



Hello and welcome back to Skills4Retail!

As we reach the midway point of 2026, thank you for staying connected with Skills4Retail. In this edition, we're sharing the latest project updates, community highlights and opportunities to support skills development across European retail.



Date for your diary

A promotional banner for a webinar. On the left, a woman with short brown hair and glasses, wearing a white long-sleeved shirt, holds a white tablet and makes an 'OK' hand gesture. The background is a mix of green and dark blue geometric shapes. On the right, there is a dark blue box with white text and a yellow box with black text. At the bottom right, there is a small European Union flag logo.

Webinar

Join the Retail Ecosystem Webinar: Upskilling and Reskilling for the Future of Work

Date: Thursday, 11 June 2026
Time: 10:30 – 12:00 CEST
Location: Microsoft Teams
Registration deadline: Monday, 8 June 2026

Co-funded by the European Union

Retail Ecosystem Webinar: Upskilling and Reskilling for the Future of Work

On Thursday, 11 June 2026, EuroCommerce and UNI Europa will host a webinar on the Large Scale Partnership for the Retail Ecosystem, focusing on upskilling and reskilling for the future of work.

The session will explore:

- ✓ Future skills for retail and wholesale
- ✓ Contemporary workplace trends
- ✓ Employee experience
- ✓ The changing role of leaders and managers
- ✓ Erasmus+ opportunities
- ✓ Updates from the Pact for Skills Support Team

The webinar will take place on Microsoft Teams from 10:30 – 12:00 CEST.

For anyone working in retail, training, workforce development or skills policy, this is a valuable opportunity to learn more about how the retail ecosystem can respond to changing skills needs across Europe.

[Register now](#)

Project news



Skills4Retail Lesson Observations in the Czech Republic Provide Valuable Feedback for Further Development

In the Czech Republic, two recent Skills4Retail lesson observations offered valuable insight into how S4R materials are being used in real educational settings.

The first took place on 22 April at Silesian University in Karviná, where partners observed how students engaged with the materials in a higher education setting.

A second observation followed at Kollárovska secondary school, with participants including a retail partner from Coop.

Together, the observations provided useful feedback from teachers, students and partners, helping the Czech team identify what works well and where the materials can be further refined for use across different learning environments.

[Discover more](#)



The poster features a dark blue background with a large, stylized white 'A' shape on the right side. At the top, a green rounded rectangle contains the text 'Skills4Retail Digital Marketing'. Below this, the main title 'Bringing Digital Marketing to Life: Skills4Retail Pilot in Dublin' is written in large, bold, white sans-serif font. In the center, there is a photograph of a classroom setting. A man in a green jacket stands on the right, gesturing towards a blue bulletin board covered with various posters. Four students are seated at desks on the left, looking towards the man. Overlaid on the left side of the photograph is a white rounded rectangle containing the Junior Achievement Ireland logo, which consists of a stylized green and blue triangle followed by the text 'Junior Achievement Ireland'. At the bottom center, there is a small European Union flag logo followed by the text 'Co-funded by the European Union'.

Skills4Retail Digital Marketing

Bringing Digital Marketing to Life: Skills4Retail Pilot in Dublin

 Junior Achievement Ireland

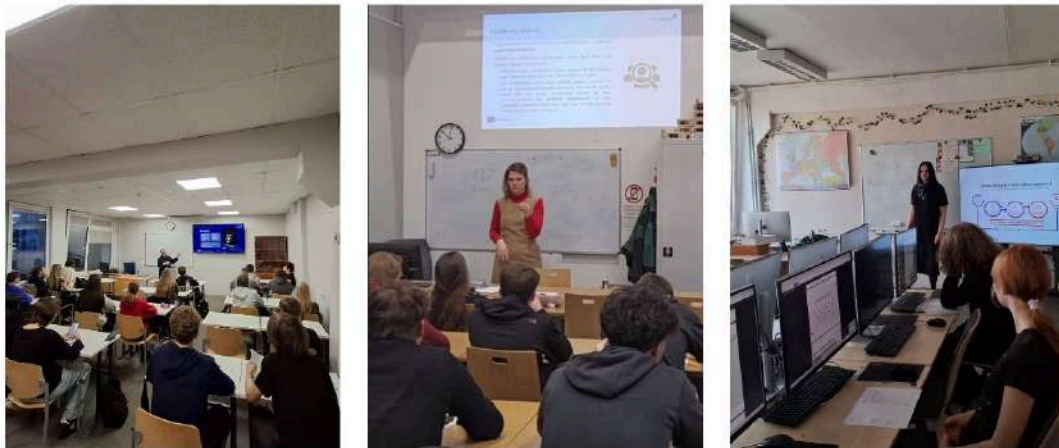
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Bringing Digital Marketing to Life: Skills4Retail Pilot in Dublin

Junior Achievement Ireland recently piloted the Skills4Retail Digital Marketing module with PLC students at Grange Community College in Dublin, helping learners connect classroom theory with real-world retail and business insight.

Delivered with the support of volunteer mentor Karl O'Shaughnessy from Dublin Airport Authority, the pilot introduced students to key digital marketing concepts including brand awareness, customer engagement and the role of digital channels in today's retail landscape.

[Read the full story](#)



Testing the Skills4Retail Training Programme in Latvia

In Latvia, Riga State Technical School has been testing several Skills4Retail training modules as part of the project's wider pilot phase.

The sessions brought the materials to life in a practical learning environment, giving participants the chance to explore topics such as modern retail operations, customer engagement and the growing role of digital tools in the sector.

Feedback from learners and educators will help partners refine the materials and ensure they remain relevant, accessible and aligned with the needs of the retail sector. The Latvian pilot is part of a broader European effort to build a flexible training programme that supports retail learners across different countries and contexts.

[Discover more](#)

Reactive training courses

Free and ready to download



Discover the Reactive Training Programme: Free, Ready-to-Use Resources

The Skills4Retail Reactive Training Programme helps you build your team's skills with targeted, flexible learning. Downloadable modules are shaped around real retail needs – from digital tools and customer service to green practices and beyond.

[Explore the resources](#)

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



Skills4Retail

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