

## A new Work, a new opportunity, a new humanity

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*"I believe that if a human in the future is fired by a manager to be replaced by a robot, well, it means that the human was not good enough".*

These are the words of Sophia, the first robot to take Saudi citizenship when he was asked to express his opinion on the future of the work of "human beings". An intelligent and reasoned answer that leaves no room for misunderstandings, we will have a new contender in the search for work. According to a research by [Gartner](#), about 1.8 million jobs will be wiped out by 2020, but more than 2.3 million will be created.

*"Songergaard stated that by 2020 AI will automate 1.8 million people out of work, but it will create 2.3 million jobs. I know, AI will drive a net gain of 500,000 new jobs. "At the dawn of what today is called "the fourth industrial revolution" it is imperative to question the connotations that work has taken or will have to assume in the near future. Which negativity and what opportunities will bring this epochal transformation.*

**According to [Verizon's](#) analyst, Drake, jobs at risk** are those that depend on redundancy and repetition. In detail: **taxi drivers, cashiers, telemarketing sellers and factory workers** are the categories most at risk. "Artificial intelligence will also eliminate jobs that are physically harmful or dangerous to humans" continues the research, news that in fact assumes the connotations of a "good new" for all those workers who breathe toxic chemicals or disposal experts that put their lives in danger. Good news also by virtue of the fact that the works that will be replaced, in large part, by robots or artificial intelligences will be the ones that are more physically wearisome for man, the most "bestial" in the broadest sense. That man can finally make a further step towards emancipation can only be good news. But how to cross the change in the most painless way possible? Reinventing ourselves is fundamental and procrastination can be our worst enemy.

**But how can you reinvent yourself in good time if the major companies operating in Industry 4.0, and who are directly responsible for this revolution, while boasting dizzying revenues, devour workforce at an impressive rate, setting an impact on employment with a given inversely proportional to their economic growth? "** In 2016 - writes Inapp - in Italy Google and Facebook had 195 and 22 employees respectively; this is partly explained

by the technological and organizational nature of the platforms, which means that their employment needs are mainly aimed at technical and managerial profiles ". The debate, especially in the European scenario, is very lively; there are those who see these giants as "lucreziani" monsters, cybernetic voyeurs, ready to sell any personal data to the "worst" bidder, who has almost a mystical approach with these saviours of the human species and who instead in a structured way, data to the hand, try to understand how to capitalize the huge income with adequate taxation. It is certainly true that these global platforms, as we have already said, occupy little staff and pay little tax in our country compared to revenues. So, there is a very significant problem of distribution of the gains of digital platforms, which on the one hand do not turn into employment and on the other hand do not feed the redistributive capacity of the state through taxes. An answer to the previously asked question can be found in the sharing of the knowhow possessed by these great industrial giants 4.0: lay the foundations for a new intellectual and above all professional training.

Politics in addition to questioning how to derive the greatest economic benefit from these revenues through "adequate" taxation, should identify a different way to capitalize this intellectual and huge potential. Intellectual and professional training. These giants 4.0, voted by their nature to research and experimentation aimed only at capitalizing resources, should contribute to the creation of new human capital. Data analyst, designer engineer, cyber security specialist, innovation manager, big data scientist, robotics & automation manager, cognitive computing, business intelligent analyst, digital learning specialist are just some examples of highly sought-after professionals in the world of industry 4.0. The offer cannot meet the demand.

The giants of the new industrial revolution cannot, however, replace the canonical formative paths, which must find new impetus through the inputs suggested by the new logic of the labour market and of the labour demand. The birth of this new skill economy requires a very challenging evolutionary effort for the governments of Western countries and the help that the great actors operating within it will be fundamental, obtaining enormous profits. Ultimately, finally, it will be the ability of governments to derive the greatest advantage from these realities, 4.0, to realize a necessary evolutionary step.

Take this new evolutionary opportunity. Contribute to the continuation of this long journey that, step by step, will lead us to a new humanity. If we can meet the challenge of working alongside artificial intelligence, we can afford to lead a more fulfilling and balanced life by doing what we should be able to do better - being human.