



Launch conference for ESCO v1

Concept note

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Purpose of this document

The aim of this document is to provide a first general overview of the ESCO conference, which will mark the official publication of ESCO v1. It presents the main objectives of the conference, its target audiences, the time and location as well as its format.

The Commission invites the members of the ESCO Board to provide feedback at the next meeting on 8th of November 2016, to further elaborate on its scope and structure.

We will start in Q1 2017 to organise the launch conference for ESCO v1.

Aim of the conference

The ESCO v1 launch conference will represent the culmination of several years of intense efforts, done together by the Commission, a huge variety of stakeholders, and experts from Member States to develop this European classification.

The main aim of the conference is to present and explain ESCO to its many different stakeholders. The conference will showcase ESCO's diverse usage scenarios and demonstrate how stakeholder groups can benefit from ESCO in both the labour market and education and training sectors.

Moreover, the ESCO conference should also reinforce the objectives laid down in the context of the New Skills Agenda launched recently by DG Employment, Social Affairs and Inclusion, by making skills and qualifications more visible and comparable and improving skills intelligence and information for better career choices¹.

The conference should also raise awareness about the publication of ESCO in all 24 EU languages plus Norwegian and Icelandic, its availability free of charge in an open-data format and its main benefits to the European labour market and to the citizens in general.

The conference will provide an opportunity for all interested stakeholders to learn how ESCO:

- facilitates the creation of machine readable and multilingual documents (CVs, job vacancies);
- facilitates online matching of people to jobs and training opportunities;
- enhances occupational and geographical mobility;
- provide a common vocabulary to exchange information across EU languages and IT systems;
- as a standardised terminology, supports education and training in the shift towards learning outcomes;
- enhances the functionality of skills intelligence tools and supports statistical analysis on skills supply and demand;
- supports competence-based career guidance services;
- is fit-for-purpose within the context of the new EURES regulation

¹ A New Skills Agenda, Working together to strengthen human capital, employability and competitiveness, COM(2016) 381 final

In addition to the above, the event should also be an excellent opportunity to start a future sustainable network of partner and stakeholder organisations around ESCO.

Target audiences

The launch event should gather a wide spectrum of employment and education stakeholders, both public and private, and should feature high-level speakers from European and International organisations in these areas.

Representatives of the following organisations and groups will be invited to attend the conference:

- Public and private employment services (PES, PRES) and EURES partners
- Social Partners
- Education sector (Higher Education, Vocational Education, other training organisations)
- Small and medium-sized enterprises (SMEs)
- European professional or sectoral associations
- National Ministries
- Statistical Organisations
- Skills Councils and Networks
- Promoters of other taxonomies and classification systems
- International Labour Organisation (ILO)
- Service providers on the labour market, such as job boards, recruiters, HR software vendors
- Experts on taxonomy, metadata, controlled vocabularies and classifications

Timeframe and location

The conference will most probably take place in spring 2017 in Brussels. The exact date and location will be confirmed once the organisation of the event is more advanced.

Conference format

The launch of ESCO version 1 is a highly anticipated event by a large variety of national and European stakeholders. As such, the Commission aims to ensure that they are being addressed at the proper level. Consequently, the conference could be organised as a two days event, with specific targeted audiences.

The activities suggested below represent a first draft and can be subject to change. We welcome any suggestions and recommendations from the Board on the format of the conference.

First day: high-level plenary presentations

The first day of the conference would have a political focus, with the aim of raising awareness among the high-level stakeholders of ESCO about the publication of ESCO, how it fits in the larger framework of European policies for employment and education and in particular the New Skills Agenda for Europe. The aim is ensuring political support to the use of ESCO from the national and European arena.

We intend to invite high-level speakers such as the Commissioner for Employment, Social Affairs and Inclusion, representatives of the education and the labour market and companies that piloted ESCO in their applications to take part in the conference.

Second day: targeted thematic sessions

The objective of the second day of the conference is to bring together specialised experts and showcase the different use cases of ESCO, with a clear focus on the technical implementation aspects, its functionalities and added-value.

In order to provide space for direct interaction, the second day could be split into several targeted sessions where experts directly involved in those fields have the chance to get a more insightful knowledge about how ESCO is used in applications. The sessions could be run in parallel, addressing the needs of specific target groups and include:

- Session on mapping national classifications to ESCO
- Session on using ESCO for job boards and job matching
- Session on using ESCO for CV creation, digital profiles or social media
- Session on using ESCO in guidance applications
- Session on using ESCO in labour market intelligence and big data
- Session on ESCO, Europass and the EQF contributing to transparent information on qualifications in the EU

Conclusion

The ESCO launch conference should raise awareness about the numerous benefits ESCO can bring to its potential users and to the labour market and education and training in general. A clear message that ESCO is fit-for-purpose to become a standard terminology for occupations, skills, competences and qualifications in Europe should be sent.

The conference should also pave the ground for ESCO's sustainability and the future involvement of stakeholders on the continuous development of ESCO's content.