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## **Sustainability and Digital Transformation: Key Insights from University-Industry Co-Creation Workshops**

The twin transition—concurrent shifts toward digitalization and sustainability—is transforming economic structures and organizational practices. According to the World Economic Forum’s Future of Jobs 2025 report, advancements in AI, automation, and energy systems will impact 60% of businesses by 2030. In this context, aligning educational programs with evolving industry needs is critical. Effective alignment requires close collaboration between universities and organizations to identify emerging competencies and professional profiles.

This study analyzes the outcomes of the first in a series of participatory co-creation workshops hosted by the Universitat Oberta de Catalunya (UOC), involving 30 Catalan organizations engaged in the twin transition. The workshop focused on three core areas: (1) hard-to-fill professional roles, (2) key competencies in the evolving labor market, and (3) emerging trends shaping the twin transition.

Findings indicate a significant talent gap, particularly in roles demanding expertise in data analytics and sustainability. Participants emphasized that sustainability should be embedded across all professional domains, rather than isolated in niche roles. The workshop also underscored the importance of lifelong learning, advocating for flexible, modular training formats—such as micro-credentials—to help professionals stay abreast of technological and regulatory change. Soft skills were likewise identified as essential to workforce adaptability.

The workshop demonstrated the strategic value of university–industry collaboration in anticipating labor market needs and shaping future talent. Such co-creation initiatives not only help identify skill gaps but also contribute directly to curriculum development, thereby improving the relevance and responsiveness of academic offerings and reinforcing graduates’ employability. Integrating real-world challenges into education fosters more agile, workforce-ready graduates equipped to navigate and lead in the context of the twin transition.