



PRESS RELEASE
International HR Day
20 May 2024

‘DECENT WORK’ MUST BE PROTECTED AS TECH AND AI USE GROWS

Ethics around adoption of new concepts among topics being discussed on International HR Day

The organisers of **International HR Day** say people professionals must ensure that ‘decent work and good jobs’ are delivered as workplaces adopt more technology and artificial intelligence tools than ever.

The **European Association for People Management (EAPM)** use this day each year to celebrate how the HR and people profession, together with business, have a positive impact on working lives and business performance.

Championing - ethical technology - and AI integration is among three key topics that have been identified for the occasion this year, under the theme ‘**Shaping the New Future**’.

The EAPM says HR professionals need to embed principles of transparency and ethical use in these areas, provide policies on appropriate use and ensure digitalisation boosts equality and inclusion, as well as enhanced employee autonomy and control.

The other topics being highlighted this year are:

- **Redefined future workplaces**

Organisers say building a high trust culture and embedding equality, diversity and inclusion are the essence of good workplaces. Giving employees a voice, opening up flexible and hybrid work opportunities, addressing pay gaps and promoting wellbeing and work life balance are core to sustaining high performance and productivity, and supporting individuals to thrive.

- **Excellence in people leadership**

HR workers are being reminded they have a professional responsibility to deliver ethical, people-centric and evidence-based decisions. They earn the trust of employees through empathy, authentic leadership and open communication channels. They should aim to develop leaders and managers to build inclusive workplaces where every person feels they can bring their authentic self to work every day.



- **Continuous investment in skills and education**

As skills requirements change at a pace, building sustainable work means employees and those in the labour market have opportunities to grow their knowledge and skills, improve productivity, be more employable and better off. The EAPM is highlighting the role of HR workers in engaging with organisations as they invest in upskilling employees and improving access to work and learning in the wider marketplace, especially marginalised groups and those whose jobs are at risk.

Berna Öztinaz became the first female President of the EAPM in 2024 and is also CHRO of Genel Energy Plc. Based in Turkey she says it's important that HR professionals adapt to the changing technological environments in the workplace: *“One of our core skills in the HR profession is change management and it has never been more relevant than over the past four years. Having transformed drastically to cope with enforced remote working, our next challenge is to find where AI and technology fit into the work we'll be doing in the future. Our colleagues will be looking to us for guidance and we should be ready to help lead them on this journey”.*

Alongside virtual and in-person events, the HR community will be using **#InternationalHRDay** across social media platforms to share their experiences. Full details of the event are at www.eapm.org.

About EAPM

The European Association for People Management (EAPM) is a network association and the European body for human resource management. It forms a European umbrella body of national HR organisations and facilitates experience exchange without any profit-related objectives. It is purely professional and specialist in nature

See <https://www.eapm.org/ihrd/> for more info.

About APG

APG - Portuguese Association of People Management is a non-profit professional association under private law, of cultural and scientific nature, recognised by the Portuguese Government as an organisation which pursues public interests.

Its a national association that gathers people and organisations devoted to people's management or practising leadership services or specialised in this area, both in the public and private sector, as well as trainers, coaches, academics consultants and students.

See <https://www.apg.pt> for more info.