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

http://www.allecom.org *Newsletter nº5, March 2018*

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**.

WHAT'S NEW IN THE PROJECT?

COMMERCE IN THE ERA OF DIGITAL COMPETENCE was the motto for the **International Conference** that took place on **21st March 2018** at the Picoas Forum in **Lisbon**, in a joint initiative of the national partnership of the ALL-ECOM project (CCP – the Portuguese Commerce and Services Confederation, CECOA - Vocational Training Centre for the Commerce and Services and ANQEP, IP, the National Agency for Qualification and Vocational Education and Training) with strong cooperation and involvement of all the other transnational partners:

- FETICO - Federación de Trabajadores Independientes de Comercio (Spain) - promoter
- Servei d'Ocupació de Catalunya (Spain)
- IBECON 2003 (Spain)
- WK - Economic Chamber Styria (Austria)
- ÖGB/GPA-djp - Austrian Trade Union Federation/Union of Salaried Private Sector Employees, Graphical Workers and Journalists (Austria)
- Nowa TrainingBeratungProjektmanagment (Austria)

This conference that marks the conclusion of the work carried out under the ALL-ECOM project "Sector Skills Alliance to set European standards for qualifications and skills in the e-commerce sector" was attended by 64 participants, among them guests from the 3 partner countries and representatives of the nine partners that integrate the project transnational partnership.

This conference was the **opportunity to present the project and its main results**, a project that seeks to contribute to reduce the skills and competence imbalance within the commerce

Co-funded by the Erasmus+ Programme of the European Union

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

http://www.allecom.org *Newsletter nº5, March 2018*

ALL-ECOM

sector by improving e-commerce skills of the human resources of the sector as well as to contribute to a national and European upgrading of skills in the area of commerce, in particular within the dimension of technological, digital and attitudinal skills that a "connected commerce" requires.

Indeed, the project view is that the current commerce is, above all, a **"connected commerce"**: a commerce where the dynamic relationship between the presence on the Internet, the physical space, the participation in social networks and the use of mobile communications exists in a combined way, establishing increasingly smooth relations between those different components and making the shopping experience a multifaceted process where technological interaction is increasingly present but not in opposition or as an unique alternative to shop "offline" (omnicanal logic).

From the presentation of the project results – done by representatives of the different partners and countries - **it was clear that this is a project that followed a strategy of involving the relevant stakeholders in the development of the results**: 400 employers and workers in the commerce sector participated actively in the project research phase; more than 100 commerce stakeholders participated in the working groups and validation meetings of project results that have taken place in the 3 partner countries; a total of 122 workers and employers participated in the pilot b-learning courses and in the testing of the online tool for self-assessment of professional skills in areas related to e-commerce and the use of digital technologies in the commercial activity of a company.

It was also clear the strong commitment with project results sustainability: a panel was dedicated to the integration of the project results in the National/Regional Qualifications Systems, in which experts and representatives of the national/regional entities with regulatory functions within national or specific Education and Vocational Training Systems revealed to the audience the work already done or in progress, with a view to integrating the units of competence, training modules and courses developed within the project framework in the National/Regional Qualifications Systems.

MORE INFO?

For more information on the project or to obtain the Conference presentations, please contact:

www.allecom.org

emiliamartin@fetico.es

Co-funded by the Erasmus+ Programme of the European Union