EUROPEAN COMMISSION
DG Employment, Social Affairs and Inclusion

Europe 2020: Employment Policies
Skills and qualifications

Brussels, 6 June 2018

MEMBER STATES WORKING GROUP ON ESCO (MSWG)
WEBINAR 18 June 2018

Discussion note:

The ESCO communication plan 2018-2022

1. Introduction

In 2016, the Commission developed a Communication Strategy for ESCO[1] for the period 2016-2018. The strategy supported the implementation of the ESCO vision and objectives by providing an analysis of ESCO's internal and external environment and by defining the main approaches and target groups of the communication activities and tasks. The Strategy included an implementation plan for those activities and allocated roles and tasks for them to stakeholders[2].

Drawing on the first year of experience of ESCO v1 (version 1), the Commission would like to develop an ESCO communication plan for 2018-2022.

The involvement and support of key stakeholders and domain experts, such as the representatives of the MSWG and the ESCO Maintenance Committee (MAI), is critical for ESCO to be successfully communicated, in particular at national level. These stakeholders are the best placed to advise the Commission on the target audiences to be reached and appropriate ways to do it.

The purpose of the current document is to open the debate with the group on the development and implementation of the next ESCO communication plan.

2. The foundation: principles and target audience

---

[1] The Commission presented this Communication Strategy to the MSWG on its 2nd meeting in 26 April 2016. See https://ec.europa.eu/esco/portal/escopedia/2nd_ESCO_MSWG_meeting

[2] Annexes 1 and 2 to the document list recent ESCO communication activities and products and how ESCO is currently being used by different organisations in different contexts.

As indicated, in recent years the Commission has organized several communication activities and developed products (videos, manuals, leaflets, USB keys, social media information) for disseminating ESCO at both European and national levels.

We believe that the underlying principles of the 2016-2018 Strategy are still relevant for the current ESCO lifecycle. Objectives such as:

- 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.

should keep being the cornerstone of the next ESCO Communication Plan.

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, 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. This broad range of implementers should remain the target group.

3. The ESCO Communication Plan 2018-2022

In order to develop the next Communication Plan, the Commission would like to discuss with the group the following points:

1. On top of the **target groups** indicated above, are there any other groups in your countries that could benefit from knowing about ESCO?

2. The following European-level **channels** have been used in recent years for the promotion and dissemination of ESCO. Should similar channels be used in the future? Should new ones be tried?

Channels for disseminating ESCO 2016-2018
Communication campaigns on ESCO, e.g. the campaign prior to the online consultation
ESCO community forums
ESCO conferences, e.g. launch conference of ESCO v1
ESCO large meetings, e.g. introductory sessions on the promotion of the online consultation

On invitation at other conferences, workshops to showcase/present ESCO
Social media (following the rules of the European Commission)
ESCO portal, Directorate General Employment portal, European Commission portal
Links to other portals managed either by the European Commission or by European decentralised agencies, e.g. EUSP, etc.
ESCO newsletter
Bilateral meetings, e.g. with representatives from PES, PRES, job matching portals, industry federations, etc.
Country visits in Members States for the integration of national qualifications in ESCO
Mapping pilots with PES
Pilots with the private sector, e.g. Academy Cube
Targeted campaigns by sector

3. Annex 3 lists the main ESCO **stakeholders** and their **role** in recent ESCO communication activities. The list was part of the ESCO Communication Strategy 2016-2018. Do you agree with this role distribution? How can the Commission best support the members of the MSWG in providing a regular flow of information about ESCO to their organisations/these key stakeholders at national level?

4. The Commission currently communicates the following **key messages** about ESCO. Are these the most meaningful messages for the stakeholders concerned? Are these messages complete?

- **ESCO connects people and jobs**
  ESCO contains accurate descriptions of occupations and skills that can be used both in drafting job offers and CVs and in matching them once published. This will support both employers to find the right people for their vacancies and jobseekers to find the right jobs for their skills.

- **ESCO connects employment to education**
  The use of ESCO in job offers, research, big data analyses, etc., helps education and training providers to understand what skills the labour markets need. They can then adapt their curricula accordingly to prepare their students better for tomorrow's labour markets. ESCO also helps potential employers to better understand what the students learned.

- **ESCO connects labour markets and promotes mobility**
  ESCO is available in 26 languages, allowing jobseekers and employers to better communicate about skills, training and jobs in any chosen European language. This way, it bridges the language gap between European labour markets, supporting labour mobility and creating a Digital Single Labour Market. Through its use in the EURES network, it helps European employment services to cooperate across borders, so that they can better support people who want to work in another European country.

5. ESCO **use cases are a useful way to illustrate how ESCO works in practice.** Below you will find three recent use cases of ESCO: are these use cases clear enough to be widely disseminated? What other types of ESCO use cases could be used to communicate the benefits of ESCO?

A. Competence-based job-matching

ESCO helps IT systems to achieve successful job matching based on knowledge, skills and competences. It facilitates the extraction of information on skills from CVs and matching it against skills from online job vacancies. This ultimately helps identify the best candidate for a job.

> *The Commission tested the added value of ESCO for competence based job matching in a pilot project with WCC, a private software company specialised in competence job matching that integrated ESCO in its systems. With ESCO, WCC can improve their job matching software which helps European public employment services to reach more accurate results when matching the skills of candidates with available vacancies.*

B. Big data analysis

ESCO's terminology supports the analysis of labour market intelligence to forecast future skills demands and trends. Researchers can use ESCO to analyse how the demand for specific occupations or skills changes over time. This provides them with indicators of labour market trends, which can be used to inform education and training policy.

> *The Cedefop project ["Analysing online vacancies for labour market intelligence"](#) has used ESCO to create an IT tool for real time analysis of job vacancies. It has been successfully tested in 5 countries and the project will be extended to all EU countries in future. The preliminary results show that a common language like ESCO is highly valuable for big data analysis of the labour market.*

C. Career guidance

By improving the quality of career guidance services, ESCO helps people to plan their career, making it easier to identify skills that can increase their employability or the different career paths they could follow. ESCO can also help people find the right training to address their needs.

> *The [Open European Skill Match Maker (OPESKIMR)](#) is a project co-funded by the EU which is using the ESCO classification for matching individuals' skills sets to learning opportunities in the science, technology, engineering and mathematics (STEM) field. This will improve their skills and enhance their chances of getting their desired job.*

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