

## **Taking Big Steps How We Got Here Work Less, Work Better** The 40 hour work week is so last century. The idea itself of "the more **Ireland Has Joined** hours you work the more productive you will be" is far by now. One **Store Closures** of the first to prove this was Sweden, in 2016 with a project the Six-Hour Club Number of retail stores in UK that involved the staff of the Gothenburg's Sahlgrenska University hospital. The trial was a success: Ann-2013 Ireland has succeeded in obtaining Charlotte Dahlbom Larsson, head of elderly 2018 the six-hour working day. After care at the home, said staff wellbeing countries like Scandinavia, U.K. and was better and the standard of In UK the total number of retail store large part of US, Ireland workers care was even higher. have fallen from 281,930 in 2013 to have switched to the six-hour 220,000 in 2018. This caused job working day for the same wage. losses of around 316,000 in those 5 years. The share of online retail sales, instead, rose from 12.7% to 21.5%. **Artificial Intelligence** In 2016 Google's Average Working AlphaGo computer program won a Hours per Working Week decisive encounter with a top-ranked player of the Chinese board game Go marking significant developments in AI. According to a Morgan McKinley By 2029 robots will likely have survey 73% of Irish employees reached human levels of intelligence. used to work longer than their contracted hours, but around 80% 3 Steps Towards of them were not compensated for **Autonomous Vehicles** working in excess. the Post-Mork Era Vehicles sales in 2035 Six is a Magic **Number – for Now** cars: **\$95.4m** The standard working hours has now gone down to an average of 6 hours per day in the European After the massive market penetration Union. The evident results in the autonomous cars sales will reach increase of productivity of people 95.4 million annually by 2035, working fewer hours have led more representing 75% of all light-duty and more companies to reduce the vehicle sales. number of contracted hours, which That year will see nearly 54 million is projected to decrease to 4 hours self-driving cars in use globally. in the next 15 years. **Standard Working Hours per Day** in EU It's not just the working hours: the number of people employed full-time jobs is gradually decreasing, causing a relentless rise of the unemployment rate. **Tech Gives, Tech Takes** There will always be jobs in tech Turk Link Link Link Link Links and science, but the skills needed to enter these industries are so specialized and difficult to attain 6000 that they won't save the masses from unemployment. Moreover, the biggest tech and science companies **Editors' Note** tend to employ a very small number of employees in relation to the This ISSUE represents a possible scenario for the near future of work. For centuries, revenues they generate. In 1964 Number of experts have predicted that machines would the most valuable US company, **Employees** make workers obsolete. That moment may finally be arriving. Robots might free us AT&T, was worth \$267 billion from 'bullshit jobs' and let us focus on our cognitive capacities. But the 'technological Company Valuation and employed 758,611 people. Google, in 2016, was worth \$560 unemployment' might as well cause a financial catastrophe if we don't start thinking about possible solutions. billion, but had only about 55,000 employees. Today Tesla, which

## Impressum

worth \$692 billion.

employed just 10,000 people,

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## Sources

2016 - Google

Employees: 55,000 Value: \$560b

1964 – AT&T

Employees: 758,611

Value: \$267b

bcgperspectives.com / Bloomberg / breakingnews.ie / Centre for Retail Research / csc.com / CNN Money / Fastcompany / Forbes / Inc. / Medium / OECD.org / Oxford Martin School / Quantum Run / The Atlantic / The Boston Globe / The Guardian / UK Business Insider / Vox

2026 - Tesla

Employees: 10,000 Value: \$692 b The rise of robots could be either a good

or a bad thing, now it's only up to us!