

PRESS RELEASE

Professionals 4.0: a firm commitment to take on the challenges of digital transformation

TELEFÓNICA FOUNDATION AND CEOE STRENGTHEN THEIR STRATEGIC ALLIANCE FOR DIGITAL TRANSFORMATION TRAINING IN KEY PRODUCTIVE SECTORS

- The "Professionals 4.0" programme, launched by both entities in partnership with sector employers' associations, is training over 36,000 professionals and more than 700 free online training hours have been provided for the digital training of personnel in the construction, transport, and the agri-food and horticulture sectors.
- This strategic alliance between the Telefónica Foundation and the CEOE, the Spanish Confederation of Employers' Organisations, is a present and future commitment to promoting digitalisation, the application of new technologies, and to make these three sectors more competitive and sustainable. This was highlighted today at an event at Telefónica's Innovation and Talent Hub by the chairman of Telefónica and the Telefónica Foundation, José María Álvarez-Pallete, and the president of the CEOE, Antonio Garamendi.
- The Telefónica Foundation has spent years committed to digital training for new employability. Now, through this alliance with the CEOE, it prepares professionals from these sectors in the most in-demand technological skills in the labour market, ranging from Big Data, Artificial Intelligence and Blockchain to the Internet of Things, Robotics and Drones. These skills are what will convert construction, transport and agri-food sectors into leading industries in the application of technology.

Madrid, 10 November 2022 The digitisation of the different sectors is one of the great commitments for the future of Spanish institutions and companies. The pandemic highlighted the need to accelerate the transformation of the country's business fabric, and new technologies have become essential to boost productive processes and generate new job opportunities. More than 36,000 people from Spain, Ecuador, Peru, Argentina, Chile, Colombia, Mexico, Venezuela and Uruguay have participated in "Profesionales 4.0", a free online training programme promoted by the Telefónica Foundation and the CEOE to digitalise certain productive sectors and face the multiple challenges needed to stay competitive and sustainable.

Nanodegrees 4.0: a pledge to digitisation

In 2020, both entities started a partnership and a major commitment to the implementation of the Construction 4.0 Nanodegree, which was extended in 2022 to Transport and, now in November 2022, to Agri-Food and Horticulture. This is a firm pledge to training in new digital skills (upskilling) and helping personnel retrain (reskilling) in the construction, transport and agri-food sectors. The goal is to ensure that these sectors stay cutting-edge and competitive in the market and, in turn, their workforces be prepared to face the challenges of the digital era thanks to their learning technologies such as Big Data, Artificial Intelligence, Blockchain, the Internet of Things, Robotics and Drones.

Today, the Chairman of Telefónica and the Telefónica Foundation and the President of the CEOE have renewed and strengthened this strategic alliance at Telefónica's Innovation and Talent Hub in Madrid, at an event in which also saw the participation of representatives of the Fundación Laboral de la Construcción, ASTIC, CONFEBUS and FEPEX business organisations. All agreed to continue working towards a stronger commitment to help Spanish productive sectors stay at the forefront of innovation and digitisation.

The Chairman of Telefónica and the Telefónica Foundation, **José María Álvarez-Pallete**, said during the event: "We are living through the greatest technological revolution in human history. At Telefónica, we believe that this transition should be everyone's priority. At the Telefónica Foundation we aspire to connect people with the digital world, boosting employability and offering personalised learning experiences that adapt to the demands of the labour market. We are in ongoing contact with the needs of society and with the development of the business fabric, realities that intertwine and feed back into each other. Reskilling is therefore essential to ensure social inclusion, reduce inequalities and maintain the competitiveness of the European economy."

The President of CEOE, **Antonio Garamendi**, expressed his "great satisfaction" with the results of these three years of alliance with the Telefónica Foundation and sector organisations: "Thanks to this joining of forces, we have made progress in training workers in digital skills in specific sectors of such importance in Spain as construction and road transport, and now we are starting with the agri-food and horticulture sector and exploring new ones", he said, adding that "at the CEOE, we are firmly committed to training for the jobs of the future, and that future undoubtedly involves promoting the digital transformation of our country's productive fabric."

Construction, a constantly updating sector

Digitalisation in the construction sector is a reality that manifests in the use of innovative materials and techniques, the use of machinery and BIM methodology, and the industrialisation of processes. And the future of the construction sector depends on qualified professionals with the right skills to handle the activity expected in new construction, renovation and refurbishment, plus civil engineering works.

For this to happen, the sector must continue to retrain professionally and the 'Construction Nanodegree 4.0' is one of the key tools to achieving this. The training, in collaboration with the Fundación Laboral de la Construcción, has entered its seventh edition with **33,000 people trained** in technologies such as BIM methodology, IoT and Big Data, or the efficient use of smartphones in project management.



Transport, a booming sector that relies on new technological skills

Road haulage and passenger transport has undergone major technological advances that have revolutionised the sector, which means that hauliers are forced to acquire new skills and retrain professionally. Improvements must be implemented in the training and retraining of human capital, technically training staff in innovation, digitisation, the use of advanced technological systems, clean energy or the circular economy.

The second edition of the 'Transport 4.0 Nanodegree', in partnership with the ASTIC and CONFEBUS employers' associations, seeks to respond to the sector's need for digital transformation in order to continue to achieve market growth. Currently, **more than 3,000 professionals** in the sector have benefited from this training, which ranges from sustainable mobility or learning about new work environments and methodologies in Industry 4.0 to disciplines such as Blockchain or 5G, introduction to digital marketing or web analytics, or positioning in the digital ecosystem.



The agri-food and horticulture sector, a commitment to automation and new technologies

The application of artificial intelligence, precision agriculture, robotisation, the use of drones and the installation of pest detection sensors are instruments that were just about unheard of and rarely used in agriculture until a few years ago, but they are now essential to maintain the sustainability and competitiveness of the sector.

With the launch of the 'Agri-food Nanodegree. Horticulture Sector 4.0', together with the FEPEX business association, the sector seeks to improve its competitiveness through the greater use of technology in farms and to move towards a farming model that meets environmental objectives. This is a challenge that can only be met with a firm commitment to innovation, technological transformation and digital transformation, which is why it is a priority to reskill workers.

The training of this nanodegree, which will begin on 15 November, will address the possibilities of new technologies in the horticulture sector and the professional skills necessary for workers, technicians and producers to adapt their activity through digital transformation by means of 4.0 technologies, artificial intelligence, the introduction to precision equipment, 4.0 greenhouses and applied robotics, among others.



Nanogrado agroalimentario.
Sector hortofrutícola 4.0
Primera edición



180
horas de formación

Inscripciones abiertas:
15 de noviembre 2022
hasta 31 de marzo 2023

For more information: [Employability | Telefónica Foundation Spain \(fundaciontelefonica.com\)](https://fundaciontelefonica.com)

Telefónica Foundation, the social side of the digital era

For over 20 years, Telefónica Foundation has been striving to be a catalyst of social inclusion in the digital era and contribute to creating a more inclusive, fair and socially aware world. True to its technological origins, it's placing its trust in the limitless capabilities of the new technologies to improve people's lives and connect them to the opportunities provided by digital progress. With this vision in mind, it operates in 41 countries with a transformational vocation to connect society to [education](#) and reduce the education gap, with the [new form of employability](#) to generate the digital profiles required by the labour market, with [knowledge and culture](#) to generate a common reflection on the ideas that are changing the world and with [solidarity](#) by undertaking social actions hand in hand with Telefónica's employees to ensure that the most vulnerable people have the same opportunities for development. It does so through global and inclusive initiatives with a digital soul and with the combined forces of more than 500 entities and 100 public administrations.

CEOE

The Spanish Confederation of Employers' Organisations, the CEOE, represents and defends Spanish companies and entrepreneurs. Founded in 1977, the CEOE is a voluntary association of two million companies and self-employed people from all activity sectors, who are linked to the

CEOE through more than 4,500 sector-based associations. The CEOE is the main interlocutor of companies in Spain before the government, state agencies, trade union organisations, political parties and international institutions. In Europe, the CEOE is an active member of BUSINESSEUROPE, which brings together business associations from across the continent.

FOR MORE INFORMATION

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