

European standards for qualifications and skills in the e-commerce sector



<http://www.allecom.org>

Newsletter nº4, November 2017

ALL-ECOM



ALL-ECOM project is a Sector Skills Alliance to set European standards for qualifications and skills in the e-commerce sector" that seeks to address the challenge of skills and competencies imbalance within the commerce sector by improving commerce human resources' qualifications in e-commerce through the integration of new technologies in the strategy of both retail and wholesale commerce and by contributing to ensure harmonization at national and European level of standards of qualifications and skills in the e-commerce.

- ◆ Training concerning online consumers, motivation, purchase, marketing;
- ◆ Using social media to communicate with clients;
- ◆ Using of e-commerce and social media to increase sales.

The project also developed 15 training units to answer to the knowledge, skills and competence identified for each UC and started the process of integration of the work done in the Qualification Systems, at national or regional level, by involving more than one hundred national and regional relevant stakeholders in validation meetings that took place between April and October 2017 in the 3 countries.

7 Units of Competence and 15 training units are now available in each country to be adapted and integrated in the Qualification Systems, according to national/regional procedures.

But more news are still to come!

In fact, the partnership is now starting the process of testing 2 recent project results:

- ◆ an online self-assessment tool designed to allow professionals from the commerce sector to carry out a self-assessment of their professional skills in areas related to e-commerce and the use of digital technologies in the commercial activity of a company, assisting in the diagnosis of possible training needs in those areas;
- ◆ 3 b-learning training courses corresponding to 3 of the training units developed, as follows:
 - E-Commerce Basics (Austria);
 - Commercial prospection and sales planning (Portugal);
 - Developing e-marketing plans (Spain).

WHAT'S NEW IN THE PROJECT?

Based on the research carried out in earlier stages of the project in the 3 participating countries (Austria, Portugal and Spain) that showed a gap between the required and existing skills in e-commerce in the commerce sector and the urgent need to review and update the national/regional qualification standards currently in use, so that they can be more adjusted to market needs, 7 common units of competence (UC) in the field of e-commerce in 2 functional areas (selling - including prospection, assistance, selling and after-selling - and marketing) were developed.

The UC developed try to cover the digital and technological skills identified in the research phase as more in need:

- ◆ General e-commerce skills;
- ◆ Role and function of e-commerce;
- ◆ Working with new technological applications;



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Willing to participate and do not know how? We have the answer for that!

If you are interested in using the **online self-assessment tool** to assess your own professional skills in areas related to e-commerce and the use of digital technologies in the commercial activity of a company, please contact with your country partner. You can get the contact email of the partner of your country in the project in the national newsletter No. 4

In case you do not achieve the required level of performance in any of the 7 foreseen units of competence, the tool will guide you to possible solutions to improve your skills: learning resources, at national and international level, in your areas of need that you can use to achieve this goal!

1. To carry out the commercial prospecting and plan the sales of products through interactive or digital means;
2. To assist and advise the customers on products through interactive or digital means;
3. To sell products through interactive or digital means;
4. To do the after-sale monitoring through interactive or digital means;
5. To handle and monitor customer complaints through interactive or digital means;
6. To formulate e-marketing plans in collaboration with the marketing manager/director;
7. To establish and monitoring e-marketing plans in collaboration with the marketing manager.



If you are from the commerce sector and you are interested in **participating in the pilot edition of the b-learning training course** please contact with your country partner. You can get the contact email of the partner of your country in the project in the national newsletter No. 4

The course will be available in a Moodle platform, its foreseen for 25 hours and its free of charge.

Help us making available useful resources that can contribute to support the commerce sector in overcoming the digital challenges by improving the level of the existing skills in e-commerce! Participate in the testing of the **online self-assessment tool** and/or **of the b-learning training courses** developed within the ALL-ECOM project.



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WHAT'S NEW IN THE SECTOR?

The fastest-growing e-commerce markets in Europe

The Netherlands and Italy will be the fastest-growing e-commerce markets in Europe during the next five years. In both countries, the online retail industry will increase by 14% every year until 2021. Turkey is another fast-growing e-commerce industry in Europe, with a projected compound annual growth rate of 13%.

Read more: <https://ecommercenews.eu/fastest-growing-e-commerce-markets-europe/#more-10062>

E-commerce statistics - enterprises

This article focuses on the electronic commerce (e-commerce) statistics in the European Union (EU) and is based on the results of the December 2016 survey on "ICT usage and e-commerce in enterprises". According to Eurostat data during 2015 one out of five enterprises in the EU-28 made electronic sales. The percentage of turnover on e-sales amounted to 16 % of the total turnover of enterprises with 10 or more employees, with a wide variation in the share of e-sales among countries, ranging from 7 % in Romania to 30 % in Ireland, followed by Denmark (29 %) and Germany and Sweden (28 %).

The data also shows that cross border e-commerce sales is not fully exploited by enterprises selling electronically. In 2014 in the EU-28 almost all enterprises making electronic sales (19%) reported that they sold to the markets in their own countries (18 %) and only 8 % of enterprises made e-sales to other EU countries.

Read more: http://ec.europa.eu/eurostat/statistics-explained/index.php/E-commerce_statistics

E-commerce statistics - individuals

This article focuses on e-commerce statistics for individuals in the European Union (EU) and is based on the results of annual surveys on ICT usage in households and by individuals (2016).

So, according to Eurostat data, about two thirds of internet users in the EU shopped online in 2016. Overall, the share of e-shoppers in internet users is growing, with the highest proportions being found in the 16-24 and 25-54 age groups (68 % and 69 % respectively).

The proportion of e-shoppers varied considerably across Member States, ranging from 18 % of internet users in Romania to 87 % in the United Kingdom.

The most popular type of goods and services purchased online in the EU was clothes and sport goods (61 % of e-buyers), followed by travel and holiday accommodation (52 %).

Read more: http://ec.europa.eu/eurostat/statistics-explained/index.php/E-commerce_statistics_for_individuals

Mobile commerce in Europe

Mobile commerce in Europe is an industry that's showing different results per region. M-commerce is for example more popular in the eastern and southern part of Europe than it is in Northern Europe or Scandinavia. In 2015, research by PayPal showed that in Turkey 53% of online shoppers have bought online via a smartphone in the twelve months prior to that study, while in the Netherlands this share was just 17%.

Read more: <https://ecommercenews.eu/mobile-commerce-europe/>



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E-commerce Berlin Expo - February 15, 2018 | Berlin, Germany

E-commerce Berlin Expo is the biggest pure play e-commerce event in the (tech) capital city of Germany. Over 4,000 visitors and 100 exhibitors are expected. This event provides business opportunities for the entire e-commerce ecosystem: from merchants to platforms, hosting providers, logistics providers, payment processors and other online solution businesses.

Read more: <https://ecommerceberlin.com/>



Read more: <https://ec.europa.eu/social/vocational-skills-week/>

MORE INFO?

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