Allow employees to have better control of their data  
**Empowerment:** Ensure data usage supports employees in their work  
**Inclusion:** Use data to improve social outcomes at the workplace

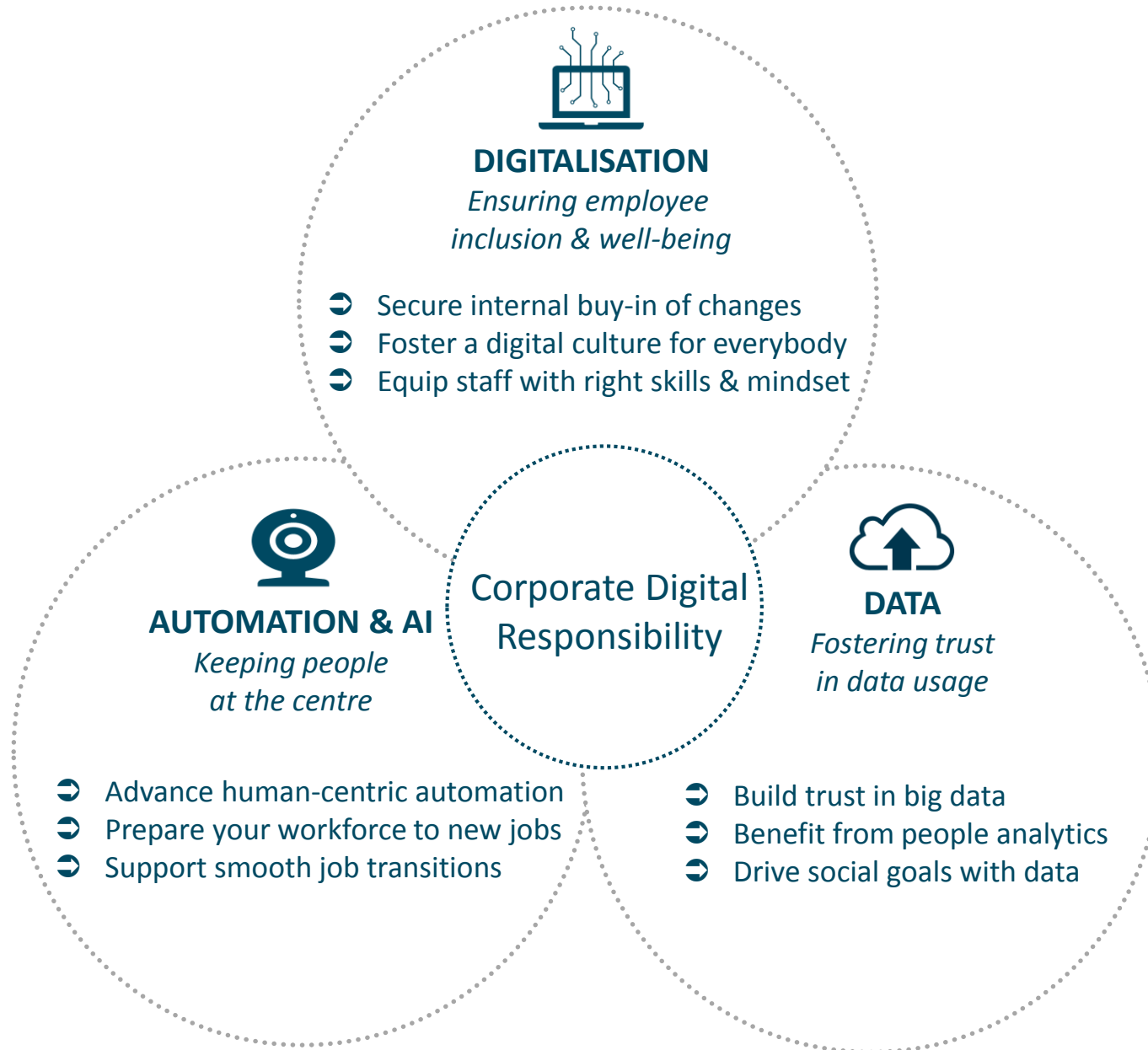
### Automation & AI - Keeping people at the centre of business transformation



Changing business forecast  
Automation of routine tasks  
New skills & occupations

**Augmentation strategies:** Unleash untapped human potential  
**Workforce transitions:** Support workers' transition to new jobs/tasks  
**Human-machine collaboration:** Upgrade employees to co-work with AI etc.

# BUSINESS BENEFITS OF CORPORATE DIGITAL RESPONSIBILITY



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# INVESTIGATING THE BENEFITS OF RESPONSIBLE DIGITALISATION

## CHALLENGE

As digital disruption puts pressure on companies to transform, questions remain on how to best navigate future uncertainty among arising risks & opportunities



To manage the challenge, Corporate Digital Responsibility is providing a vision for companies to balance innovation and competitiveness with societal concerns

However, questions remain on what are the true benefits of responsible digitalisation for the business

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## WORKSHOP DISCUSSIONS

To answer this question, the working group meeting gathers company practitioners from HR/CSR/IT to investigate together



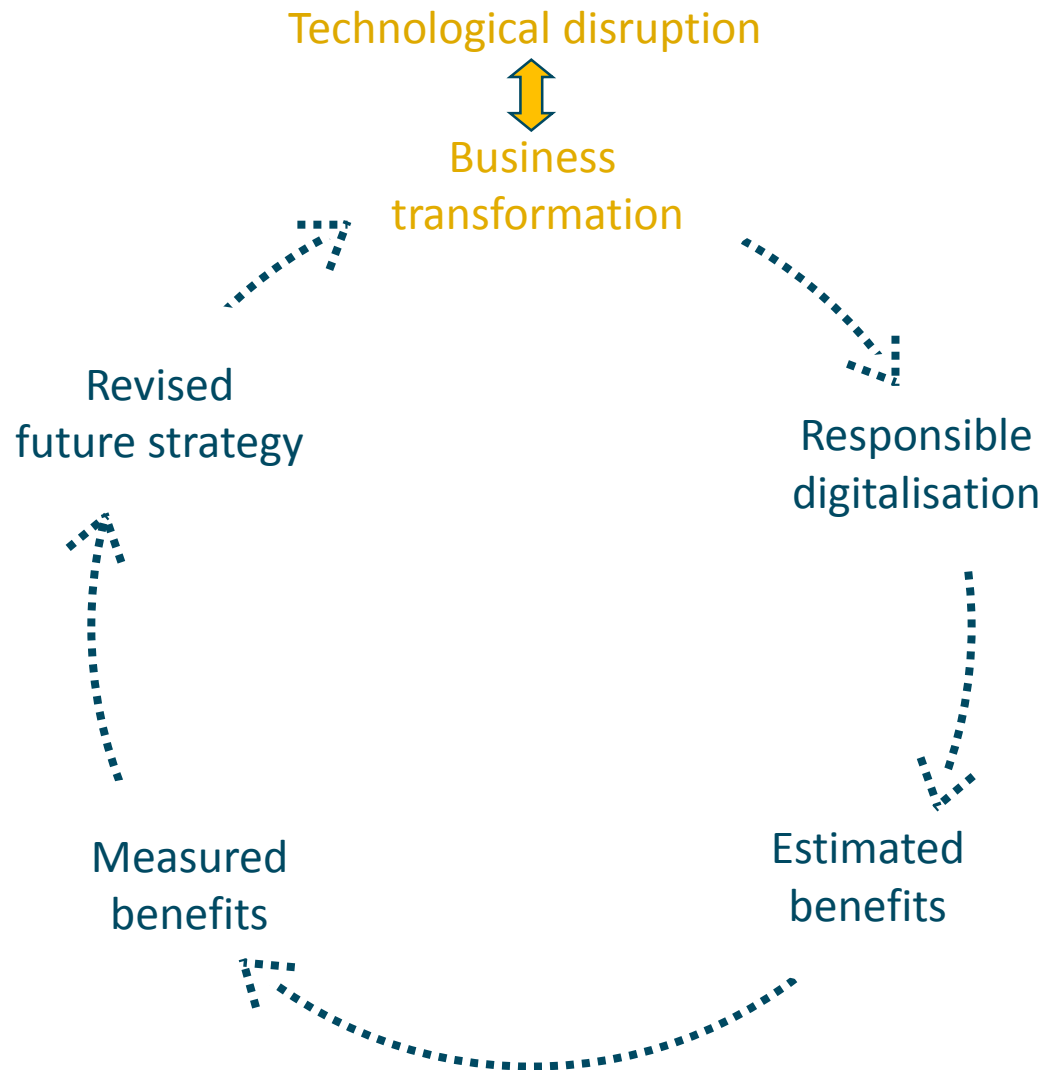
1. What actions around digital responsibility work best
2. How and where to measure the benefits of these, and
3. How to build a stronger internal case for pursuing responsible digitalisation of work





# PEER DISCUSSIONS ON HOW TO ADVANCE YOUR RESPONSIBLE DIGITAL AGENDA

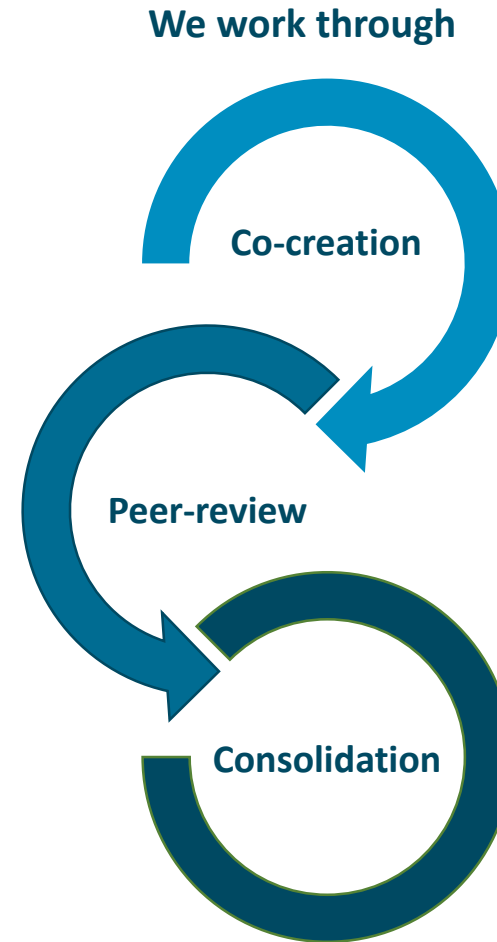
We'll discuss on how to close the loop on responsible vision, actions and future strategy



# EXPECTED OUTPUT FROM THE MEETING

Working together with company peers from CSR, HR & IT, we help the participating companies enhance their responsible digitalisation, by :

-  Producing a blueprint framework on vision, actions and metrics on Corporate Digital Responsibility at work
-  Identifying areas for collaborative actions among participating companies (e.g. EC funded projects)
-  Producing key policy recommendations to drive responsible digitalisation forward at EU level
-  Delivering an issue insight with key take-aways for making the business case on responsible digitalisation of work



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26<sup>th</sup> of March, 10AM – 4PM, [CSR Europe offices](#), Brussels

Time	Item	Speakers
10:00 – 10:20	<b>Introductory remarks</b> <ul style="list-style-type: none"><li>• Background in brief</li><li>• Purpose of the meeting</li></ul>	CSR Europe (tbd)
10:20 – 10:30	Introduction of participants	All participants
10:30 – 10:45	Final recommendations from European Commission High-Level Expert Group on the Impact of the Digital Transformation on EU Labour Markets	Andrea Glorioso European Commission
10:45 – 11:00	European Commission actions and opportunities for business engagement on digital skills & jobs	European Commission (tbc)
11:00 – 11:15	Coffee break	
11:15 – 12:15	<b># Breakout 1: Digitalisation - Fostering skills, inclusion &amp; well-being</b> <ul style="list-style-type: none"><li>• Case study presentation - breakout discussions - reporting</li></ul>	All participants
12:15 – 13:15	<b># Breakout 2: Data - Fostering a culture of trust</b> <ul style="list-style-type: none"><li>• Case study presentation - breakout discussions - reporting</li></ul>	All participants
13:15 – 14:15	Lunch break	
14:15 – 15:15	<b># Breakout 3: Automation &amp; AI – Putting people at the center</b> <ul style="list-style-type: none"><li>• Case study presentation - breakout discussions - reporting</li></ul>	All participants
15:15 – 16:00	Next steps and future areas for company collaboration	CSR Europe (tbd)



## BENEFITS OF JOINING THE MEETING

 Enhance your understanding of Corporate Digital Responsibility at work

 Build your internal business case on responsible digitalisation

 Hear about European Commission's agenda on digitalisation of work & future funding opportunities

 Meet your industry peers and experts on the topic

 Identify areas for future company collaborations and actions

Register [here](#)



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