

AI at Work: The Greek Proficiency Gap

Greek and global research data on AI adoption, skills gaps, and why measuring AI proficiency is urgent for Greek employers.

Greece at a Glance



1. The Greek AI Paradox

Greece presents a unique proficiency gap in Europe. It has one of the fastest-growing AI adoption rates on the continent, yet its baseline digital skills still lag behind the EU average (52.4% vs. 55.6%). According to PwC's Hopes & Fears 2025, **43% of the Greek workforce used AI in the past year**, with 10% using generative AI daily — a rate that nearly doubled year-over-year.

The demand signal is clear: Greek employers are willing to pay an average **42% higher salary** for candidates with strong digital and AI skills, one of the highest AI premiums in the Eurozone (AWS 2025). Yet the supply side tells a different story: **51% of workers say they lack AI skills**, and 24% expect to be made redundant by 2030 — the highest rate in the EU and well above the 15% EU average (Cedefop).

2. Enterprise AI Adoption in Greece

Eurostat data show that approximately **9.8% of Greek enterprises** used at least one AI technology in 2024, placing Greece in the lower half of EU adopters. By contrast, AWS's broader survey finds 34% of Greek businesses reporting AI use in 2025 (up from 22%), reflecting different definitions and sample composition.

Among firms that do use AI, text analysis and mining is the most common use case (6.9% of enterprises), followed by natural language generation (5.4%) and speech recognition (4.8%). Startups lead in advanced use: roughly half have adopted AI, with 51% launching AI-driven products.

Sector	AI Adoption Rate	Source
IT	59%	ManpowerGroup
Communications	50%	ManpowerGroup
Health & Life Sciences	31%	ManpowerGroup
Consumer Goods & Services	30%	ManpowerGroup

3. Economic Impact and Job Exposure

Implement Economics estimates that **2.6 million jobs in Greece** (62% of all jobs) could see significant productivity gains from AI at full adoption. About 6% of jobs (approx. 250,000) are highly exposed to automation — primarily clerical support, contact centre, and translation roles.

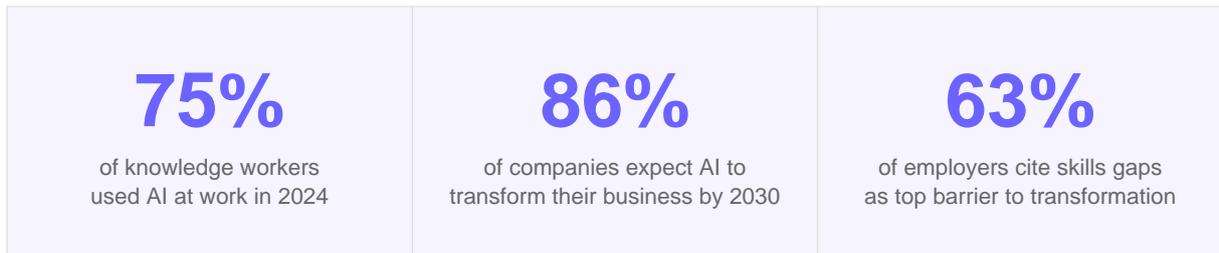
The Deloitte-SEPE study projects AI could boost Greek GDP by 5.5–9.8% (approximately €10.7 billion in the base case), with 80–85% of the economic upside concentrated in service sectors: financial services, wholesale, manufacturing, business services, and ICT.

4. Worker Attitudes and Training Gaps

Greek workers express high anxiety about AI. Cedefop’s AI Skills Survey finds that **24% expect to be made redundant by 2030** — the highest rate in the EU and well above the 15% EU average. Trust in employers is low: around half doubt companies will use AI to benefit employees, and 42% doubt firms will provide AI training.

At the same time, **66% of Greeks** (vs. 61% of Europeans) believe they will need new skills in the next five years due to AI. The appetite for learning is there — but structured pathways and assessment tools are largely missing.

5. The Global Context



AI use at work has moved from experimentation to everyday reality. Microsoft/LinkedIn's 2024 Work Trend Index found generative AI use nearly doubled in six months. Gallup confirms U.S. employee AI use rose from 21% to 40% in one year.

The WEF projects that 39% of workers' core skills will change by 2030, with digital access and AI advances creating approximately 19 million jobs and displacing about 9 million. **77% of employers plan to prioritise reskilling workers for AI**, yet only 22% of employees say their organisation has a clear AI plan. IBM estimates the global AI talent gap has reached approximately 50%.

On the demand side, most leaders now say they **wouldn't hire someone without AI skills** for many knowledge roles (Microsoft/LinkedIn). LinkedIn data show a 142x increase in members adding AI skills to their profiles. The EU AI Act now requires organisations to ensure staff AI literacy — making measurement a compliance issue, not just a talent issue.

6. The Measurement Problem

Despite growing demand, HR faces distinctive challenges measuring AI skills. AI proficiency spans a continuum — from foundational literacy to applied user skills to strategic governance — but most frameworks have not codified these levels. Self-reported skills are a noisy signal: LinkedIn's 142x spike in AI skills added to profiles makes validation essential.

Unlike coding (where GitHub contributions provide observable signals), AI proficiency manifests in internal tasks: better prompts, smarter workflows, higher-quality analysis. Few organisations have behavioural metrics for AI use. Most rely on course completions or self-report surveys, which do not correlate with on-the-job capability.

7. What Bryq Built

The Bryq AI Proficiency Assessment measures how candidates actually work with AI — not what they know about it. It evaluates five dimensions of practical AI capability: strategic task delegation, prompting and interaction quality, critical evaluation of AI outputs, ethical and responsible use, and workflow integration.

The assessment is **tool-agnostic** (not tied to any specific AI product), **role-universal** (applicable across any position), and built on **six peer-reviewed research frameworks** rather than a proprietary in-house methodology. It is available at three levels — Foundational, Functional, and Advanced — matched to role requirements.

Sources

Greek data:

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Global data:

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- [9] Gallup, AI in the U.S. Workforce 2023–2024
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