

European Week of Regions and Cities

Political Workshop on Driving Transformation: Talent Development in Automotive Regions

09-10-2024, 09:30 – 11:00

CoR, JDE 51 (122 seats)

Overview

The automotive industry is at the forefront of the green and digital transitions, with significant implications for regional economies and employment. This political workshop will focus on the role of regional policymakers and stakeholders in fostering talent development, particularly in the automotive regions. Discussions will emphasise attracting youth to the sector, retraining and upskilling workers, and addressing how the green and digital transitions reshape the workforce. This workshop will bring together political leaders, industry experts, and representatives of regional initiatives to exchange best practices, share political strategies, and develop innovative solutions for workforce transformation in the automotive sector.

Objective

The primary objective of this workshop is to explore a policy response to regional approaches to talent development in the automotive sector, focusing on attracting new talent (especially youth) and re-skilling/upskilling the existing workforce. The workshop will provide a platform to:

- Sharing best practices and political strategies for supporting workforce transitions;
 - Fostering dialogue between political leaders, industry representatives, and other participants;
 - Identification of policy recommendations to address challenges related to the green and digital transitions in the automotive sector;
 - Promoting youth engagement and addressing their career aspirations in a transforming industry.
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Target Audience

- Elected political representatives, members of the Committee of the Regions
- EU institutions, Policymakers in education, employment, and regional development
- Industry stakeholders from the automotive sector
- Civil society organisations (with a focus on workforce development)
- Representatives of training institutions and youth organisations
- Young people and students interested in the automotive sector
- Journalists and media representatives

Program Outline

09:30 – 10:00 | Political Perspective

This session will feature key political figures presenting regional strategies for addressing workforce challenges in the automotive sector.

- **Moderator: Introduction (3-5 minutes)**
The moderator introduces the session and the speakers.
 - **Carmen Maetzta**, Regional Minister for Social Rights, Social Economy, and Employment of the Government of Navarre on Talent Development in Navarre **(5 min)**
 - **Thomas Schmidt**, State Minister, Saxon State Ministry for Regional Development, Chair of the Committee of the Regions Automotive Intergroup on Talent Development in Saxony **(5 min)**
 - **Q&A Session (15 minutes)**
The moderator and audience engage with the political speakers on challenges and solutions related to talent development in automotive regions.
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10:00 – 10:50 | Cross-Sectoral Perspective

This interactive session brings together practitioners and industry stakeholders to share their experiences and insights on workforce development.

- **Video Testimonial (4 min)**
showcasing successful projects in talent development and reskilling
 - **Moderator: Introduction of Panellists (3 min)**
 - **Judith Kirton-Darling**, General Secretary of IndustriALL Europe on Employee Perspectives on the Green and Digital Transitions **(5 min)**
 - **Petr Dolejsi**, ASA Vice-President / Mobility & Sustainable Transport Director of ACEA on Industry Perspective on Workforce Transformation **(5 min)**
 - **Interactive Session (Q&A, Reactions by political speakers, Audience Engagement, 30 min)**
Panellists and audience discuss challenges and innovative solutions for workforce transformation, including using digital for real-time feedback.
 - **Closing statements** by key stakeholders
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10:50 – 11:00 | Workshop Closing

The moderator summarises the key outcomes of both sessions, with a focus on:

- Announcing upcoming projects and events.
 - Sharing policy recommendations and best practices.
 - Highlighting newsworthy announcements.
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Technical Details

- **Language:** The session will be in English, with interpretation provided for Spanish and German.
 - **Video Testimonial:** One 4-minute videos featuring successful workforce development initiatives. Videos should be in English or subtitled in English.
 - **Audience Interaction:** At least 30 minutes of interactive discussion will be reserved, using Slido to encourage real-time audience participation.
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Expected Outcomes

- Exchange of best practices on talent development in the automotive sector.
 - Policy recommendations to support regional efforts in reskilling and upskilling.
 - Strategies for attracting young talent to the automotive industry.
 - Commitment from regions and industries to adopt innovative solutions for workforce transformation.
 - Documentation of conclusions to be shared with relevant stakeholders and media.
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Key Performance Indicators

- Social media engagement: Number of posts, interactions, and shares.
- Participation: Number of participants and diversity of representation.
- Young people engaged: Level of involvement in discussions and outcomes.
- Policy impact: Recommendations formulated during the workshop and follow-up actions.