EUROPEAN COMMISSION
DG Employment, Social Affairs and Inclusion

Europe 2020: Employment Policies
Skills and qualifications

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MEMBER STATES WORKING GROUP ON ESCO (MSWG)
8TH MEETING 22 October 2018

The ESCO communication plan 2018-2022 (II)

1. Introduction

On the follow up of the discussion in the last MSWG meeting in 18 June 2018 on the draft ESCO communication plan 2018-2022[1] the Commission reiterates in the current document the main guidelines for dissemination and promotion of ESCO in the coming years. The document also lists several actions that can be undertaken for this by both the Commission and the Member States at European and national level. The annex to the document includes a list of ESCO communication materials that are already or will soon be available for ESCO promotion activities.

2-Principles and target audiences

As indicated in the former document the underlying principles for the ESCO communication strategy for 2018-2022 should remain:

- To inform, raise awareness and **encourage** the use of ESCO by a growing number of implementers;
- **Showcase** the ESCO use cases, i.e. demonstrate how stakeholder groups can benefit from ESCO in the labour market and education sector;
- To listen to stakeholders' needs and expectations on ESCO and collect feedback from the implementers to input to the **continuous improvement** of the classification;

[1] See document in https://ec.europa.eu/esco/portal/escopedia/7th_ESCO_MSWG_meeting

- To frame ESCO in the context of the **Digital Labour Market** and link it with existing EU initiatives.

Similarly, the main target groups for ESCO dissemination are still people responsible for **implementation** of ESCO or mapping to ESCO in ministries and other administrative bodies. They include people working for statistical organisations, public and private employment services, education, training and qualification authorities, education and training establishments, business analysts, job boards, IT developers, and sectoral stakeholders wishing to contribute to ESCO and researchers.

Communication on ESCO should focus on the following **key messages**:

- **ESCO connects people and jobs**
- **ESCO connects employment to education**
- **ESCO connects labour markets and facilitates mobility**

3. Action plans

The Commission intends to implement the following activities in the next years as an "action plan" to promote ESCO at European and national level:

Communication action plan 2018-2022 for the Commission
Manage the ESCO Portal and the links to other portals managed either by the European Commission or by European decentralised agencies, e.g. EUSP, etc.
Publish an ESCO newsletter every quarter.
Identify and present ESCO in key events (conference, fairs, workshops) for ESCO stakeholders.
ESCO team available for country visits and bilateral meetings, e.g. with representatives from PES, PRES, job matching portals, industry federations, etc. to promote ESCO.
Create and make available for use different ESCO communication products (videos, manuals, use cases leaflets, standard ESCO presentations, USB keys with ESCO materials) in key languages.
Disseminate written articles and key communication messages on ESCO in pertinent key media channels and social media.

Manage the ESCO community fora.
Monitor and update the ESCO Communication plan 2018-2022 on a regular basis

The Commission suggests that Member States support the ESCO Communication Plan 2018-2020 by engaging in the follow activities:

- Inform the Commission of key events where the ESCO team can participate and present ESCO at national level;
- Identify use cases where ESCO can be potentially used at national level;
- Give feedback to the Commission on the uses of ESCO at national level;
- Reproduce ESCO communication messages within their organisation and among other stakeholders.

Furthermore, the Commission would like to know what kind of communication materials the members of the group see as more appropriated to disseminate ESCO at national level.

The Commission welcomes MSWG feedback on this proposed approach for an ESCO Communication Plan.