



## Stakeholder introduction package: introductory webinar

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## Stakeholder introduction package: introductory webinar

### 1. Introduction

This document provides *information* regarding the introductory webinar which introduced the UNTANGLED project to stakeholders, as well as the steps followed and materials used for recruiting stakeholders. The approach used throughout UNTANGLED is highly interactive and depends heavily on active stakeholder engagement (WP8). This occurs through stakeholders' participation in workshops, interviews and other types of consultations (face-to-face or online).

With the support of the WP8 leader (ZSI), researchers involved in UNTANGLED gathered contacts who make up a community of stakeholders. The fields the stakeholders were recruited from were those of technological transformation, globalisation, work and employment, education and training, development and deployment of digital technologies, regional development etc.

Additional desk research by partners will explore stakeholders' levels of influence and interest in participating in UNTANGLED. In order to facilitate stakeholder recruitment in line with the GDPR, an information letter and informed consent form were produced (see D10.1), targeting possible stakeholders. Participation of stakeholders is voluntary and not linked to any kind of condition, remuneration or advantage (apart from that of participating in the UNTANGLED events).

Aspects of data protection, confidentiality, privacy, equitable representation, informed consent and the selection process in general informed consent have been addressed in D10.1 and D10.5.

### 2. The webinar

An introductory webinar took place on July 5<sup>th</sup>, 2021, with the goal of introducing the project to stakeholders, colleagues and everyone interested in the impact of globalisation, technological transformations and demographic change on labour markets in the European Union. Four researchers explained the goals and planned research output of the three-year project's runtime. In total 30 persons attended the webinar.

#### 2.1. Agenda

- The webinar started with a brief introduction by Karolien Lenaerts, HIVA-KU Leuven, to the UNTANGLED project and the involved partners, highlighting the key questions the project aims to answer as well as the approach to doing so. The project's outputs and impacts were briefly discussed with the audience.

- A contribution by Ursula Holtgrewe, ZSI, described how UNTANGLED interacts with stakeholders and interested parties, and introduced our series of upcoming online and live events.
- An interactive session moderated by Martina Lindorfer, ZSI, gathered and reflected upon the participants' areas of interest.
- A presentation by Ludivine Martin and her team at LISER gave an overview of recent research on the role of human resource management practices in a work environment shaped by digital transformation.
- Lastly, Piotr Lewandowski, IBS, presented research on routine tasks and intersections of job tasks and demographics in Europe. Technological progress and globalisation are driving the shift away from routine and towards non-routine work. This shift affects younger and older workers differently, and was shown to contribute to inter- and intra-generational inequality.
- The webinar concluded with a brief general discussion of the findings and an outlook of the project's upcoming events.

## 2.2. Webinar materials

All presentations as well as a recording of the webinar can be found on the [project's website](#)<sup>1</sup>.

## 3. Stakeholder engagement package

UNTANGLED partner researchers were asked to identify likely stakeholders from their own and their institutions' contacts. The fields to be recruited from were presented during the kick-off presentation (cf. the DoW):

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<sup>1</sup> <https://projectuntangled.eu/events/introductory-webinar/>

**STAKEHOLDERS: WHO ARE THEY?  
REPRESENTATIVES OF ...**

	<u>academia</u>	<u>policy</u>	<u>business</u>	<u>LM actors</u>	<u>NGOs</u>	<u>policy advisors</u>
Tech transformation	Other H2020 projects	EU	Tech R&D	ELA	Addressing Gender Inclusion Migration	Thinktanks
Globalisation	Complementary expertise	National	Tech use	Labour administration	Professional assoc'ns Media??	
Demogr change		Internat'l org	Manuf / service sectors	Social partners		
Work / employ'm't		Regional??	Public sector??			
Education / training						
Ec resilience						
Regional dev't						

Influence  
Interest & availability  
Balance of societal spheres, collective interests, academic disciplines  
Balance of age and seniority cohorts (also internat'l careers?)  
Gender balance

For this purpose a stakeholder engagement package was prepared by ZSI in collaboration with the Aldgate team (leader of WP9) and sent to the partners. This included

1. a stakeholder analysis tool (excel file) to help partners think through their selection. For the first round of identification this was optional. The people identified as potentially interested made up each partner’s "long list". The ZSI suggested this should include 30 to 50 people per partner. The aim is an active pool of 50-80 people overall, assuming that not everybody who's theoretically interested will find the time to actually get involved. To these people on the "long list", partners sent out a first invitation, containing
2. the UNTANGLED brochure,
3. an official invitation letter signed by Karolien Lenaerts (on behalf of the coordination team) and Ursula Holtgrewe (as the leader of WP8 dedicated to stakeholder engagement),
4. a link to an initial stakeholder survey which also serves as a consent form and with which stakeholders agree to be entered in the project-wide database maintained by WP8. In order to keep the exchange of other people’s personal data to a minimum, no (contact or other) data concerning stakeholders were exchanged among partners and the ZSI – the stakeholders self-recruited using the survey,

For the invitation text, partners were advised to use their usual communication style, national language for national stakeholders, and to mention their own local or national dissemination events (if they already had any planned).

### 3.1. Example sent to KU Leuven



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## Invitation to join the UNTANGLED stakeholder community

Dear Madam or Sir, Dear Colleague,

We'd like to let you know about the new Horizon 2020 research project UNTANGLED, and cordially invite you to participate in our research on how globalisation, technological transformation and demographic change are affecting the European economy and societies. As the coordinators of the project (Dr Karolien Lenaerts and Prof Dr Monique Ramioul) and the leader of the stakeholder engagement work package (Dr habil. Ursula Holtgrewe), we are building a community of stakeholders and practitioners to help refine the project's research questions, provide insight from your experience and expertise, and clarify the implications of our results for policy, labour markets, business, social equality and inclusion.

Katholieke Universiteit Leuven, from whom you are receiving this letter, recommends you as someone who is knowledgeable about the subjects addressed by UNTANGLED. We are also hoping you will enjoy engagement with European and global research, and international exchange with other participants from varied parts of society.

We invite you to attend both live and virtual events and contribute to our discussions, as well as following us on social media and joining in the conversation there. We may ask you to provide specific inputs – and of course we would be delighted to hear your ideas for how you can contribute,

such as examples of your organisations' initiatives. We are also preparing a blog and forum to which contributions will be appreciated.

To better tailor our events to participants' interests, we'd like to ask you to fill in a brief survey, here: <https://survey.zsi.at/index.php/566899?lang=en>. This does not impose any obligation on you. All your contact and survey data are stored securely and processed for organising purposes only. They and will not be shared with anyone outside the project or not involved with UNTANGLED stakeholder activities.

In the Annex below, we explain in more detail the purpose of the research, the events we are planning, and the options we are offering for your participation. We are confident that UNTANGLED's research will be interesting and relevant to your fields of work, and that your contributions will make the project even more useful to wider sectors of policy and practice.

We look forward to your participation, and hopefully to meeting you in person soon. If you have any further questions, please do not hesitate to get in touch.

Yours sincerely,



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## **Annex: More details on the stakeholder activities of UNTANGLED**

Before deciding if you would like to be involved, please read this information carefully. If any further questions or concerns come up, please don't hesitate to contact us.

### **1. What are the goals of UNTANGLED?**

UNTANGLED aims to fill knowledge gaps about the three key mega-trends of technological transformation, globalisation and demographic change, and the socioeconomic challenges and opportunities they pose for the EU. These trends have impacts on the economy as a whole, the labour market and also the social structure and social inequality. The project looks at these challenges and opportunities through the perspective of economics and social sciences, and aims to get a more comprehensive picture using quantitative and qualitative methods. We also adopt a comparative perspective, covering the EU and also developments in Africa, China and Latin America with partners from these regions. The results feed into scenarios for possible future developments and the impact of various policy interventions. To develop hypotheses and ensure the relevance of the scenarios, UNTANGLED is developing a diverse community of stakeholders. These stakeholder consultations help us develop concrete policy proposals aimed at shared prosperity.

### **2. Who will join the stakeholder community?**

We are looking for stakeholders from policymaking; international organisations; companies that are developing or implementing new technologies, including consultancies; social partners; and other labour market actors; representatives of civil society, professional and engineering associations and their think tanks; academia. We also aim for diversity in the age, gender and experience of participants, and thus we'd like to encourage you to circulate invitations to junior or senior colleagues, colleagues with international careers and experience, or colleagues from groups that are underrepresented in your context.

### **3. What do you expect from participants?**

We hope that you'll attend both live and virtual events and contribute to the discussions. We may ask you to provide specific inputs, such as short video interviews, on a purely voluntary basis. You are also invited to contribute to the stakeholder and expert forum, which we are setting up to prepare and follow up on events, discuss specific research results or highlight relevant cases.



UNTANGLED activities include:

1. A series of **expert workshops and webinars** with inputs from UNTANGLED research and from related European and national projects. For now, the schedule is:

- An introductory webinar on the project as a whole can be found on the project website (both a recording and the presentations);
- Global trends and variations: technological transformations, globalisation, demographics – varieties by regime, region, sector: disruption or reiteration? (01/2022) (Vienna, Austria; WIIW);
- Employment: number and quality of changing and emerging jobs: where and how? (10/2022) (Esch-sur-Alzette, Luxemburg; LISER);
- Skill changes and the value of skills (12/2022) (Warsaw, Poland; IBS);
- In(e)qualities: old and new inequalities and how to address them (02/2023) (Milan, Italy; POLIMI);
- Data and knowledge sources: what to measure, what to gather, what to sense: how to put the evidence to work? (07/2022) (Vienna, Austria; ZSI);
- Policy measures and stakeholder strategies: how to attain shared prosperity and improve outcomes for all? (05/2023) (Leuven, Belgium; KU Leuven).

2. An “**open virtual expert café**” (4 times a year from 10/2021) with two researchers from the project and an opportunity to ask questions, request information or advice, briefly present an initiative, or brainstorm on an issue of interest.

3. An **invitation-only forum** hosted on UNTANGLED’s project website, where stakeholders are invited to comment on upcoming topics, provide input to the research work packages, discuss and co-develop policy, etc.

#### 4. **Am I taking on any obligation to participate?**

Your participation is entirely voluntary, and we confirm this in our initial survey and consent form [<https://survey.zsi.at/index.php/566899?lang=en>]. At each event you take part in, you will be asked to sign a more specific consent form. By signing this form (or clicking on the “agree” button in the case of an online version), you give us permission to document your comments and input for the purposes of the project, and in the case of photo or video documentation, to use your image (for example, a video-streamed panel discussion). You may withdraw your consent at any time and you do not need to provide a reason for doing so.

#### 5. **What are the possible disadvantages of my participation?**

We do not foresee any disadvantages to participating; we are doing our best to make it worthwhile.

#### 6. **How public is my participation in the project’s activities going to be?**

Your personal contact data are only used to organise and administer events. These data shall be stored on secure servers and will at no time be made accessible to staff who are not directly participating in the project.

In the case of public events, your name and affiliation will be public. Of course, we welcome any publicity for those events by your organisation.

For non-public events such as the project workshops, we generally suggest the Chatham House Rule: participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed. The same applies to contributions to the invitation-only online forum. You may however decide whether you would like your contribution (what you have said or written as part of your participation) to be associated with your name in reports, publications and other project outputs so that anything you have contributed to the project can be recognised.

#### 6. **Who are the people responsible for this project?**

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no 101004776. The project is coordinated by Prof. dr Monique Ramioul and Dr Karolien Lenaerts, KU Leuven ([Monique.ramioul@kuleuven.be](mailto:Monique.ramioul@kuleuven.be), [karolien.lenaerts@kuleuven.be](mailto:karolien.lenaerts@kuleuven.be)), and the specific tasks of stakeholder involvement are coordinated

by Dr. habil. Ursula Holtgrewe, ZSI, Vienna (holtgrewe@zsi.at). If you have any questions, you are welcome to contact any of us.

For any complaints or other concerns regarding ethical aspects of the project, you can also contact the Ethics Committee of KU Leuven, who monitor the project's adherence to ethical standards: smec@kuleuven.be.

### **Support and activities**

Detailed information can be found on our website.

[www.projectuntangled.eu](http://www.projectuntangled.eu)

Twitter: @UntangledEU

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