European Skills Council for Commerce

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As introduction: some data on the commerce sector

- Commerce plays a unique role in the European economy, acting as a link between manufacturers and consumers.
- It is a dynamic and labour-intensive sector, generating 11% of the EU’s GDP.
- One company out of three in Europe is active in commerce sector.
- Over 95% of the 6 million companies in commerce are small and medium-sized enterprises.
- The sector is a major source of employment: 31 million Europeans work in commerce (+- 15% of the workforce).
Some data on the commerce sector

- **EuroCommerce** → since 1993
  - retail, wholesale, international trade
  - vis-à-vis the European Institutions

- **> 100 members**
  - Association → 31 countries
  - Companies
  - Sub-sectoral national and European organisations
  - Recognised social partner
    - sectoral social dialogue at EU level
    - representing the employers
For reminder: the first project (phase 1)

- Project implemented with the financial support of the Commission: December 2009 – December 2010
- Led by EuroCommerce UNI Europa (partner) + 2 training bodies + 1 skills council (SW, DE, NL)
- Regional workshops and a final conference, data collection and analysis.
- Main contents analysed:
  - The evolution of companies and worker needs
  - The evolution of skills and jobs
  - The assessment of practices, tools and methodologies of anticipation, observation and management of skills
  - Gathering and exchange of good practices
The Project

• Funded by **EU Commission**
• From **12/12/11 until 11/12/2012** (13 months)
• Managed by UNI Europa in cooperation with EuroCommerce
MAIN OBJECTIVES

- Identifying and monitoring **training needs**
- Identifying **employment opportunities and trends** in demand and supply of skilled labour
- Anticipate **skills needs and competencies**
- Address the **skills mismatch**
- Develop **occupational standards and qualifications**
- Increase **attractiveness** of the sector (focus on youth)
- Improve **transparency**, advice and access to learning
- Encourage **mobility** of commerce workers
LEADERSHIP

• **Steering committee:**
  - EuroCommerce + UNI E secretariats + internal expert UNI E + 2 social partners + two external experts

• **Social Partners report back to the Social Dialogue**
Activity 1: State of play

Developed and validated Questionnaire in 6 sections

1. SECTORS AND TERRITORIES: aiming at defining the borders of the activities
2. ROLES AND COMPETENCIES: for a precise definition of the role and competencies
3. INFORMATION AND DATA: to identify and collect some information on Employment and training in the reference territory
4. EXISTING LINKS: in order to identify relations between the bodies and other actors involved
5. NETWORK: in order to identify the services and connections to be implemented in the set up of the network
6. CHALLENGES: in order to gather information on priorities to be addressed
Activity 1: State of play

15 Observatories identified
Activity 1: State of play

13 Observatories visited
Activity 1: State of play

13 Observatories that accepted to be in the Skills Council
Activity 2: State of play

CATEGORIES OF STAKEHOLDER IDENTIFIED

EU COMMISSION
TRADE UNIONS/EMPLOYERS ASSOCIATIONS
PUBLIC AUTHORITIES NATIONAL/LOCAL LEVEL
CHAMBERS OF COMMERCE
FORMAL EDUCATION INSTITUTIONS (SCHOOLS AND UNIVERSITIES) TRAINING CENTRES
EMPLOYMENT AGENCIES (PRIVATE AND PUBLIC) COMPANIES
MARKET JOURNALS, MAGAZINES, WEB SITES....
### Stakeholders Mapping:

<table>
<thead>
<tr>
<th>Country</th>
<th>Organisation Name</th>
<th>Typology</th>
<th>Sectors Involved</th>
<th>Main Role and Competencies</th>
<th>Contact Details</th>
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**Identification**

**Definition of Networking Framework**
Activity 3: State of play

DEVELOPMENT OF ICT TOOLS
Activity 3: State of play

• Rationale of the web portal
  – Wiki, job match, training
• Portal proposal
  – Using experience from Textile Clothing Leather
• Call for Content
  – Partners keep the portal alive
• Focus on the wiki
  – Online workshop to define a suitable structure
Activity 3: State of play

Rationale of the ESC portal

- **Objective 1:** inform about the ESC background, members, statute, objectives

- **Obj. 2:** Council’s core activity & outward service
  - Wiki: knowledge aggregator
  - Job match: matching offer and demand
  - Training: online classroom and training facility

- **URL:** www.europeancommerce.eu
MAIN STRONG POINTS OF THE PROJECT

• Commerce pioneers in the project after the textile sector
• EU Commission very keen to support SP
• Very relevant for commerce sector (new technologies; e-commerce; emerging needs)
• Innovative approach
• Networking at EU level btw SP and training bodies/empl obs
MAIN WEAK POINTS OF THE PROJECT

• Information is not always available or partially available
• The identified observatory is not the only interlocutor (regional, sectoral, ad hoc)
• Cuts in resources/effect of the crises
• Tight deadlines/demands from EU Commission
• Sustainability/funding of the action on the long run
OFFICIAL LAUNCH OF THE EUROPEAN SKILLS COUNCIL FOR COMMERCE

5 DECEMBER 2012 IN BRUSSELS