

Preparing for the artificial intelligence revolution

As part of Eurochambres' series of interviews showcasing the chamber network's efforts to contribute to large-scale upskilling and reskilling efforts, this week we present the project "Digital Skills for the Artificial Intelligence Revolution (DS4AIR)". Initiated in September 2020 by the Malta Chamber of Commerce, Enterprise and Industry, in partnership with the Valencia Chamber of Commerce, the project is funded by Erasmus+ KA2 Strategic Partnerships for Adult Education.

DS4AIR's main objective is to help companies and employees prepare for the artificial intelligence (AI) revolution by developing their digital skills. In this interview, Diana Miceli, DS4AIR Project Manager and Stephen Bezzina, DS4AIR Project Coordinator, explain how the project contributes to lifelong learning and tackling skills shortages.

1. 2023 is now officially the European Year of Skills (EYOS). What are your expectations for this year?

The European Year of Skills is an important milestone on the EU's agenda. It provides us with the opportunity to think about skills development needs, especially when it comes to technological progress and its implications for skills mismatches and shortages. It is the occasion to underline the importance of education and training as key drivers of growth and competitiveness. By putting the spotlight on skills, human development and lifelong learning, it is also the opportunity to increase the investment in skills, in order to upskill and reskill the workforce. So that we can not only monitor but drive the digital transition. It's not only the technology that will make the difference, but how and by whom it will be used.

2. How the DS4AIR project can bridge a gap in terms of skills development? And how do you see the contribution of such initiatives to lifelong learning and tackling skills shortages?

DS4AIR's first objectives are to assess the current state-of-play in the business industry in terms of AI readiness, as well as to identify the gaps between the new digital skills and competences needed and the demands of the labour market. The second part of the project was to design and develop a free online training course on digital skills, for employees in the AI revolution, called digitalskills.ai.

The course consists of 8 chapters covering different areas of AI and enables learners to adapt to the digital transition and to continue evolving in the job market. Meanwhile, we monitor and analyse the quality and impact of the learning content and instructional design, vis-à-vis the expected training learning outcomes. Even after the end of the project, DS4AIR's website and course will remain available and will continue to be updated as an open education tool. So far, over 4000 skills assessments have been carried out, and over 650 certifications issued.

3. How do you see the contribution of the chamber network to the upskilling and reskilling effort needed across the EU?

The Malta Chamber represents a wide array of businesses, from services to manufacturing, importers, distributors, and retailers. Our role is to assist and provide added-value to our members, and we do that not only through recommendations to policy-makers, but also by taking an active role in the implementation of those recommendations.

When it comes to upskilling and reskilling, we work in assisting both workers and employers in their evolution. The Malta Chamber is also involved in many other initiatives and projects with similar objectives to raise awareness and facilitate the digital transition.

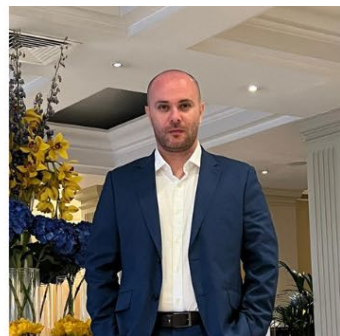
We are also advocating for reskilling/retraining programmes, particularly on digital skills and new economy jobs, to be easily accessible, and for employees to be provided with fiscal incentives to take up such training. The Malta Chamber also holds several stakeholder meetings and events to inform our members and the general public of the digital transition, its impact on skills and propose different ways forward.

More information about The Malta Chamber of Commerce, Enterprise and Industry: <https://www.maltachamber.org.mt/>

More information about the project: [DS4AIR Project](#)



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