



Skills4Retail

Skilnet Ireland

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Co-funded by
the European Union

Skills4Retail Background

- **Objective:** Design a new Retail Skills Strategy and VET Training Programme that will address the urgent and emerging skills needs of retailers in the key areas of Digital, Green, and Resilience.
- **Timeline:** 4 years commenced in Aug 2023
- **Total Budget:** € 4.8 million
- **Partners:** Coordinated by the [JA Europe](#) with 25+ partners including SPAR Austria, INTEL, Eurocommerce, University of Bucharest
- **Countries:** Ireland, Romania, Hungary, Latvia, Austria, Czech Republic, Portugal, Malta.



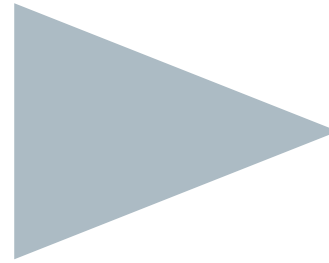
5 5 Core themes

Top 10 profiles identified

Barriers

Skills4Retail Course Development

Urgent /
Reactive
Training



Emerging
skills
training



Reactive

Training

DIGITAL SKILLS4RETAIL



RESILIENT RETAILING



E-COMMERCE ESSENTIALS



DIGITAL MARKETING ESSENTIALS



HUMAN SKILLS



GREEN SKILLS4RETAIL





Pathway 1

New Entrants / Non Management Employees

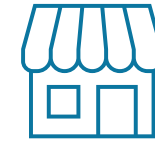
Retail Essentials, E-Commerce
Introduction, Basic Sustainability,
AI4Retail, Supply Chain
Fundamentals, Digital Marketing



Pathway 2

Retail Managers

Retail Workforce Management,
Leading with Integrity, Coaching &
Mentoring, Leadership in the
Experience Economy, Emerging
Digital Skills4Retail



Pathway 3

L&D Function in Retail

Train the Trainer programme

Curricula development for Emerging skills needs



A pivotal period for the project



Thank you for your time

Skills4Retail.eu

