



ESCO Communication Plan

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ESCO COMMUNICATION PLAN

Event/activity/project: ESCO project

Time and venue(s), if applicable: July 2016-July 2017

1. GENERAL DESCRIPTION

ESCO's communication plan sets out a framework for communication activities, establishes communication objectives and allocates roles to stakeholders. It is to be circulated among ESCO governing bodies. This communication plan forms an integral part of the ESCO communication strategy.

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EXTERNAL COMMUNICATION

PHASE OF ESCO COMMUNICATION LIFECYCLE: LISTEN

Business Objective 1: Understand stakeholders' requirements, needs and expectations

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	<p>To promote the creation of a virtual ESCO technical community forum focused on the technical requirements for implementing ESCO;</p> <p>To regularly collect technical feedback from experts on the implementation, update and maintenance of ESCO</p>	IT developers as implementers	<p>ESCO is continuously updated based on technical experts' feedback in order to deliver better IT services;</p> <p>ESCO's technical community forum serves as a dialogue platform to share and discuss implementation options including feature requests, best practices and technical issues related to ESCO's implementation into IT applications;</p> <p>ESCO puts end users' needs first and values their opinion;</p> <p>ESCO builds consensus with regards to the priorities of the areas to be improved within ESCO's future versions</p>	News item on call for participation in the ESCO community forum; e-newsletter to all experts identified in the OCP and SREF groups; to the responsible for Employment affairs and Communication within the Member States Permanent Representations in Brussels; to all stakeholders involved in pilot projects with ESCO; to Cedefop's networks like Skillsnet and ReferNET	As of 2 nd quarter of 2017	<p>ESCO developers' toolkit</p> <p>ESCO community forum</p>	DG EMPL website, social media, Joinup.eu platform, mailing lists	Reach a target of minimum 35 technical experts registered within 12 months
2	To promote the creation of a virtual ESCO community forum	Taxonomists, domain experts, sector skills councils, PES,	ESCO is continuously updated based on labour market trends and terminological developments in time;	News item on call for participation in the ESCO's content community forum; e-newsletter to all	As of 2 nd quarter of 2017	<p>ESCO handbook</p> <p>ESCO community forum</p>	DG EMPL website, social media, Joinup.eu	Reach a target of minimum 150 experts registered

	<p>focused on the content of the classification;</p> <p>To regularly collect feedback on emerging skills and occupations trends from both labour market and education and training sector</p>	<p>PRES, social partners, industry associations, national ministries, education and training institutions, statistical offices, standardisation bodies, translators as contributors</p>	<p>ESCO's content community forum serves as a dialogue platform to share and discuss emerging trends related to skills or occupations, improvements on the published ESCO content or updated translations;</p> <p>ESCO puts end users' needs first and values their opinion;</p> <p>ESCO builds consensus with regards to the priorities of the areas to be improved within ESCO's future versions</p>	<p>experts identified in the OCP and SREF groups; e-newsletter to the responsible for Employment affairs and Communication within the Member States Permanent Representations in Brussels; presentation to Public Employment Services; Webinar to domain experts</p>			<p>platform, mailing lists</p>	<p>within 12 months</p>
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PHASE OF ESCO COMMUNICATION LIFECYCLE: LEARN

Business Objective 2: Understand, decide and plan how ESCO can be improved

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	<p>To collect feedback from end users who already piloted ESCO ;</p> <p>To learn about best practices and improvement areas from implemented projects</p>	<p>Online service providers, HR recruiters, organisations performing job-matching, organisations which manage national, organisations that manage regional and sectoral classifications as implementers</p>	<p>ESCO commits to listening and learning from piloted projects about the features which need to be improved and those that are performing well;</p> <p>ESCO provides support to end users willing to test it;</p> <p>ESCO seeks improvement areas prior to its market phase</p>	<p>Online surveys at the end of pilot projects; bilateral meetings with implementers; testimonials video; conference calls; emails exchange</p>	<p>4th quarter of 2016 - 2nd quarter 2017</p>	<p>Online survey</p>	<p>written communication; face-to-face communication</p>	<p>Receive at least 10 completed surveys for various usage scenarios of ESCO within the 6 months prior to publication</p>

PHASE OF ESCO COMMUNICATION LIFECYCLE: BUILD

Business Objective 3: Develop ESCO and continuously publish improved versions

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To inform end users/ potential implementers about ESCO's future features and the timeline for their development	IT developers, PES, PRES, organisations that manage national, regional and sectoral classifications, online service providers, career and HR recruiters, statistical offices, standardisation bodies, education and training institutions, national ministries as implementers	ESCO will be updated in order to serve best the needs of its users	News item, discussion topic in the ESCO community forum, presentation at relevant conferences, such as HR Tech, Job G8 or Semic	As of 2 nd quarter of 2017 ¹	Latest news in the community forum, Powerpoint (PPT) presentations	online communication, ESCOpedia, DG EMPL website, social media, face-to-face communication	Feedback in the ESCO community forum

¹ The communication plan will be revisited in July 2017 as some of the activities will be performed on a continuous basis

PHASE OF ESCO COMMUNICATION LIFECYCLE: MARKET

Business Objective 4: To enhance the adoption of ESCO by a growing number of implementers

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	<p>To showcase ESCO's usage scenarios and demonstrate how stakeholder groups can benefit from ESCO in both labour market and education and training sector;</p> <p>To promote a positive image of ESCO among stakeholders;</p>	<p>Online service providers, HR recruiters, organisations that perform job-matching, organisations which manage national, regional and sectoral classifications, national ministries, social partners, education and training institutions, statistical offices, standardisation bodies, career and HR guides and recruiters, MSWG as implementers</p>	<p>ESCO facilitates the creation of machine readable and multilingual documents (CVs, job vacancies);</p> <p>ESCO facilitates online matching of people to jobs and training opportunities;</p> <p>ESCO enhances occupational and geographical mobility;</p> <p>ESCO provides a common vocabulary to exchange information across EU languages and IT systems;</p> <p>ESCO, as a standardised terminology, supports education and training in the shift towards learning outcomes;</p> <p>ESCO enhances the functionality of skills intelligence tools and supports statistical analysis on skills supply and demand;</p> <p>ESCO supports competence-based career guidance services</p>	ESCO v1 launch conference	2 nd quarter of 2017	<p>Press release, ESCO handbook publication, ESCO factsheet, ESCO banners, ESCO usage scenarios videos, ESCO testimonials video</p>	<p>face-to-face communication, live streaming of the conference on DG EMPL website, social media, media coverage</p>	<p>Wide participation from across industries and diverse stakeholders; strong media coverage in publications that are targeted at experts (HR & software); increase by 30 % of users downloading the ESCO API within the 3 months following the ESCO conference</p>

Business Objective 5: To promote ESCO in national contexts

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To increase the level of awareness about ESCO and its benefits at national level	PES, PRES, Sector Skills Councils, statistical offices, standardisation bodies, social partners, industry associations, Permanent Representations of MS, education and training institutions, career and HR guides, recruiters as implementers	<p>ESCO facilitates the creation of machine readable and multilingual documents (CVs, job vacancies);</p> <p>ESCO facilitates online matching of people to jobs and training opportunities;</p> <p>ESCO enhances occupational and geographical mobility;</p> <p>ESCO provides a common vocabulary to exchange information across EU languages and IT systems;</p> <p>ESCO, as a standardised terminology, supports education and training in the shift towards learning outcomes;</p> <p>ESCO enhances the functionality of skills intelligence tools and supports statistical analysis on skills supply and demand; ESCO supports competence-based career guidance services</p>	E-newsletter sent by DG EMPL to the national contact points ² to promote the ESCO community forum; ESCO presentations on invitation at sectorial meetings organised by the DGs; social dialogue meetings; participation in national conferences (like Human resources Directors summit ³ and Rethink!HR & Technology Minds Europe ⁴)	1 st - 2 nd quarter of 2017 ⁵	ESCO handbook, e-newsletter, electronic leaflet with ESCO business cases; ESCO factsheet, ESCO infographic	written communication; face-to-face communication	Increased participation in the ESCO community forum by 30 % within 6 months;

² This is a generic denomination as each Directorate-General has its own structure in communicating with experts at national level

³ <https://www.hrdsummit.eu/>

⁴ <http://rethink-hrtech.com/en/>

⁵ The communication plan will be revisited in July 2017 as some of the activities will be performed on a continuous basis

Business objective 6: To assist with technical support the Member States in the mapping process of their national classification to ESCO as required by article 19 of the EURES Regulation; To build trust and support around ESCO and its implementation process in the Member States.

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To raise awareness about the provision of technical support to Member States in ensuring compatibility between national classifications and ESCO versions (correspondence tables) within the mapping process to ESCO	National Coordination Offices for EURES as implementers; Advisors for European PES affairs (AFEPA) as implementers; Members States' head of public employment services as influencers.	EC supports Member States by assisting them to resolve any mapping issues they encounter and providing tailored-made solutions; EC supports the public employment services in the mapping process of national occupational classifications to ESCO in order to facilitate cross-border job-matching in EURES	Information note to EURES Coordination group (ECG) meeting; Presentation to the Advisors for European PES affairs (AFEPA) meeting; Presentation to Heads of PES meeting Establishment of a helpdesk to record problems with mapping and reply on a timely manner.	As of 2 nd quarter of 2017	Information note, EURES Regulation, ESCO handbook; ESCO mapping platform documentation	written communication; face-to-face communication	EURES national coordination offices are informed about ESCO's latest news and next steps; AFEPA members and Heads of PES provide feedback at the meetings;

Business objective 7: To build synergies and enhance the use of ESCO in different European tools and initiatives

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To disseminate information about the collection and integration of national/international qualifications into ESCO	European Qualifications Framework Advisory Group (EQF AG) members as influencers and implementers;	<p>National qualifications displayed in the ESCO qualifications pillar will indicate EQF levels ;</p> <p>ESCO enables better transparency and comparability of qualifications in Europe and their relevance to the labour market throughout Europe</p> <p>ESCO will support the development of common formats to describe learning outcomes both for the labour market and for education and training</p>	Presentation in the EQF Advisory Group meeting;	3 rd - 4 th quarter of 2016	PPT presentation, showcase of ESCO qualifications pilot	face-to-face communication	At least 6 Member States' national qualification databases connected to ESCO and the Learning Opportunities and Qualifications in Europe portal by end of 2017
		Advisory Committee for vocational training group, as implementers	<p>ESCO will be part of the new Europass platform and will support its services</p> <p>Europass will support EURES activities and objectives</p> <p>ESCO will support the development of common formats to describe learning outcomes both for the labour market and for education and training</p>	Questions and answers session at the Advisory Committee for vocational Training group meeting	As of 4 th quarter of 2016	PPT presentation	face-to-face communication	The Advisory Committee for vocational training is informed about how ESCO is used to display qualifications in EURES and other applications

2	To inform about ESCO's role in the new EUROPASS decision	Representatives of the European Parliament and the Council as decision-makers	<p>ESCO is the common terminology used in Europass to support the exchange of information regarding job matching, job searching, education and training opportunities' searches and career guidance.</p> <p>Through ESCO, the new Europass framework will bring together information provided by different EU tools, enhancing their interoperability.</p>	Institutional debates	1 st quarter of 2017	Europass Decision ⁶	face-to-face communication	Member States are well informed about how ESCO will function in Europass and its interoperability benefits
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Business objective 8: To support Member States in developing and linking their national qualifications databases to ESCO

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	<p>To provide technical support to Members States in their effort of developing and linking their national qualifications databases to ESCO;</p> <p>To promote ESCO and its added-value in the world of education and training;</p>	National ministries as implementers and decision-makers	ESCO enhances the transparency and comparability of qualifications across sectors of education and economy, geographic borders and language barriers	Technical country visits, emails exchange, meeting minutes and reports	As of 3 rd quarter of 2016	PPT presentation, country-specific questionnaire on qualifications framework	written communication; face-to-face communication	Technical internal reports on all visited countries; 6 Members States have linked their National Qualifications Database by end of 2016

⁶ Proposal for a Decision of the European Parliament and of the Council on a common framework for the provision of better services for skills and qualifications (Europass), [COM \(2016\) 625 final](#)

INTERNAL COMMUNICATION

PHASE OF ESCO COMMUNICATION LIFECYCLE: LISTEN

Business Objective 1: Understand stakeholders' requirements, needs and expectations

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To increase the level of awareness of the quality of ESCO's English version to ESCO governing bodies	MSWG as influencers and decision-makers; MAI and BOA as internal stakeholders	ESCO's final draft is fit for mapping to national classification systems; EC will take into account any issues raised by Member States and propose a planning for improvement where possible. ESCO's final draft allows a more precise exchange of information in EURES than the ISCO-08 classification.	Online consultation; news item on the ESCO portal; introductory webinar to the ESCO v1 pre-release visualisation tool; emails exchange	3 rd -4 th quarter of 2016	Feedback of the MSWG on the English version of ESCO document	online communication	Receive structured written feedback from Members States during the consultation
2	To increase the level of awareness of the quality of ESCO's translated versions to ESCO governing bodies	MSWG as influencers and decision-makers MAI and BOA as internal stakeholders	ESCO's linguistic accuracy in all 23 EU languages plus Icelandic and Norwegian is fit for mapping to national classification systems; EC will take into account any issues raised by Member States and propose a planning for improvement where possible.	Online consultation, news item on the ESCO portal; emails exchange	1 st -2 nd quarter of 2017	Introductory document on the translation process and quality assurance mechanisms of ESCO	online communication	Receive structured written feedback from Members States during the consultation

3	To inform about the future governance of ESCO	ESCO governing bodies as influencers	After publication, ESCO's governing bodies will be restructured	Presentation in MAI, BOA , MSWG meetings	3 rd - 4 th quarter of 2016	PPT presentation, document on the "Future governance of ESCO"	face-to-face communication	MAI, BOA, MSWG members are aware of the new governing structure
4	To present the concept note of ESCO's launching conference	BOA and MAI members as influencers	ESCO's launching conference brings together stakeholders from across industries and borders to inform about ESCO's public release and demonstrate its added value in different usage scenarios	Presentation in MAI, BOA meeting	3 rd - 4 th quarter of 2016	Document on ESCO conference concept note	face-to-face communication	Receive feedback on the document and advice on the organisation of ESCO's launching conference
5	To receive feedback on ESCO's post-release quality assurance indicators	ESCO governing bodies as influencers and implementers	ESCO has defined clear quality criteria to measure its success after the public release	Presentation in MAI meeting	3 rd - 4 th quarter of 2016	Document on ESCO's post-release quality assurance indicators, PPT presentation	face-to-face communication	ESCO governing bodies provide advice on the quality assurance indicators to be taken into consideration for after the release

PHASE OF ESCO COMMUNICATION LIFECYCLE: LEARN

Business Objective 9: Understand how to build extensions to ESCO on a national level

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To learn about the process required to use ESCO in a national context, as an extended classification with occupations relevant for a national labour market	MAI members, MSWG, PES network as implementers	ESCO could be further developed to adapt to a specific national labour market context	Suggested call for participation in a pilot project at the MSWG meeting, MAI meeting and PES network meeting	4 th quarter of 2016-1 st quarter of 2017		face-to-face communication	Results of a pilot with one PES

Business Objective 10: Anticipate any potential implementation and mapping issues between national classifications and ESCO and act upon them

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To disseminate the outcomes of the MSWG consultations and the resulting implementation actions	ESCO governing bodies as influencers	ESCO's final draft has incorporated the feedback received from MSWG and is now ready for publication	Presentation of the results in the MSWG meeting, MAI meeting and BOA meeting, news item	4 th quarter of 2016 - 2 nd quarter of 2017	Communications brief on the results and implementation actions	written communication; face-to-face communication	ESCO v1 to be published in spring 2017

Business Objective 2: Understand, decide and plan how ESCO can be improved

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To seek advice on establishing a set of rules for the ESCO community forum	MAI members as contributors	EC prepares a consistent policy on how the ESCO community forum should be organised and monitored	Presentation in the MAI meeting	4 th quarter 2016- 1 st quarter of 2017	Draft proposition of ESCO community forum's set of rules	written communication; face-to-face communication	MAI members advise on the content of the set of rules within the 3 rd quarter of 2016

PHASE OF ESCO COMMUNICATION LIFECYCLE: BUILD

Business Objectives 3: Develop ESCO and continuously publish improved versions; and develop ESCO v1

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To communicate required features to build the technical elements that support compatibility between ESCO versions and modules	ESCO service providers (IT developers, taxonomists) as contributors	EC ensures the provision of compatibility services between the upcoming versions and modules of ESCO	ESCO service platform; Online forum on Joinup.eu; emails and meetings with ESCO service providers.	As of 4 th quarter of 2016	Methodological guidelines on how to provide the correspondence services/tables	written communication; face-to-face communication	Delivery of compatibility mechanism between the versions of ESCO, its modular packages and continuous improvement features prior to the launch of ESCO
2	To promote ESCO and explain its development process and features to ensure accurate translations	Directorate-General for Translation as translators of ESCO content	ESCO requires multilingual versions in the 23 EU languages; As part of EU legislation (EURES Implementing Act), ESCO needs to go through the official translation process	Training sessions with DGT translators	As of 3 rd quarter of 2016	PPT presentation, ESCO terminological guidelines	face-to-face communication; written communication; ESCO translation tool	DGT translators become acquainted with the tool and content and the translations are delivered on time

PHASE OF ESCO COMMUNICATION LIFECYCLE: MARKET

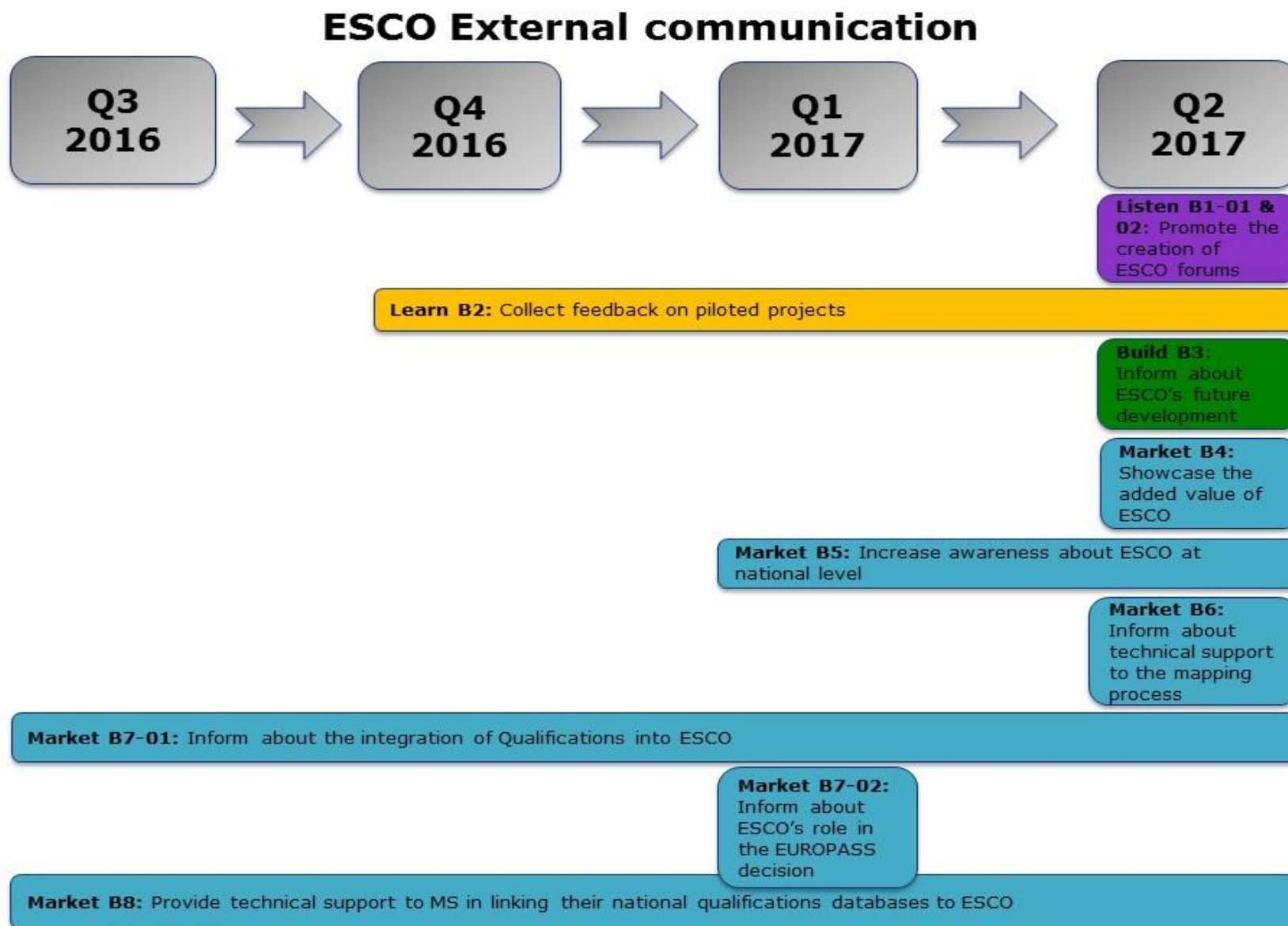
Business Objective 11: To strengthen the cooperation between the Commission's Directorate-Generals (DGs) and agencies around ESCO

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To disseminate information about ESCO in the different DGs and EU agencies	DGs and agencies of the European Commission as influencers	ESCO is a European classification developed by the Commission to address unemployment by facilitating recruitment of talent and better job-matching services	News item on My IntraComm Article/News item in Commission in Direct newspaper, CEDEFOP newsletter publication	1 st -2 nd quarter of 2017	Articles, e-newsletters	online communication	DGs and EU agencies are aware of the ESCO project and can distribute further the information to national and international experts

Business Objective 7: To build synergies and enhance the use of ESCO in different European tools and initiatives

No	Communication objectives	Audience	Communication messages	Type of activity	Timeframe	Communication materials	Channel	Expected results
1	To promote the complementarity of ESCO with other European tools and initiatives	CEDEFOP representatives in charge of EUROPASS and EU Skills Panorama and EURES representatives as implementers;	ESCO facilitates the creation of machine readable and multilingual documents (CVs, job vacancies) and can enhance the functionality of services like EUROPASS and EURES; ESCO enhances the functionality of skills intelligence tools and supports statistical analysis on skills supply and demand	Meeting with Europass, EU Skills panorama and EURES representatives	1 st quarter of 2017	PPT presentation, ESCO handbook	written communication; face-to-face communication	EURES, EUROPASS and EU Skills Panorama successfully integrate ESCO within the 12 months of the launch of ESCO

ANNEX: ESCO Communication plan timeline



ESCO Internal Communication

