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Hello and welcome back to Skills4Retail!

Thank you for staying connected with Skills4Retail! Here, we are committed to keeping you informed with the latest project updates and relevant industry news.



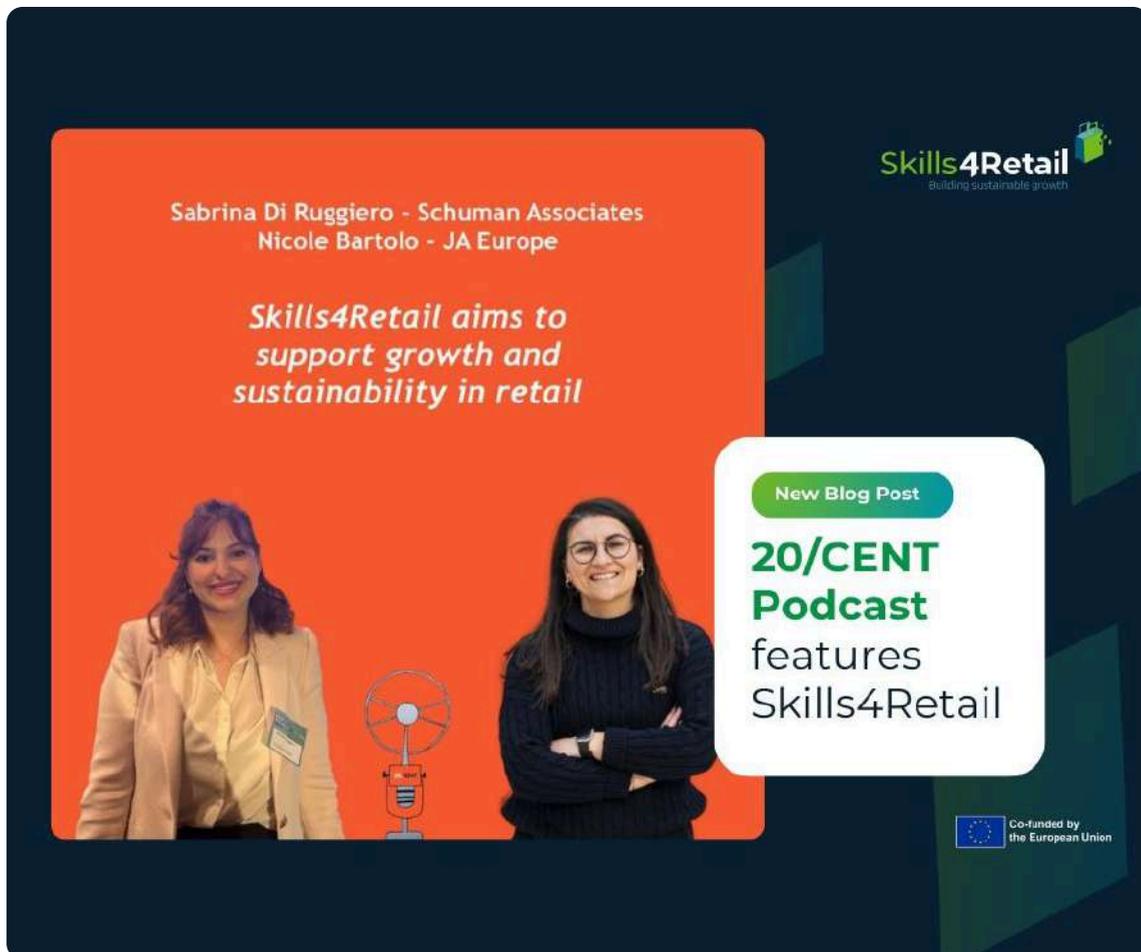
New blog post

European Retail Innovation Summit: Insights from Brussels

At the 12th European Retail Innovation Summit in Brussels, one message stood out:

Consumers are not just customers —they are citizens.

[Discover more](#)



20/CENT Podcast

Spotlight on the Skills4Retail project

In a recent episode of the 20/CENT Retail Podcast, hosted by Vincent Panneels, Nicole Bartolo, Business Development & Events Associate at JA Europe, and Sabrina Di Ruggiero, Project Manager at Schuman Associates. Together, shared insights into the origins of Skills4Retail, the people behind it, its key achievements, and its vision for the future.

[Discover more](#)

Project news

Completion of the Reactive Training Programme & Launch of Emerging Courses

Building on the success of the Reactive Training Programme, the Skills4Retail project is now developing Emerging Courses.

[Discover more](#)



News from our Retail Skills Alliance Community



Intelligent Retailers Breakfast - Unleashing the power of data to transform your retail business



Buymedia, in partnership with AIB Merchant Services and Galvia AI, hosted the Intelligent Retailers Breakfast in Dublin and Galway, bringing together leading figures from Ireland's retail sector. The event focused on how data and AI are transforming the retail landscape, offering attendees a morning of insightful discussion and practical takeaways.

One of the central themes was the challenge of data silos, with Karina Kelly from Galvia AI highlighting how valuable business data is often locked away in disconnected systems, limiting retailers' ability to gain a full view of their

operations. Conor McKeivitt of AIB Merchant Services spoke about the untapped potential within transaction data, which can reveal powerful insights into customer behaviour and demographics when analysed effectively. Maeve-Ellen Moyles from Buymedia demonstrated how AI is now enabling retailers to move away from guesswork in advertising, allowing them to identify where their target audiences consume media and tailor campaigns for maximum impact. The overarching message of the event was clear: the future of retail is data-driven, and those who leverage data and AI will be better equipped to personalise customer experiences, optimise resources, and drive growth. .

[Learn more about how Buymedia are transforming retail businesses](#)



**JA
Malta**

Member of JA Worldwide

Bridging Classrooms and Careers: Skills4Retail Gains Momentum in Malta

As part of its commitment to building stronger connections between education and the retail sector, JA Malta has reached out to the The Directorate for STEM and VET Programmes to involve teachers and their student cohorts in the Skills4Retail project. The educators welcomed the initiative, highlighting the value it brings in equipping students with practical, in-demand skills. Moving forward, collaborative efforts will focus on involving these students in both the piloting phase and the full rollout of the programme, ensuring wider impact and relevance across different educational pathways.

[Learn more about the Skills4Retail project](#)

Pledge your support for Retail Skills

Pledging your support for Retail Skills can have a transformative impact for your business. In the video below, Nicole Bartolo, Business Development & Events

Associate at JA Europe, discusses how joining the Skills4Retail Pledge not only enhances your company's talent pipeline but also drives innovation and growth within the retail sector.



Be a part of change

Join the Skills4Retail alliance to pool expertise, resources, and networks, enhancing the project's reach and impact, and collectively contributing to the advancement of the retail workforce in Europe through a focus on Green, Digital, and Resilience skills.

[Join our alliance](#)



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