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WE-TRANSFORM: AN OVERVIEW



Prof. Cristina Pronello
Project coordinator
WE-TRANSFORM





WORKFORCE EUROPE - TRANSFORMATION AGENDA FOR TRANSPORT AUTOMATION

WE-TRANSFORM aims to apply a participatory approach, using Collective Intelligence (CI), to generate an evidence-based and action-oriented agenda to tackle the challenges related to the increasing adoption of digital/automation technologies to manage the transition rate to accommodate the workforce skills adaptation to the demands of this new digital era

Coordination and Support Action (CSA)

Call: H2020 MG-2-14-2020: *The effects of automation on the transport labour force, future working conditions and skills requirements*

The backbone of the project

THE CONSORTIUM

Wide:

34 partners from 12 European countries and 4 overseas countries in Asia and the Americas

Balanced in terms of:

Expertise: it covers a large spectrum of competencies across all modes of transport (land, air, water)

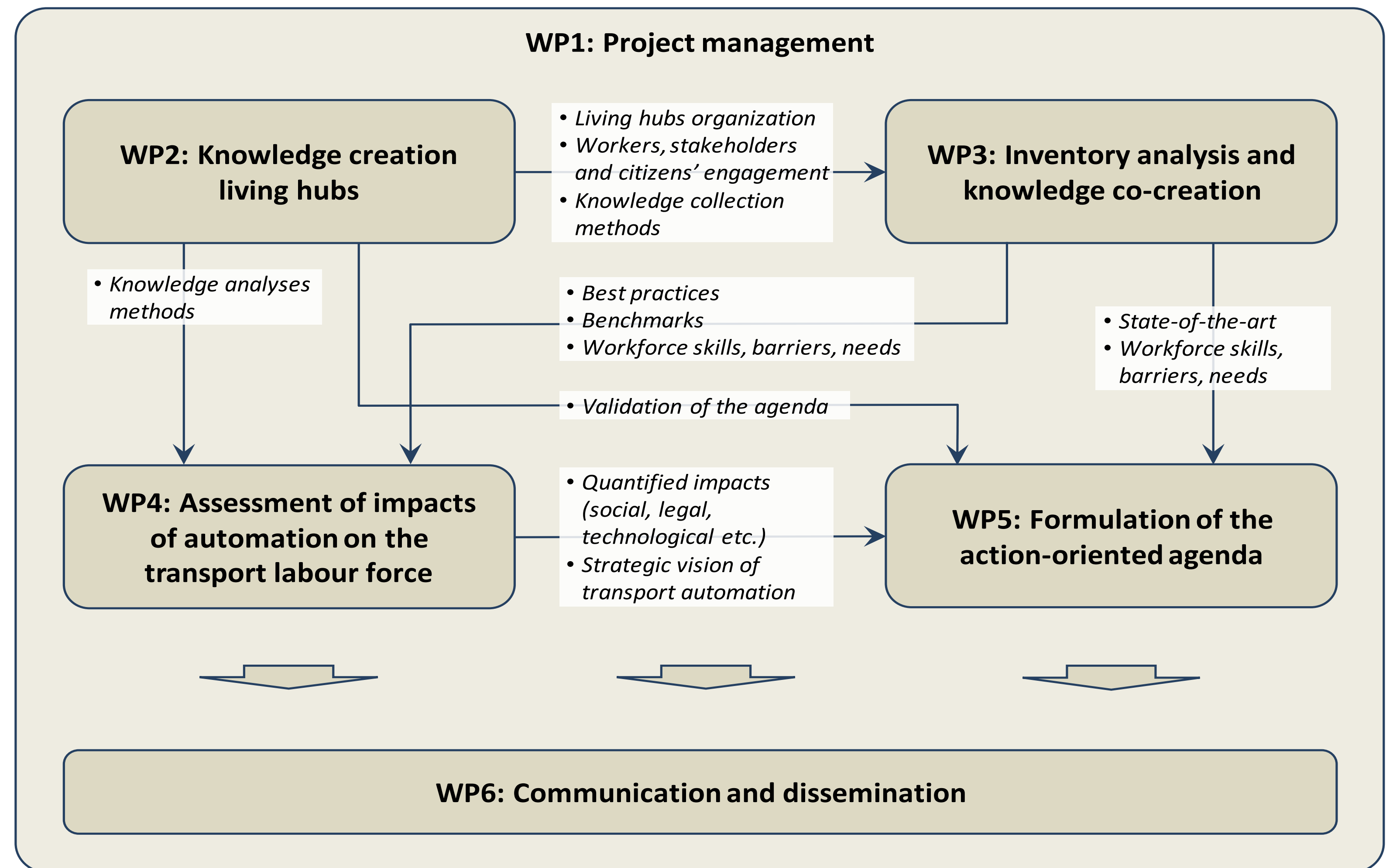
Partner type: Original Equipment Manufacturers - OEMs), as well as urban transport, logistics, technologically advanced sectors and new forms of work





HOW DOES WE-TRANSFORM WORK?

The structure of the project is composed by six Working Packages with different objectives.

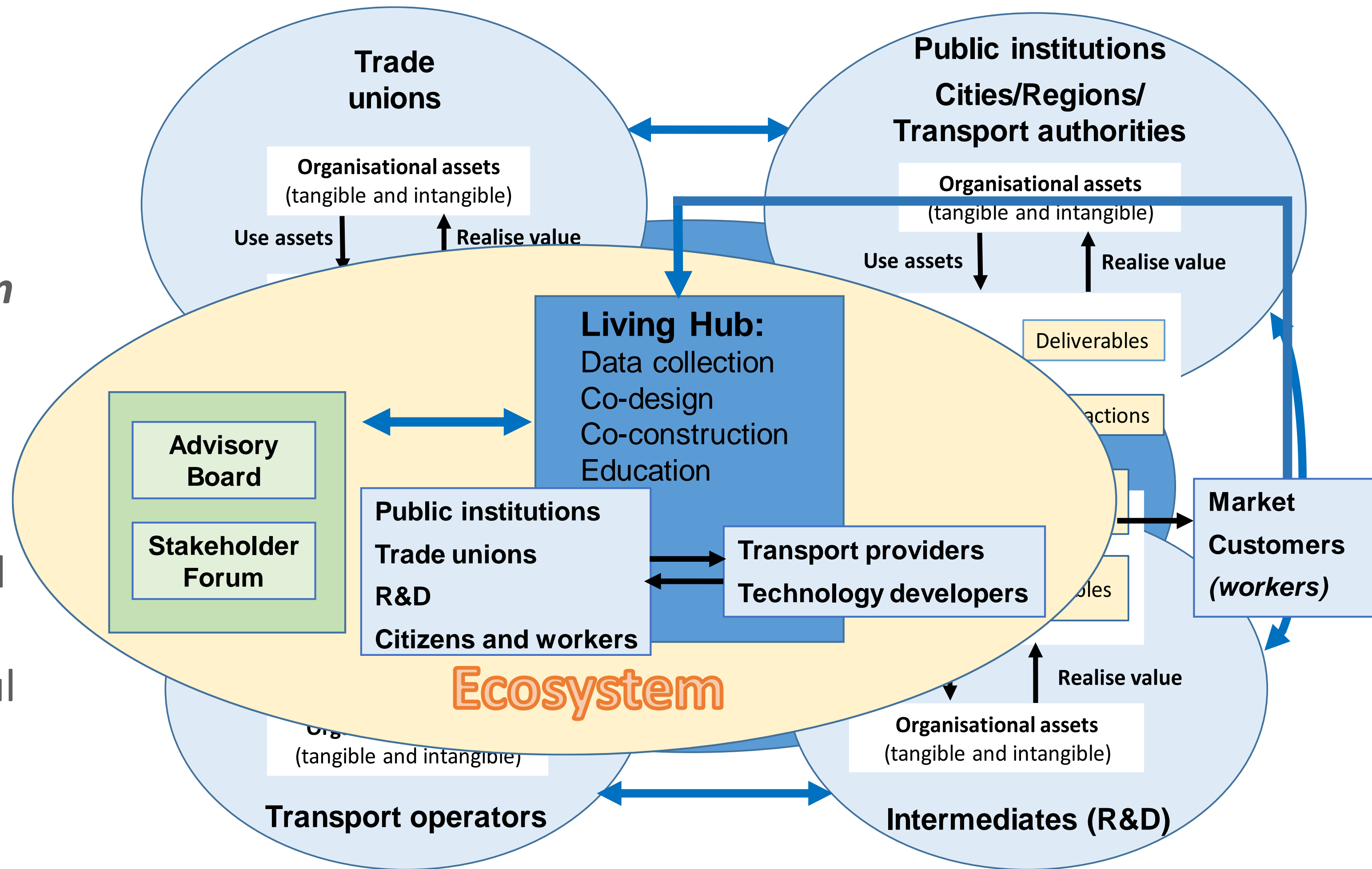




THE LIVING HUB

Set up and foster a *collaborative platform* for the discussion of the effects of automation on transport labour with **relevant** stakeholders: the cross-national Living Hub.

Together with the Stakeholder Forum and the Advisory Board, creates an inter-continental, cross-sector ecosystem useful for workers and stakeholders as well as citizens' and citizens' representatives.



OUR PROCESS OF KNOWLE

WP2: the creation of living hub

- Stakeholders' selection: who
- two workshops per year
 - June 2021: online (Athens)
 - November 2021: hybrid: Torino and online (Valencia)
 - June 2022: Riga
 - January 2023: Brussels
 - June 2023: Vienna
 - October 2023: Torino
- interviews and focus groups with workers and external
- engage citizens and organize dialogues to ens and future workforce.

Stakeholder Category	Sub-categories
Citizens	
Users	User associations (incl. informal civil associations). Consumer associations. Transport user association (including Passengers)
Social dialogue partners	Trade Unions. Workforce associations (or Workforce Development Associations). Employer organisations.
Public institutions	EU institutions. National, regional (ministries, etc.) institutions. Local institutions (cities). Unions of cities. Transport Authorities or Public Transport Authority.
Research organizations	Universities. Research centres. Industrial laboratories. Research associations.
Transport industry	Manufacturers (OEM). Automotive suppliers. Car dealers (including maintenance and repair). Road operators and associations. Passenger transport operators and associations. Freight transport operators and associations. Infrastructure Managers. Transport Service Providers. Transport industry associations.
Industry (others)	Tourism, banking and finance, agriculture, energy, construction sectors. Telecom operators.
Technology provider	Technology developers. ITS associations.
Other	Consulting firms. Expert platforms. Individual Experts.



WHAT WE FOUND SO FAR (WP3)

- We have created an inventory of research articles, scientific papers, reports – through AI and Intelligent data capture (IDC) techniques – on the effects of digitalisation and transport automation on the labour force and the workforce skills and training needs required
- We have analysed the barriers, gaps, opportunities, benchmarks, and success and failure factors of transport automation on the labour force, regarding all transport modes (passengers and freight)
- We have started to co-create new knowledge using CI of the participants of the living hub: thematic areas



OUR PROCESS OF KNOWLEDGE CO-CREATION

We need to add new knowledge, not existing so far →

- internal exchange: first phase
- external exchange: second phase

Internal exchange: first phase

- define the thematic areas



THEMATIC AREAS

1. Governance of transition;
2. Common skills to develop between same-level workers in different sectors of the transport industry;
3. Minimisation of exclusion processes in the reskilling of the workforce;
4. Platforms for gig workers: implications on jobs production;
5. The role of local and regional authorities;
6. Role of workers in Automated Public Transport Settings;
7. Regulation of transition in the view of collective bargaining
8. Automation and sustainability.



WHY DO WE NEED COLLECTIVE INTELLIGENCE OF STAKEHOLDERS

The discussion with the stakeholders showed us:

- new and untaken avenues and allowed to us to fine tune the thematic areas to discuss
- which will be the managers of the future: which attitudes, worldwide, competences
- how to guide the transition
- how to overcome the barrier of politics and make politicians active actors of change

THEMATIC AREAS

1. **Governance of transition;**
2. **Common skills to develop between same-level workers in different sectors of the transport industry;**
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4. Platforms for gig workers: implications on jobs production;
5. The role of local and regional authorities;
6. Role of workers in Automated Public Transport Settings;
7. **Regulation of transition in the view of collective bargaining**
8. **Automation and sustainability.**



WHAT WE ARE DOING NOW

WP4 – ASSESSMENT OF IMPACTS OF AUTOMATION ON THE TRANSPORT LABOUR FORCE

- Project Partners and stakeholders will assess within their organizational ecosystem individual impacts and share them with living-hub participants for further debate
- Co-create altogether and shape collectively the scenario of the workforce transformation through automation across all transport modes, using a bottom-up approach
- Design strategies to effectively enrol stakeholders in the change process to be future-focused and proactive



WORKFORCE EUROPE - TRANSFORMATION AGENDA FOR TRANSPORT AUTOMATION

The screenshot shows a web browser window with the URL <https://wetransform-project.eu>. The website header includes the 'wetransform' logo, social media icons for LinkedIn, Twitter, and Newsflash, and a 'Login' button. A search bar with the placeholder text 'Enter your search term' and a yellow 'SEARCH' button is present. The navigation menu contains links for 'About', 'Stakeholder forum', 'Living Hub', 'News and Events', 'Publications', 'Knowledge Base', and 'Contacts'. The main content area features a date 'October 25, 2022' and a large heading 'WE-TRANSFORM 4th Stakeholder Workshop'. Below the heading is a paragraph of text: 'The EU-funded WE-TRANSFORM project invites you to its 4th stakeholder workshop in Brussels on January 19, 2023, at 10:00-18:00. This workshop will both inform on the project progress to date, and propose three topics for discussion and co-creation, namely: (1) the legal perspective of the expected impacts; (2) scenarios for the workforce transformation and preparation for the automation transition; (3) implications and solutions for the Agenda policy actions.' A yellow 'GO TO PAGE' button is located at the bottom of the text block. The background of the website is a teal gradient with a blurred image of a person's hands on a computer keyboard.



LOOKING FORWARD: THE FINAL OUTCOME

WP5 – FORMULATION OF THE ACTION-ORIENTED AGENDA

- Using CI, specific profiles of employee will be considered, proposing inclusive future working conditions (method of Service Blueprinting) to formulate the agenda
- The agenda themes and priorities will be eventually finalised and validated by the participants in the living hub and by the experts of the AB independently
- Results will be scrutinized for significant discrepancies until overall consensus through Delphi rounds is achieved
- Sustainability plan to ensure that the wide network of stakeholders of the living hub, the platform and methodology for exchanges and the knowledge creation process remain accessible and are maintained beyond the end of the project

wetransform



THANK YOU

Contact us

Cristina Pronello
Project Coordinator

cristina.pronello@polito.it

Daniel Alberto Sebastia
Project Manager

daniel.sebastia@polito.it

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