



5th meeting of the Member States Working Group on ESCO (MSWG)

13 November 2017

**Update on Policy Points
10.10 – 10.40**

State of play on the revision of the Europass European Parliament and Council decision

Surveys

- 1. Branding Study on EU tools and services for skills and qualifications**
- 2. Survey on education, training and employment needs**

1. Branding Study on EU tools and services for skills and qualifications

- Purpose of Study
 - **Establish levels of awareness and attitudes among end-users towards current brands for EU tools and services for skills and qualifications;**
- Identify changes to branding that might enhance awareness, understanding and values
- Reflection and Looking Forward
 - **Desk analysis, Survey, Focus Groups/Comparison with other EU tools and services**

Key Findings - Users

- Current profile of users:
 - have higher levels of education and training,
 - have already or would be willing to study, work or live in another EU country,
 - and are mainly aged between 16 and mid-30s
- Europass highly regarded by respondents in terms of usefulness and trust, as well as likelihood of using again;
 - *International; European; comparable; relevant; useful; informative; free*
- Europass is the most likely first port of call for people thinking about going to another country to gain skills or qualifications, or going to work in a different EU country;
- Name recognition due to CV, not other documents.

Key Findings – Most Useful Support & Information

- Information in all EU languages
- Comparative information about salaries on similar positions across Member States
- Glossary of the most used terms and expressions to describe skills in different EU languages
- Information about healthcare coverage in different Member States
- Information about tax systems in different Member States
- Live-chat personal service
- Information on job markets in different Member States
- Cost of living in Member States
- Information about conversion of educational grades.

Recommendations from Study

- Promotion and awareness necessary (particularly online/social media) –
 - need for a communication plan
 - end users and intermediaries (e.g. guidance services)
- Develop strengths and USPs
- Need to review CV
- Gather user feedback

2. Survey on education, training and employment needs

Purpose of survey

- *Understand the needs of people when looking for support and information on education, training and employment.*
- Understand **how** people find and access this support and information whether online, using technology, or through services.

Online survey

Feedback from individuals (learners, workers, and jobseekers) and organisations (education and training providers, employers/recruiters, and guidance counsellors).

Findings – Highly rated functions/supports

Individuals	Employment	Education and Training	Guidance
Search and compare functions (e.g. jobs, qualifications)	Access info on recognition of skills and qualifications	Create awareness of education and training offers	Tailored updates and information on new education and training opportunities
Guidance services	Reach out to candidates	Better presentation/results of info in search engines	Tailored updates and information on new employment opportunities
Tools to manage, store and document information on skills	Tools to identify skills gaps, link to learning/up-skilling	Provide information on QA	How to find education and training opportunities

Thank You