ai@work
How artificial intelligence contributes to competitiveness and workforce planning

In Brief #13: AI@Work Second Policy Workshop - Cologne (17.11.2026)

The second workshop brought together project partners and experts to discuss the latest AI@Work research findings, assess AI adoption and skills demand across Europe, and review the project's final activities.

Key Insights:

- AI skills demand is increasing across the EU, with significant differences between countries, regions and occupations.
- An analysis of approximately 182 million job advertisements from 2022 to 2025 provides insights into demand for AI-related skills and complementary soft skills.
- The European company survey, covering 2,783 responses, highlights differences in AI adoption and investment. Larger companies tend to have more AI applications and invest more in AI than smaller companies.
- Training remains important. Around 47% of surveyed companies provide AI-related training, while another 40% are planning or preparing it.

Evidence & Data Work:

- Job advertisement analysis examines regional AI skill demand, occupational differences, and the role of AI skills in European labour markets.
- Company survey findings explore AI's contribution to workforce planning, productivity, and competitiveness.

Next Activities:

- Publication of two additional Fact Sheets, 7 In Briefs and two digital brochures summarising research findings and social dialogue perspectives.
- Preparation of the final AI@Work conference, scheduled for 17 March 2027 in Brussels.
- Continued dissemination of project results and identification of future research and policy priorities.

Overall: AI presents opportunities to strengthen European competitiveness and workforce planning. Effective AI adoption requires investment in skills, and attention to differences between companies, sectors, and regions.



Source: IW (Photo taken at the second policy workshop on 17.11.2026).

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