

Preparing ground for Automotive-Mobility Ecosystem Academy (AMEA)

Brussels, 16 June 2025

This note presents a high-level overview of the proposed Automotive-Mobility Ecosystem Academy (AMEA). The **AMEA** is a **European umbrella initiative** for education and training in the automotive-mobility ecosystem. Acting as an **“academy of academies”**, it connects stakeholders—industries, education and training providers, regions and regional stakeholders, clusters, and social partners—to ensure **agile** and **comprehensive** up-/reskilling of the workforce and an innovative approach to support the initial education system. It builds a shared **platform (“smart yellow pages”)** that creates and updates training opportunities, learning paths, skills intelligence, and micro-credentials across the sector.

The **automotive** sector is ready and already taking pilot actions through the **Automotive Skills Alliance (ASA)**¹—the Large-scale Pact for Skills (PfS) Partnership² including Regional Skills Partnership—actively working on the **AMEA** solution to address current and future skills needs. This marks a strong foundation, but **the way forward shall be faster and more robustly supported**. We are entering a new era of education and training—one that impacts all sectors and levels of education, learning, and new emerging skills as key drivers of European innovation and competitiveness.

Facilitation and implementation of European strategy in the area of automotive and mobility

The AMEA is building on the **ASA** network and infrastructure, and is scaling up strategic skills transformation projects, such as **DRIVES**³, **ALBATTS**⁴, and **TRIEME**⁵ ERASMUS+ blueprint projects, as well as **ACEA** and **The Adecco Group** sectoral skill transformation initiative⁶; the **Skills Hub**⁷ tool, which underpins the smart yellow pages with a digital Automotive Competence Matrix, modular training courses, micro-credentialing and linking existing courses and providers.

AMEA is a concrete, fast, pragmatic, and impactful implementation of recommendations from strategic EU policy reports, such as the **Draghi Report**⁸—bridging the skills gap and addressing skills needs as one of the priority actions for the industry, together with the need to support Member States and particularly affected regions in order to establish a common training framework; the **Union of Skills**⁹—following the strengthening of PfS and **EU Skills Academies**; the **Industrial Action Plan for the European automotive sector**¹⁰—more is needed, supporting framework for sectoral skills initiatives.

Call for Action – Pioneering EU implementation of EU Sectoral Skills Academy

Given the strategic importance of the automotive sector for Europe’s economy and competitiveness—along with its ongoing massive transformation, the growing need for talent and innovation, the Automotive and Mobility Academy (AMEA) should serve as a **pioneering and concrete sectoral implementation** of the EU

¹ <https://automotive-skills-alliance.eu/>

² https://pact-for-skills.ec.europa.eu/about/industrial-ecosystems-and-partnerships/mobility-transport-automotive-ecosystem_en

³ <https://www.project-drives.eu/en/home>

⁴ <https://www.project-albatts.eu/>

⁵ <https://project-trieme.eu/>

⁶ <https://www.acea.auto/press-release/the-adecco-group-and-the-acea-join-forces-to-tackle-automotive-skill-transformation>

⁷ <https://skills-hub.eu>

⁸ See p. 156 of the Draghi report - [EU competitiveness: Looking ahead - European Commission \(europa.eu\)](https://ec.europa.eu/economy_finance/competitiveness-2020-2025-report_en)

⁹ https://commission.europa.eu/topics/eu-competitiveness/union-skills_en

¹⁰ https://transport.ec.europa.eu/document/download/89b3143e-09b6-4ae6-a826-932b90ed0816_en?filename=Communication%20-%20Action%20Plan.pdf

Skills Academies to support **further systematic skills transformation** and inspire broader uptake across Europe.

Annex 1 Automotive Mobility Ecosystem Academy - Description

This document provides further details on a high-level overview of the proposed Automotive-Mobility Ecosystem Academy—an "**academy of academies**" that connects diverse stakeholders across the sector. It ensures the delivery of up-to-date and continuously evolving education and training content to the entire industrial value chain, engaging providers at all levels, from European to regional and local. **Building on existing structures and the Automotive Skills Alliance¹¹ partnership and network**, the modern Automotive Mobility Ecosystem Academy serves as a one-stop-shop service, provides sector-based solutions and links education courses across the EU (via "**smart yellow pages**") to boost upskilling and reskilling across the ecosystem.

Background

The automotive sector remains one of the European Union's most **strategic industries**, underpinning the EU's global competitiveness. It supports approximately **13 million jobs** across Europe. Both directly and indirectly, it contributes 7% to the EU's GDP, and is responsible for nearly one-third of private **R&D investment** within the Union. The sector also generates a strong multiplier effect across critical related industries, including steel, chemicals, textiles, batteries, ICT, semiconductors, repair, and mobility services. The **twin transformation** of the sector is driven by key trends reflecting the **transformation of the product** (i.e., new vehicles, services, business models) and the **process** (i.e., R&D, product development, production, aftersales, repair, maintenance), such as cooperative, connected and automated mobility, software-defined vehicle, cybersecurity, artificial intelligence (AI), machine learning, data analysis, circular economy, batteries or alternative propulsions.

All this puts pressure on the current and future workforce's skills, highlighting the up-/re-skilling needs and need to update the education and training system curricula and offerings. This puts enormous **pressure on the entire education and training system across Europe to continuously and quickly adapt**, while assuring agile and proactive approach. Transformation affects the entire system—secondary schools, VET, and higher education, but also kindergartens and elementary schools. For example, introducing **automotive-mobility ecosystem-related examples** can improve the sector's attractiveness and promote STEM education. This showcases that the sector drives innovation and offers the potential for a promising career or entrepreneurship. Updating curricula to keep pace with rapidly evolving technologies is not only about adapting education and training materials, but also about enabling trainers, teachers, and academics to experience the latest approaches and technologies, and to provide opportunities for industry-based work experience.

The **Automotive Skills Alliance (ASA)** is a **large-scale partnership** driving collaboration in skills development across the automotive-mobility ecosystem. As a flagship initiative under the EU's Pact for Skills, ASA plays a pivotal role in supporting the green and digital transitions of the workforce within and beyond the sector.

¹¹ <https://automotive-skills-alliance.eu/>

Established in 2020 by key European automotive associations—**ACEA**¹², **CLEPA**¹³, **CECRA**¹⁴, and **ETRMA**¹⁵—and building on the outcomes of strategic Erasmus+ projects, ASA has grown into a dynamic alliance of over 120 members. Its membership includes **industry stakeholders, education and training providers, social partners, and regions**, reflecting a comprehensive, ecosystem-wide approach to skills transformation. Recognising that regional ecosystems are pivotal to managing this ongoing transformation, ASA engages in strategic cooperation on skills and workforce development with the Automotive Regions Alliance¹⁶ and the CoRAI¹⁷.

ASA supports sectoral transformation and provision of quality industrial jobs in Europe, recognising that the skills and competences of the labour force are critical elements of transformation and enabler of keeping jobs and innovation in Europe, while ensuring its competitiveness. ASA is following its strategic priorities¹⁸, including the development of the academy, reflecting the need for a systematic skills intelligence approach, streamlined governance of the skills agenda in the sector via Pact for Skills, closer connection of education, training, and research, effective and pragmatic delivery of the needed skills and focus on the initial and continuous educational system.

AMEA Academy as part of the European strategy

Draghi Report

The Draghi report clearly identifies the need for an overarching approach and clear policy towards decarbonisation of road transport and recognises the importance of the automotive sector in this aspect. It also identifies bridging the skills gap and addressing skills needs as being one of the priority actions for the industry, together with the need to support Member States and particularly affected regions in order to establish a common training framework.

The Draghi report also acknowledges the work already done under the umbrella of the Automotive Skills Alliance activities:

“The framework can build on the Automotive Skills Alliance. The latter could develop and provide courses for expert training, and act as platform for lifelong learning centres. The objectives of skill monitoring and the mutual recognition of training and training certificates across Member States and employers should also be maintained. It will be important to particularly target SMEs with less capacity to develop their own training infrastructure and programmes and with possibly particularly acute reskilling needs (e.g. car part suppliers exposed to the transition for ICE vehicles to EVs).”¹⁹

The focus on supply and value chain, with a dedicated focus on SMEs is also highlighted in the horizontal priorities related to skills in the Draghi report:

¹² <https://www.acea.auto/>

¹³ <https://clepa.eu/>

¹⁴ <https://clepa.eu/>

¹⁵ <https://www.etrma.org/>

¹⁶ <https://automotive-skills-alliance.eu/strategic-cooperation-of-european-automotive-regions-a-working-agreement-signed-between-the-asa-the-automotive-regions-alliance-and-the-cors-intergroup-for-the-future-of-automotive-industry>

¹⁷ <https://www.europa.steiermark.at/cms/ziel/146727293/DE>

¹⁸ <https://automotive-skills-alliance.eu/wp-content/uploads/2024/11/Automotive-Skills-Alliance-Priorities-in-the-Skills-Agenda-2024-11-10.pdf>

¹⁹ See p. 156 of the Draghi report - [EU competitiveness: Looking ahead - European Commission \(europa.eu\)](#)

“The success of these industrial policy interventions in strategic domains to tackle the skills gaps identified in the sectoral chapters crucially hinge on the ability to address technology gaps and to meet skills shortages across network members within a selected value chain, including the numerous SMEs that support large downstream producers and often miss the appropriate scale and capabilities to properly train their workforce.”²⁰

Industrial Action Plan for the European automotive sector

From the perspective of skills and social dimension, the action plan²¹ recognises the importance of initiatives on skills development—such as the **Pact for Skills and the Automotive Skills Alliance**—in preparing workers during the ongoing deep transition. **But more is needed.** Aligned with the Union of Skills, the framework for sectoral skills initiatives in strategic industries that enable the Clean Industrial Deal will be reinforced. In 2026, **targeted support through Erasmus+ grants of up to EUR 90 million** will be made available for the relevant Large-Scale Skills Partnership, including the Automotive Large-Scale Skills Partnership under the Pact for Skills.

Union of Skills

The importance of strategic sectors, creation of EU Skills Academies is reflected also in the **Union of Skills**²², released 5 March 2025. The document highlights the importance to strengthen and streamline the Pact for Skills, including the Large-scale Partnership in the automotive sector—the Automotive Skills Alliance—to support strategic sectors with development of the sector-specific solutions and to tackle with the fragmentation of initiatives and provide the linkages between them, including at the cross-sectoral and horizontal levels.

The Union of Skills outlines actions for the review and implementation of the **targeted EU Skills Academies**, where the targeted number of academies will be rolled-out in 2026, while building on the most successful models, to deliver the skills needed by industry for the green and digital transition. The academies should target strategic sectors such as defence, **automotive**, the circular economy, wind, grids, food, as well as digital fields such as AI, quantum, virtual worlds and semiconductors.

AMEA is offering concrete pilot solution for EU Skills Academies, supporting the European strategic sector and providing example for other sectors to follow and collaborate with.

Overview of the Automotive-Mobility Ecosystem Academy (AMEA)

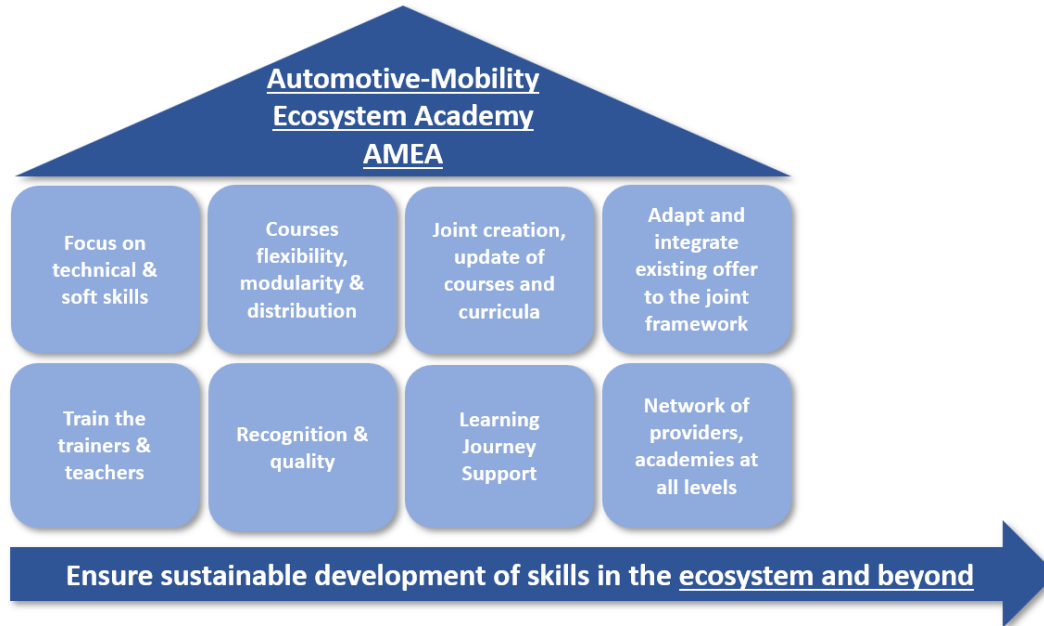
The academy, as a service connecting stakeholders, serves as a **European umbrella for education and training in the automotive-mobility ecosystem**. It may be used by companies in their internal academies, by education and training providers in their education schemes, by social partners supporting individuals in their transition from job to job, or by regions as part of their transformation strategies to bring the desired know-how and training courses to the region.

²⁰ See p. 275 of the Draghi report - [EU competitiveness: Looking ahead - European Commission \(europa.eu\)](https://ec.europa.eu/economy_finance/competitiveness-report_en)

²¹ https://transport.ec.europa.eu/document/download/89b3143e-09b6-4ae6-a826-932b90ed0816_en?filename=Communication%20-%20Action%20Plan.pdf

²² https://commission.europa.eu/topics/eu-competitiveness/union-skills_en

AMEA is seen as a gateway providing horizontal links between different ecosystem players in the reskilling and upskilling agenda, with a dedicated focus on the supply and value chain. It should be viewed as a hub that guides users to tailored outputs from various academies, EU-funded projects, and education and training providers, all within one collaborative platform.

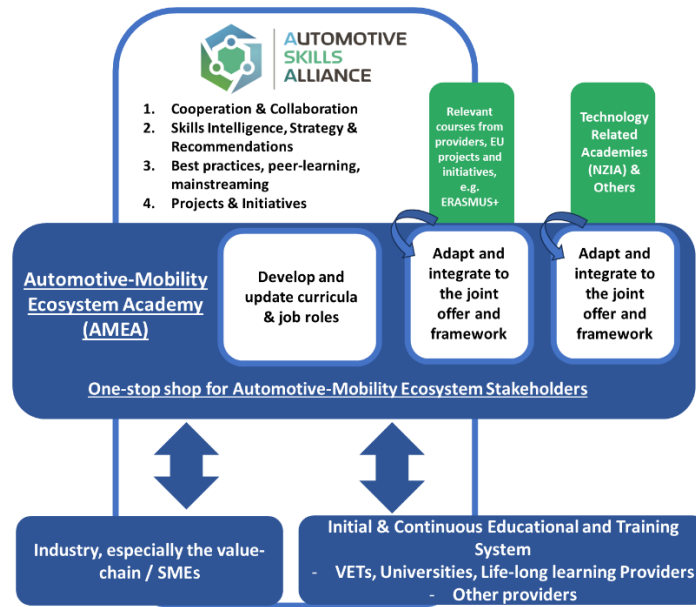


The academy will build on and further exploit the pilot use cases iteratively developed by the DRIVES²³, ALBATTs²⁴ and TRIREME²⁵ ERASMUS+ blueprint projects. It will provide access to a pool of new and regularly updated training courses, modules, and curricula, following the latest industrial trends for actors in both initial and continuous education system across all levels. This system will support the flexibility and modularity of education and training, while ensuring compliance with existing education and training schemes in Europe.

²³ <https://www.project-drives.eu/en/home>

²⁴ <https://www.project-albatts.eu/>

²⁵ <https://project-trireme.eu/>



Key beneficiaries:

- **SMEs in the whole value and supply chain**, including innovative start-ups and newcomers to the sector;
- **Large enterprises and internal innovation ecosystem**, connecting and sharing with others the latest needed skills, skills intelligence and training courses content, courses as such train-the-trainers solutions or direct course provision in the educational and training system;
- **The entire industrial ecosystem**, encompassing relevant industries, education and training providers, social partners, and regional stakeholders. AMEA enables the use and adaptation of resources and courses from other academies and related initiatives, tailoring them to the ecosystem's needs. This includes sector-specific skills intelligence and development insights provided by OEMs and key industry players—resources typically inaccessible to SMEs.

Key benefits:

- **One-stop shop service** – AMEA will provide a database of courses, reference job roles, and skills definitions according to the needs of the industry (Automotive Competence Matrix), as well as a catalogue of courses from different providers, enabling easy selection and identification of relevant courses. It will streamline all providers in one place, eliminating the need to search elsewhere;
- **Expansion of network and skill coverage** – the system will allow access to a broader range of relevant education and training courses, beyond the offerings of the current provider network;
- **Simplified creation and delivery of joint training courses** – this will enable easier development and distribution of training courses to ecosystem stakeholders, support regular updates, and facilitate overall knowledge sharing to ensure the right course offerings at all levels, especially through collaboration within the formal educational system;
- **Regularly updated course offerings** – courses are shared and regularly updated by the participants in the academy whilst ensuring the train-the-trainer solutions;
- **Common industry recognition of training courses** – training courses offered with micro-credentials ensure wide recognition and quantifiable achievements;
- **Enhanced quality of education** – via defined rules and quality control;
- **Enhanced support for trainers and educators** – increased offers of specific train-the-trainer and train-the-teacher solutions as well as peer-learning activities;
- **Human-centred approach** – offering individual up-/re-skilling solutions, supporting learning accounts and job-to-job transition as part of an integrative strategic approach of competitiveness.

Key stakeholders:

- **Industry**
 - to support the skills intelligence process,
 - to use or offer courses via the academy,
 - to use or offer train-the-trainer/teacher/academic activities,
 - by the use of academy have up-/re-skilling activities more effective while ensuring competitiveness and innovative development;
- **Education and training providers or academies**
 - to jointly create and update education and training courses tailored for the area of automotive and mobility,
 - to offer own courses and ensure a broader reach,
 - to stay up to date with the latest developments and needs by receiving updated materials and train-the-trainer/teacher/academics solutions;
- **Social partners**
 - to support up-/re-skilling journey and the human-centred view;
- **Regional/national authorities and representatives**
 - to implement and deploy the academy with regional stakeholders to support regional transformation,
 - to serve as an actor, via e.g. clusters, close to regional/national stakeholders, connecting to the latest relevant skills opportunities, streamlining and merging the offer
- **The European Commission**
 - as a support and enabler of faster implementation of the EU-wide solution.

AMEA streamlines European projects and initiatives

AMEA might be seen also as a concrete “service” that might be offered to different projects and initiatives—such as ERASMUS+ or Horizon Europe. It is a **ready-made solution for the projects**, service that can support **dissemination, exploitation and sustainability of the suitable project results relevant to skills agenda**—such as newly developed training courses and modules, train-the-training activities, and other outputs. It would allow to project partnership to invest more into implementation activities, such as creation of the courses and work on the project as such, and avoid difficult reach to the target audience, creation of own platform to offer courses, etc.

AMEA is the whole European collaborative ecosystem

The Automotive-Mobility Ecosystem Academy (AMEA) is not a single software tool, but rather an overarching structure, collaborative framework, and set of processes established by the academy itself. It serves as the foundation for coordinated efforts across stakeholders to streamline collaboration, share best practices, and accelerate the integration and use of the relevant education and training offer to get the right skills to support the innovation.

Automotive Skills Alliance and AMEA connection

AMEA is a vital part of the Automotive Skills Alliance and building on its partnership and network, it can be seen as **one of the practical ASA tools for the sector**, using also ASA inputs, such as Skills Intelligence, overview of initiatives, best practices and stakeholders, supporting stakeholders' engagement.

ASA Skills Intelligence - gathered and continuously updated via the ASA Working Groups, Task Forces, engagement in strategic projects, such as ERASMUS+ blueprint project TRIREME²⁶, or connection to relevant sectoral initiatives and projects. The definition of the required sector-specific job roles is captured in the **Automotive Competence Matrix**, which provides an up-to-date definition of reference job roles and associated skills at different levels: awareness, practitioner, and expert. It serves as a basis for skills recognition.

ASA as the sectoral large-scale partnership, ASA's ambition is to provide an **overview and connection of the relevant initiatives, projects, best practices and stakeholders—both in the sector and beyond**. In order to ensure effective collaboration on the skills agenda and streamline implementation. This includes, for example, the sharing and use of skills intelligence, tools, training courses and modules, micro-credentials, and especially the use of AMEA as a foundation for training course offerings ERASMUS+ projects, as well as their dissemination.

Another important aspect is the connection of **research initiatives**—such as the newly being established European Connected and Autonomous Vehicle Alliance, defined in the Industrial Action Plan for the European automotive sector²⁷— and **practical education and training activities**. Given the speed of transformation, it is essential to directly link the latest research activities with training and education offers to boost preparedness for the upcoming technologies and solutions, and prepare trainers and provides to offer trainings further via the AMEA structure and network.

ASA coordinates the strategic ERASMUS+ blueprint project TRIREME, which encompasses 31 ASA members and is implemented from 2024 to 2028. The **TRIREME project is complementary to implementation of AMEA**, as it will:

- **Update the skills intelligence**, which will be used in AMEA via ASA (e.g., description of trends, and the latest update of the Automotive Competence Matrix)
- Create an **updated version of the Skills Hub²⁸ tool** – offering a Learning Path solution in which different training courses are combined to reach a desired job role. The Skills Hub tool, with its pilot implementation from TRIREME, will be used and further extended by and through AMEA.
- Update the **courses offering** (free/paid, online/onsite, etc.) via the Skills Hub tool developed under the TRIREME partnership, and develop **60 new training modules** available via Skills Hub. This will provide a **pilot set of providers and offerings** that AMEA will build upon.
- **Pilot the recognition of micro-credentials** via the TRIREME network ensure an initial set of community-level recognition, which will be further updated and significantly extended to make it mainstream through AMEA.

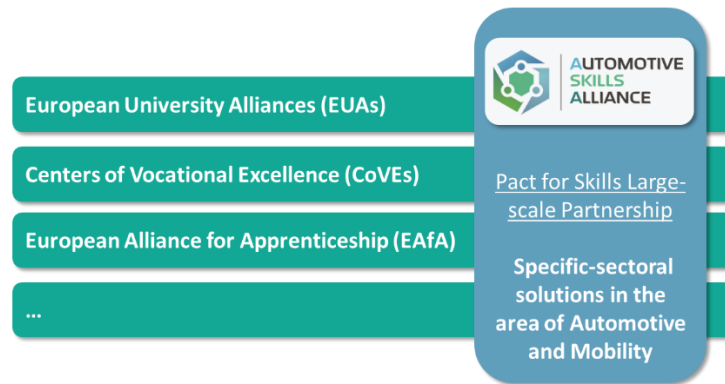
ASA's goal is to serve as a vertical, sectoral umbrella connecting horizontal and other relevant initiatives in the skills agenda, which are currently fragmented and not fully aligned. The aim is to avoid “reinventing the wheel”, support faster implementation by reusing existing solutions, and allow a focus on new innovations.

The umbrella for initiatives also provides the possibility to feed into and facilitate AMEA activities, such as specific course offerings, train-the-trainer solutions, and more. ASA is on a mission to connect initiatives relevant to the automotive and mobility ecosystem, such as European University Alliances, Centres of Vocational Excellence, the European Alliance for Apprenticeships, and others.

²⁶ <https://www.project-trireme.eu>

²⁷ https://transport.ec.europa.eu/document/download/89b3143e-09b6-4ae6-a826-932b90ed0816_en?filename=Communication%20-%20Action%20Plan.pdf

²⁸ <https://skills-hub.eu>



The connection of sectoral Pact for Skills Large-Scale Partnership and the horizontal networks and initiatives, such as European University Alliances, creates the possibility for two-way amplification of existing efforts, while bringing sector-specific knowledge and solutions. Benefits include participation in sectoral-specific skills needs gathering; updating and sharing knowledge; offering relevant training and education to an already existing EU-wide audience; access to the of train-the-trainer activities; and other benefits provided by AMEA.