



# Promoting Online Training Opportunities for the Workforce in Europe

4 June 2019, 10:00 – 18:00h

Thon Hotel EU, Rue de la Loi 75, 1040 Brussels, Belgium

The mind-set of today's start-ups is completely different from small companies from a few years ago. The role of learning providers is changing, with centralised top-down approaches shifting towards decentralised bottom-up learning. Learners themselves become increasingly engaged in generating knowledge, with the growing importance of peer-to-peer learning. Many of the approaches and solutions for online training that exist today do not match the learning realities and needs of modern SMEs.

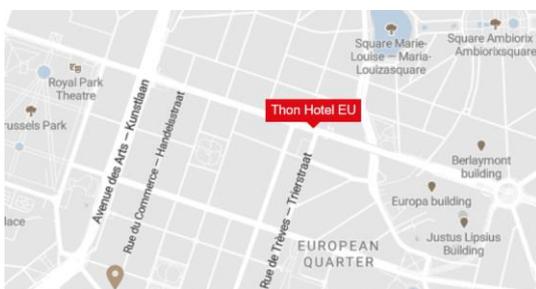
We invite you to join us at a high-level conference in Brussels on 4 June 2019, where the abovementioned topics will be discussed with experts from all over Europe. The conference takes place in the context of the ongoing [initiative](#) of the European Commission on "Promoting Online Training Opportunities for the Workforce in Europe" (October 2017 – September 2019), that is coordinated by PwC, in cooperation with European Distance and E-Learning Network (EDEN) and Espace Mendes France.

The conference will focus on new solutions, best practices and policy measures that reflect the need to upskill and reskill a significant percentage of the European workforce, and that would truly support enterprises, especially SMEs in this challenge. It will bring together policy makers, practitioners, academic and industry professionals, as well as course developers, start-ups and publishers, with a shared interest in promoting new technology-enhanced learning and training methods. Should you want to join the conference, please fill out the [registration form](#).

We look forward to seeing you there!

## Conference programme Tuesday, 4 June 2019

9:00 – 10:00	<b>WELCOME COFFEE AND REGISTRATION</b>
10:00 – 10:15	<b>Conference opening</b> by <i>André Richier</i> , DG GROW of the European Commission (Belgium) and <i>Kristina Dervojeđa</i> , PwC (Netherlands)
10:15 – 10:30	<b>Promoting online training opportunities for the workforce in Europe: Setting the scene</b> by <i>Slawomir Tokarski</i> , DG GROW of the European Commission (Belgium)
10:30 – 10:45	<b>Innovation in Education: supporting digital transformation and entrepreneurship in Europe</b> by <i>Annusca Ferrari</i> , DG EAC of the European Commission (Belgium)
10:45 – 11:15	<b>SMEs and digital learning: A match made in heaven? Key highlights from the analysis</b> , by <i>Kristina Dervojeđa</i> and <i>Naveen Srivatsav</i> , PwC (Netherlands)
11:15 – 11:30	<b>COFFEE BREAK</b>
11:30 – 12:30	<b>Digital learning realities of 21<sup>st</sup> Century SMEs: How they learn and what they need (Morning session)</b> <ul style="list-style-type: none"><li>• <b>Hacking learning</b>, <i>Märt Aro</i>, DreamApply/Nordic EdTech Forum “N8”, (Estonia)</li><li>• <b>User perspective: presentations by European SMEs</b></li></ul>
12:30 – 13:00	<b>PANEL DISCUSSION: Discussion with experts and feedback of conference participants</b>
13:00 – 14:00	<b>LUNCH BREAK</b>
14:00 - 14:45	<b>Digital learning realities of 21<sup>st</sup> Century SMEs: How they learn and what they need (Afternoon session)</b> <ul style="list-style-type: none"><li>• <b>Unlocking doors: Keys to fostering the uptake of online training by SMEs in Europe</b>, <i>Silvia Leal</i>, IE Business School (Spain)</li><li>• <b>Empowering the workforce through online training: The Swedish Experience</b>, <i>Carl Heath</i>, RISE Research Institutes of Sweden (Sweden)</li><li>• <b>The Future Roadmap of Digital Learning and Skills for SMEs (From the As-Is to the To-Be)</b>, <i>Riz Khan</i>, SAP Education EMEEA (Qatar)</li></ul>
14:45 – 15:00	<b>COFFEE BREAK</b>
15:00 – 16:00	<b>HACKATHON: What can be done to share effective online training solutions at the EU level?</b> Interactive co-creation session with participants
16:00 – 16:45	<b>Hackathon results: Group presentations and discussion</b>
16:45 - 17:00	<b>Wrapping up: Concluding remarks</b> <ul style="list-style-type: none"><li>• Moving forward: conclusions and next steps</li><li>• Closing remarks</li></ul>
17:00 – 18:00	<b>NETWORKING COCKTAIL RECEPTION</b>



**Venue: Thon Hotel EU, Rue de la Loi 75, 1040 Brussels, Belgium**

Set in the heart of Brussels' European District, Thon Hotel EU is located near the Maelbeek underground station.