AI-DRIVEN LEARNING

1. Title

Hrvatski Telekom Learning Ecosystem and AI Academy

- **Country:** Croatia
- **Organisation:** Hrvatski Telekom d.d.

2. DDSS Gap Addressed

Basic green and transversal skill gaps – E5

3. Description of the Reskilling Lab

Hrvatski Telekom has established a learning ecosystem that systematically identifies future skill needs, assesses employee competencies and provides tailored learning pathways. It combines internal academies, digital learning platforms, workshops, mentoring and specialised training. The AI Academy, developed following an assessment of employees' AI skills, supports the practical application of AI across business functions. These initiatives strengthen employee development, internal mobility and organisational adaptability.

4. Why is this a Good Practice?

The model addresses Gap E5 by linking skills development to business strategy and anticipated competency needs. Regular skills assessments inform tailored learning pathways, while initiatives such as the AI Academy respond to technological change and emerging skill requirements. By integrating training into everyday business processes and supporting employees in developing new competencies and moving into new roles, the company helps prevent skills gaps and strengthens workforce adaptability.

5. Transferability

The model can be adapted by organisations of different sizes through regular skills assessments, targeted training and learning pathways aligned with business needs. Smaller organisations can apply the same principles using modular courses, digital platforms, mentoring and external training providers, without establishing dedicated academies. The key lesson is to anticipate future skill needs and invest in continuous learning to support digital transformation, internal mobility and long-term employability.

6. Additional Information

Website: https://www.t.ht.hr/en/careers/employee-growth

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