

## Press release

### BRIGHTskills project kicks off in Brussels

*EIT Health leads a new Blueprint Alliance to strengthen the European health industry through skills development*

In the face of an unprecedented tailwind of rapid technological, economic, environmental, and societal changes, the European health industry requires a trained, talented, and committed workforce to meet these challenges head-on. Workers employed by Medtech, Personal Protective Equipment, biotechnology and digital health companies must have the technical proficiency, environmental acumen, and the strategic and leadership vision to thrive in the post-COVID health industry ecosystem as the green and digital transition gathers pace. Looking to the future, a skilled, competent, workforce is essential to guarantee the sustainable competitiveness, regulatory compliance and strategic autonomy of Europe's health industrial ecosystem.

In a changing world with new challenges, third-level education providers, industry manufacturers, HR companies, small and medium enterprises and industry associations have joined forces to build a critical mass for the up- and re-skilling efforts of the health industry's workforce under the aegis of the BRIGHTskills project.

Catering for pressing market demands requires mobilising relevant knowledge and investment capacity from industrial stakeholders, complemented with a modern need-driven upskilling and reskilling offer from education and training providers.

Lead by EIT Health, the four-year, BRIGHTskills project will solidify the ambitions of the [Large-Scale Skills Partnership for the European Health Industry](#) under the [Pact for Skills](#) to develop a **Health Industry Skills Strategy for workforce development**. The actionable strategy will set a clear roadmap for the extensive implementation of talent development efforts, driving the transformation of regional, national and European health industry ecosystems.

*"At EIT Health, we understand that the challenges facing Europe's healthcare ecosystem demand bold, collaborative action. The BRIGHTskills project is a testament to our commitment to equipping the workforce with the skills needed to navigate the green and digital transitions, ensuring the sector remains resilient, innovative, and globally competitive. By uniting industry leaders, education providers and policymakers, we aim to create a comprehensive strategy for talent development that addresses both current and future market needs. This initiative represents a vital step towards empowering the workforce to drive meaningful change right across our healthcare industry."*

The BRIGHTskills' collaborative project officially kick offs today, the 20<sup>st</sup> of January at EIT House, Brussels. Co-funded by the European Commission under the Erasmus+ programme (Alliances for Innovation - Lot 2: Alliances for Sectoral Cooperation on Skills), this Blueprint Alliance will enable the

continuous development, innovation and competitiveness of three health industry subsectors (MedTech, PPE, BioTech and Digital Health) by creating a dedicated skills observatory, competences matrices, self-assessment skill development tools and curated, certified, accredited training programmes in line with educational and industry best practices and standards.

*"At BioTalentum Ltd. we are excited to be part of this extremely important project and we will contribute to its success with all of our efforts and knowledge."*

To stay up to date on the latest BRIGHTskills news make sure to follow us on our [X](#) and [LinkedIn](#) channels.

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