



# THE FUTURE OF WORK



AN INITIATIVE OF THE



Federal Ministry  
of Education  
and Research

Research in  
Germany



Land of Ideas



“How can we shape the future of work? How will artificial intelligence change the way we work? What role do research and development play in this context?”

In a globalized world, we can best answer these questions in cooperation with other countries. This is why we are offering selected German research networks a platform to present their innovative projects on ‘The Future of Work’ abroad, identify international collaboration partners and establish global links.”

*Anja Karliczek*

Anja Karliczek  
Member of the German Bundestag  
Federal Minister of Education and Research

# TOPICS

In its current High-Tech Strategy 2025, the German Federal Government has defined “Economy and Work 4.0” as one of six priority topics for the promotion of research and innovation. The Federal Ministry of Education and Research (BMBF) is taking this goal to an international level with its current campaign “The Future of Work”. The focus is on four topics:

## **Education and Big Data**

What will the work environment of the future demand from humans? How can we update our skills to meet these requirements, especially with regard to the handling of data?

## **Industry and Networking**

What opportunities do digitalization, artificial intelligence and Industrie 4.0 offer for the future of work? How can human-technology interfaces be designed for interaction in digitally transformed work processes?

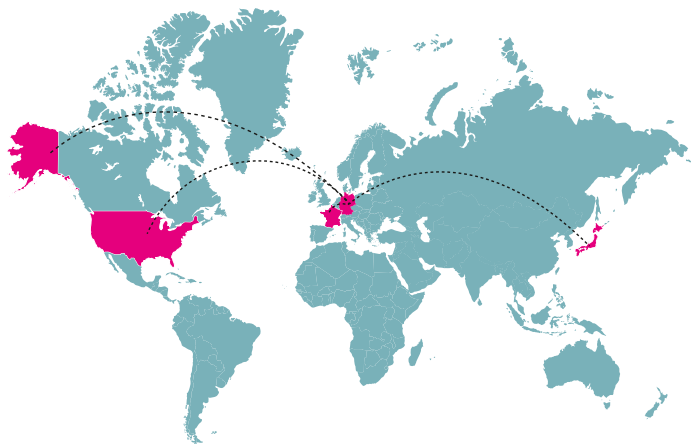
## **Technology and Organization**

How will new technologies change the work environment? What are the social and organizational implications and how can we handle them?

## **Workplace and Society**

How can new work models be implemented? How will social trends and individual life concepts be taken into account?





## TARGET COUNTRIES

Under the campaign “The Future of Work”, excellent universities, science and research institutions, and renowned companies and clusters in Germany will cooperate with partner countries that have significant scientific and technological resources and major emerging markets. The campaign focuses on France, Japan and the USA.



# INTERNATIONAL RESEARCH MARKETING CAMPAIGNS

Germany's strengths as a location for research and innovation are presented around the world in research marketing campaigns under the brand "Research in Germany".

The Federal Ministry of Education and Research has conducted eight such campaigns since 2006 comprising three campaigns targeting specific countries (South Korea, India and Russia, respectively) as well as five thematic campaigns on the topics of environmental technologies, nanotechnology, resource efficiency in production processes, medical technology and sustainable urban development. Up to now, 82 German networks have been funded with around 7.2 million euros. The results of the marketing activities have played a significant contributory role in initiating international collaborations: Around 100 R&D projects have been launched and 192 cooperation agreements have been signed with international partners.

## DO YOU HAVE ANY QUESTIONS?

More information about the campaign can be found at:

[www.research-in-germany.org/the-future-of-work](http://www.research-in-germany.org/the-future-of-work)

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