

# Report of the Validation Process

## Austria

*English Version*



**August 2017**

## Involved Stakeholders

In the elaboration of the list of stakeholders involved in the evaluation, it was taken into account that all relevant target groups are represented:

### EMPLOYERS

Twelve representatives of the commerce sector, including the management board of the supreme body of the sector commerce in Styria, executives and operative managers from the division commerce and other relevant sectors on regional and national level.

### EMPLOYEES

Thirty one representatives, six from organizations and interest groups as chamber of commerce, employment service, trade union on regional and national level and twenty-five work councils from various trade sectors (cloth, food, construction materials, stationary, books, furniture, agriculture, sports,...), wholesale and retail, as experts for the demands of their clients/colleagues.

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### VETs

Five representatives - the vocational school inspector of the education board responsible for the education of apprentices in the commerce sector, the managing director of the Styrian economic society providing trainings and orientation for young people (StVG) and the director and a manager of the Institute for Economic Development (Wifi) which will test, implement and transfer the trainings into daily business and anchor them in our vocational educational system.

**In total forty-eight stakeholders were involved in the evaluation process.**

### List of Stakeholders for Validation WP 4

	Name	Organisation	Target Group
1	Aigner-Haas Susanne, Mag.a	Company Deputy Chairwoman of the Sector Commerce, WK Styria	Owner EMPLOYER
2	Bodonji Claudia	Unito, Work Council	EMPLOYEES
3	Brantner Andrea	SPAR HRM	EMPLOYER
4	Buchner Eva-Maria	Lidl, Work Council	EMPLOYEES
5	Dressler-Korp Christine, Mag. <sup>a</sup>	Company Deputy Chairwoman of the Sector Commerce, WK Styria	Owner EMPLOYER
6	Eisl Monika	Unito, Work Council	EMPLOYEES
7	Fößleitner Ulla. Mag. <sup>a</sup>	Institute for Economic Development- Wifi Styria	VET
8	Gady Philipp, Mag.	Company Deputy Chairman of the Sector Commerce , WK Styria	Owner EMPLOYER
9	Greistorfer Kerstin	Sports Direct, Work Council	EMPLOYEES
10	Gruber Bernhard	Pfeiffer Logistik, Work Council	EMPLOYEES

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11	Haeuplik Karl	Leiner, Work Council	EMPLOYEES
12	Hainzl Barbara	Vocational School Inspector, Education Board for Vocational Schools	VET
13	Hammerl Gerhard	Sports Direct, Work Council	EMPLOYEES
14	Heiss Natascha	Pagro, Work Council	EMPLOYEES
15	Jost Bernhard	Liebmarkt, Work Council	EMPLOYEES
16	Klemm Johannes, Mag.	Director of the Sector Commerce, WK Styria	EMPLOYER
17	Köhldorfer Gerhard, KommR.	Company Owner Deputy Chairwoman the sector commerce, WK Steiermark	EMPLOYER
18	Kreuzer Barbara	Pagro, Work Council	EMPLOYEES
19	Kühweider Judith, Mag.a	Manager, Division Commerce, WK Styria	EMPLOYER
20	Lukas Sonja	Regional Secretary GPA	EMPLOYEES
21	Marterer Michaela, Dr. <sup>in</sup>	Styrian Economic Society - StVG Styria	VET
22	Maurer Kerstin	Primark, Work Council	EMPLOYEES
23	Moser Martina	Employment Service Styria	EMPLOYEES
24	Münzer Bettina	SPAR, Work Council	EMPLOYEES

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25	NeubauerMartin, Dr.	Director- Institute for Economic Development- Wifi Styria	VET
26	Palkovic Anita	Economic sector secretary, GPA Austria	EMPLOYEES
27	Pitteroff Bernd, Mag.	Manager, Division Commerce, WK Styria	EMPLOYER
28	Plotsch Martina	Obi, Work Council	EMPLOYEES
29	Pöcheim Bernadette, Mag. <sup>a</sup>	Head of the Department of Women & Equality Chamber of Labour Styria	EMPLOYEES
30	Pojer Andrea	Primark, Work Council	EMPLOYEES
31	Prdien Gerlinde	Metro, Work Council	EMPLOYEES
32	Puntigam Franz	Liebmarkt, Work Council	EMPLOYEES
33	Reiterer Corinna	Kastner&Öhler, Work Council	EMPLOYEES
34	Ropposch Ute	Go-Online Service , Further Education and Funding Sector Commerce, WK Styria	EMPLOYER/VET
35	Schloffer Franz	Landring, Work Council	EMPLOYEES
36	Schober Waltraud	Kastner&Öhler, Work Council	EMPLOYEES
37	Schönthaler Ludwig	Landring, Work Council	EMPLOYEES
38	Schrank Fritz	SHT, Work Council	EMPLOYEES

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39	Seitinger Johanna	Work Council and Regional Management GPA-djp Styria, Sector Commerce	EMPLOYEES
40	Steinborn Christian	Kastner&Öhler, Work Council	EMPLOYEES
41	Trocha Rene	Leder&Schuh, Work Council	EMPLOYEES
42	Verhounig Ewald, Mag.	Director, Institute for Economics and Location Development, WK Styria	EMPLOYER
43	Vodeb Isabella	Carles Vögele, Work Council	EMPLOYEES
44	Weber Christoph	Sports Direct, Work Council	EMPLOYEES
45	Weigelt-Okrasa Sylke , M.A.	WKO - Sector Commerce, National Section	EMPLOYER
46	Wohlmuth Gerhard, KommR.	Company Owner Chairman of the Sector Commerce, WK Styria	EMPLOYER
47	Wolf Manfred	work@point-of-sale, GPA-djp - National Sector	EMPLOYEES
48	Zaponig Helmut, Mag.	Managing Director Sector Commerce, WK Styria	EMPLOYER

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## Description of the Validation Process

### Information regarding “Skills Gap Study” and “Training needs and innovative learning methods”

Preparations for the validation process started on a very early stage. In March 2016, the results of the research in WP 2 + 3 were sent to relevant stakeholders, employers, employees and VETs (see 2nd dissemination report).

In April 2016 in the “Spartenkonferenz”, a meeting of all representatives of the division commerce in Styria and in the “Bildungspolitischen Ausschuss” (Education policy committee) with representatives of the sector commerce from all over Austria the results of the research were presented.

An important group for evaluation was the “Spartenpräsidium” as the operating body of the commerce sector in the Styrian economy.

On the part of employees, relevant interests representatives and works councils of all trading divisions were informed about the results.

All information materials were translated and provided in German.

### On-going information about the development process and the individual steps and results

During the entire development process, the stakeholders were kept informed of the steps and results. Three newsletters regarding the project progress and results were disseminated.

In May 2017 in the “Spartenkonferenz”, a meeting of all representatives of the division commerce in Styria, result 14 “Definition of New Learning Outcomes” and result 15 “Common Map of Qualification” and the already developed UFCDs were presented and discussed.

Above all, the representatives of the division commerce (Spartenpräsidium) at WK Styria were kept up to date and made significant contributions. ALL-ECOM's progress was presented and discussed at the presidium in July 2016 and January 2017.

Philipp Gady, businessman and deputy chairman of the sector commerce, was in constant contact with Dr.<sup>in</sup> Isabella Schachenreiter-Kollerics and gave regular feedback and recommendations, which contributed to the development of learning contents and training adapted to the target group.

A high level of practical integration has been achieved through continuous contact with managers of the WK at the operational level and by involving representatives of the Wifi-Institute for Economic Development and the Education Board for Vocational Schools.

Mag.<sup>a</sup> Silke Weigelt-Okrasa from the WKO's educational policy committee, responsible for the development and adaption of curricula for apprenticeship and vocational education in the sector commerce including new modules for e-commerce was regularly informed. Updates and a lively exchange concerning synergies and adaptations took place.

The progress of the project was presented and discussed in the “Bildungspolitischen Ausschuss” (Education Policy Committee) Austria in October 2016 and April 2017. Feedbacks and recommendations were given and were incorporated into the results.

Works Councils and VETs were also constantly informed about the developments by the Austrian partners.

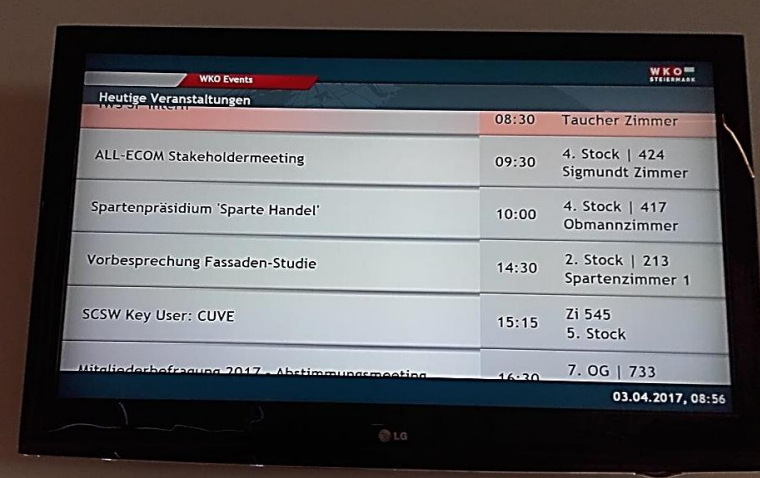
**Annexes:**

- Agenda “Spartenpräsidium Handel” 02.02.2016
- Agenda “Spartenpräsidium Handel” 06.07.2016
- Minutes “Spartenpräsidium Handel” 23.01.2017



## Stakeholder Evaluation Meetings

Three stakeholder evaluation meetings took place in Graz in April and July 2017.



WKO Events		
<b>Heutige Veranstaltungen</b>		
	08:30	Taucher Zimmer
ALL-ECOM Stakeholdermeeting	09:30	4. Stock   424 Sigmundt Zimmer
Spartenpräsidium 'Sparte Handel'	10:00	4. Stock   417 Obmannzimmer
Vorbesprechung Fassaden-Studie	14:30	2. Stock   213 Spartenzimmer 1
SCSW Key User: CUVE	15:15	Zi 545 5. Stock
Mitgliederbefragung 2017 - Abstimmungsmeeting	16:30	7. OG   733

03.04.2017, 08:56



In the meetings the previous project results in seven jointly defined Units of Competences (UCs) in e-commerce, which are based on skills gaps and training / innovative learning methods were presented. The participants were informed that the seven UCs in SALES and MARKETING are considered as a jointly developed product of all partners. They will be integrated into existing national / regional qualifications and / or as such incorporated into the national qualifications systems of the partner countries according to defined national strategies.

Stakeholders were informed regarding the planned testing of the training units developed and that in Styria a training module is currently being developed in cooperation with Wifi – "E-Commerce Basics", which will be available free of charge for the training of employees in autumn 2017 in a test run. A presentation and information material, most of them in German, was elaborated and sent by mail before the meeting in order to give the stakeholders the opportunity to prepare themselves.

The information folder for the stakeholders included:

- Presentation/overview regarding steps and results in German
- Summary of "Skills Gap Study" and "Analysis of training offers and innovativ learning methods" in German
- "Transnational compilation of methodologies for the design of qualifications and the recognition of competences" in English
- "Definition of new Learning Outcomes" in English
- "Common Map of Qualifications" in German
- UFCDs – Austria: 4/5-1, 4-2, 4-3, 5-2 in German

The agenda and strategy of the event was based on the process in WP 4 and the results obtained. A presentation was provided and the individual steps in WP 4 were pointed out and discussed with the stakeholders.

In Austria all stakeholders meetings took place within the agreed deadline.

Due to the delay of the project, result 16 “Curricula and Training Contents” could not be presented during the meetings. This document was handed out and evaluated later via several communication channels (meeting WK, 10.07.2017, mailings and telephone calls).

Feedback and recommendations were collected and incorporated.



**Annexes:**

- Presentation Stakeholder Evaluation Meeting
- Folder for Stakeholder Meeting
- Photos

## **1<sup>st</sup> Stakeholder Meeting Austria - Employers**

03.04.2017, WK Styria, 15 participants

### **Resume:**

The results were seen as very valuable by the representatives of the employers. There was consensus that additional training in e-commerce for employees in the sector commerce is urgently needed and that the presented results cover the needs very well.

As all stakeholders were informed constantly regarding the progress of the project a lot of recommendations of the experts were already taken into account and the elaborated results were considered as “tailor-made” for the target group.

The representatives of the Chamber of Commerce Styria, namely the Chairman of the Sector Commerce, his deputies and the executives of the relevant departments as well as the representatives of the VETs agreed to undertake efforts to implement all developed UFCDs and start with the testing phase on UFCD “E-Commerce Basics”. Further steps and if necessary a follow-up project to improve and implement these new forms of training and education, are taken into account and are really appreciated by experts and executives.

First contacts regarding further implementation possibilities on national level already took place.

### **Annexes:**

- Text for invitation/ mailing
- Attendance list 03.04.2017

## **2<sup>nd</sup> Stakeholder Meeting Austria – Employees- Work Councils-Extended Sectoral Meeting**

25.04.2017, ÖGB/GPA-djp Styria, 30 participants

### **Resume:**

The works councils received the presentation and their content very positively and are already looking forward to the implementation. From the point of view of the employee representation and the trade union, the developed modules for education and training are necessary in order to meet the growing challenges in the various sectors of commerce.

Works councils from various sectors of commerce, wholesale and retail, showed great interest to participate in the training themselves, since the content is also of great relevance to them and meets the challenges of the market.

So far, there have been no offers for works councils or for employees on this level.

### **Annexes:**

- Attendance list 25.04.2017

### **3<sup>rd</sup> Stakeholder Meeting Austria – Employers – Presentation and evaluation of result 16.1.**

10.07.2017, WK Styria, 8 participants

#### **Resume:**

All UFCDs are very interesting and an excellent addition to the existing educational landscape in the field of e-commerce. However, the training of employees must be based on the basic tool. Due to the strong growth in the online area, the UFCDs developed are a major contribution to the current planning and development of e-commerce training in the Austrian economy.

#### **Annexes:**

- Attendance list 10.07.2017

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**Additionally the final version of result 16.1 in German was sent to the following stakeholders with the request for validation and reply:**

- Mag.<sup>a</sup> Silke Weigelt-Okrasa, WKO's educational policy committee
- Manfred Wolf, work@point-of-sale, GPA-djp - National Sector
- Anita Palkovic, Economic sector secretary, GPA Austria
- Mag.<sup>a</sup> Bernadette Pöcheim, Head of the Department of Women & Equality, Chamber of Labour Styria
- Martina Moser, Employment Service Styria
- 22 Work Councils, Sector Commerce Styria

The answers were sent via E-mail, Mrs. Moser from the Employment Service Styria was interviewed.

Stakeholder comments:

*“The contents fit very well. In particular the module "e-commerce basic" is OK regarding learning objectives, but the contents of "legal regulations, security on the internet, tactics of the use of the web and the development and use of databases" are very comprehensive. I think especially with this module one should consider to extent the contents.”*

*“Basically OK, what I am missing are forms of offline marketing: Print in all forms (advertisements, direct mails, catalogs, posters), TV, radio. These are often used by mail order companies and online shops for new customer acquisition apart from various online marketing activities (Well illustrated in the training plan).”*

**Resume:**

It is important to include not only employees but also unemployed people to increase their chances on the labor market. Especially in the beginning – E-Commerce Basics - it is very important to be aware of the anxiety and the inhibition threshold in digital media and to act accordingly didactically. This underlines our approach in the first module to focus more strongly on face to face training (20 h) but also introduce e-learning (5h).

The feedback of the stakeholders also pointed out that 25 hours might not be enough regarding legal regulations, safer internet and structure and use of databases. The proposal to develop an "Advanced Module" should be considered.

Regarding contents our stakeholders pointed out that mail order houses and online shops use offline forms of marketing very often. It could be helpful to include types of offline marketing into the module to understand the whole process.

All stakeholders pointed out that the Training Curricula and contents are well planned and very helpful to train employees on their way to *omnichannel market*.

**Annexes:**

- Mailing Stakeholders – request for feedback result 16.1, 12.07.2017

## Summary of the Validation Process in Austria

In summary, it can be seen that the current developments and results in the project ALL-ECOM fit very well with the current efforts of the actors from economy and education. E-commerce and the training of employees in the sector is currently a very important topic that companies and their employees can no longer evade.

Both companies and works councils appreciate the offer and consider it very important to support workers to meet these new challenges and act successfully on the connected market.

The strong commitment and the great support given by leading executives from economy, interest groups, VETs, trade unions and works councils, who are in close contact with workers in the sector, guaranteed a practical evaluation with target group-oriented results.

There is great interest and a strong will not only to test the UFCDs in the testing phase of the project, but also to implement them into the regular training programs and to transfer further developed UFCDs into practice, also in the national context.

First discussions on the further development and implementation of the results after the project have already been conducted and the project partners are very optimistic about the sustainable implementation of the elaborated training contents.