ALL-ECOM

PROJECT ALL-ECOM "Sector Skills Alliance to set European standards for qualifications and competences in the e-commerce sector"
554486-EPP-1-2014-1-ES-EPPKA2-SSA

VALIDATION OF PROJECT RESULTS
BY STAKEHOLDERS

Madrid, 22 June, 2017
Barcelona 13 July, 2017

VALIDATION REPORT

CONTENTS

ANNEXES:

1. OBJECTIVES OF THE VALIDATION PROCESS

The main objective of the validation activity is to present the first results of ALL-ECOM Project to stakeholders and key actors to know their opinion on the adequacy of these results to the needs of the target sector and project target group (workers and employers of the commerce sector) and the level of adaptation of these results to the requirements of the VET Systems in each partner country.

The specific objectives are:

- To collect information, opinions, comments and suggestions from stakeholders which can contribute to include possible changes and improvements in the results analysed.
- To have feedback about the potential applicability and transferability of the results in the national VET systems.

2. METHODOLOGY AND WORK PROGRAM

The review and validation of the project results by stakeholders is the last activity programed in the Working Package 4 of the Project Work plan "Elaboration of a common map of qualifications".

What has been validated?

The main results obtained in WP4 have been validated by project stakeholders: methodologies, tools and materials of training developed to create a "Common map of qualifications in e-commerce", according to the following structure:
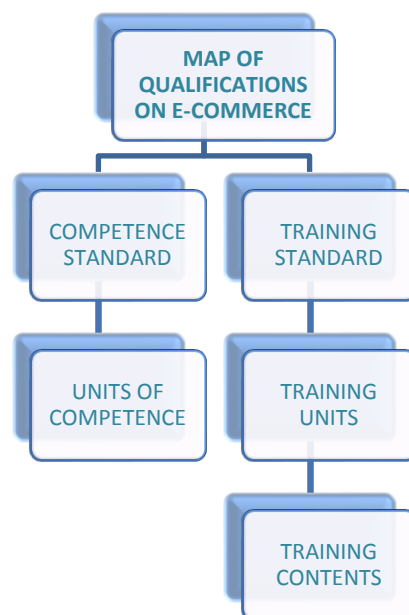
The concrete outputs validated have been the following:

- ✓ The methodology applied for the design of professional competences.
- ✓ The new learning outcomes defined (=units of competence)
- ✓ The training standard proposed (=training units)
- ✓ The training contents developed (=courses)

How the validation process has been done?

The methodology used to assess the results has been based on expert judgment. This technique consists of asking external experts an opinion about the project outputs.

Regarding the criteria of election of these experts and the process of recruitment. The experts are project stakeholders: experts in the commerce sector or in the field of education and training, representatives of the following target groups:

- ✓ Public bodies with competences in the development of the vocational education and training system at national and regional level.
- ✓ Social agents of the commerce sector: employer's organizations and trade unions.
- ✓ Training centers.
- ✓ Other institutions involved in the sector and thematic of the project.

The method used for collecting the information provided by the experts, has been a discussion group technique. Two working groups have been organized in Madrid and Barcelona with 10-15 experts of the target institutions mentioned above. In relation to the tool used to know the individual opinion of each expert about the project results, a structured questionnaire has been designed to collect these opinions.

The validation questionnaire has 10 close questions in the different criteria defined for the assessment of the results (see Annex 2) to be valued according to a Likert scale and a section of "comments" to express any opinion, proposal or suggestion the experts consider about each criterion. Also three general open questions have been included at the end of the questionnaire to know the strong and weak points underlining by the participants about project results.

As mentioned two working groups have been held in Madrid and Barcelona. The agendas of these working groups are the following:

AE | ALL-ECOM

GRUPO DE TRABAJO
VALIDACIÓN RESULTADOS PROYECTO ALL-ECOM

MADRID, 22 de Junio de 2017

Calle Orense nº 8, 2ª Planta, Oficinas, 28020, Madrid.

PROGRAMA

09:50 -10:00 Recepción de participantes y entrega de documentación.

10:00 -10:15 Presentación de participantes.

10:15 -10:45 El proyecto europeo ALL-ECOM.

10:45 -11:00 Presentación de resultados del proyecto.

11:00 -11:30 Pausa-Desayuno.

11:30 -13:00 Análisis de los resultados del proyecto:

- **Metodología común para el diseño de cualificaciones profesionales**: el enfoque basado en resultados de aprendizaje y la aplicación del Marco Europeo de las Cualificaciones-EQF y del Sistema Europeo de Transferencia de Créditos para la Educación y la Formación Profesional-ECVET.

- Definición de **nuevos resultados de aprendizaje** (competencias) relacionados con el comercio electrónico en términos de conocimientos, destrezas y competencias.

- Un mapa común de cualificaciones profesionales en materia de comercio electrónico en las áreas de Ventas y Marketing: desarrollo del **standard ocupacional** (7 Unidades de Competencia) y del **standard formativo** (15 Módulos Formativos).

- Desarrollo de **contenidos formativos** (3 cursos).

Project 554486-EPP-1-2014-1-ES-EPPK2-SSA
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Erasmus+

AGENDA OF THE WORKING GROUP CELEBRATED IN BARCELONA

GRUPO DE TRABAJO

VALIDACIÓN RESULTADOS PROYECTO ALL-ECOM

Barcelona, 13 de Julio de 2017

PROGRAMA

12,00-12,10   **Recepción de participantes y entrega de documentación**

12,10-12,30   **Presentación de participantes**

12,30-12,45   **El proyecto europeo ALL-ECOM. Presentación de resultados**

12,45-14,00   **Análisis de los resultados del proyecto:**

- ✓ **Metodología común para el diseño de cualificaciones profesionales**: el enfoque basado en resultados de aprendizaje y la aplicación del Marco Europeo de las Cualificaciones-EQF y del Sistema Europeo de Transferencia de Créditos para la Educación y la Formación Profesional-ECVET.

- ✓ Definición de **nuevos resultados de aprendizaje** (competencias) relacionados con el comercio electrónico en términos de conocimientos, destrezas y competencias.

- ✓ Un mapa común de cualificaciones profesionales en materia de comercio electrónico en las áreas de Ventas y Marketing: desarrollo del **standard ocupacional** (7 Unidades de Competencia) y del **standard formativo** (15 Módulos Formativos).

- ✓ Desarrollo de **contenidos formativos** (3 cursos).

3. PARTICIPANTS IN THE WORKING GROUPS

A total of 34 relevant stakeholders have participated in the working groups, with a very balanced representation of the main project target groups:

- 14 Representatives of public bodies with competences in the development of the vocational education and training system at national or regional level.
- 12 Social agents of the commerce sector: employer's organizations and trade unions.
- 8 Training centers.

PARTICIPANTS IN THE WORKING GROUP CELEBRATED IN MADRID

ORGANIZATION	TYPE OF ORGANIZATION	ATTENDANT	POSITION	e-mail contact
STATE FOUNDATION FOR EMPLOYMENT AND TRAINING-FUNDAE	National public body	CRISTINA HERRAIZ	Expert of Directorate for Planning, Assessment and Evaluation of Training	Cristina.herraiz @fundae.es
STATE FOUNDATION FOR EMPLOYMENT AND TRAINING-FUNDAE	National public body	ANA DE LOS REYES MEDINA	Expert of Directorate for Planning, Assessment and Evaluation of Training	Ana.delosreyes @fundae.es
PUBLIC STATE EMPLOYMENT SERVICE – Occupations Observatory	National public body	ISABEL ALVAREZ	Expert of the Observatory	observatorio.ma drid@sepe.es
SPANISH CONFEDERATION OF TRAINING COMPANIES - CECAP	Social partner (employer association)	ROCÍO BLANCO GIL	General manager	gestion@cecap. es
ADALID INMARK	Training provider	ANA ISABEL LÓPEZ	Training manager	anabel.lopez@g rupoinmark.co m
ADALID INMARK	Training provider	ARANCHA MORA	Project manager	arancha.mora@ grupoinmark.co m
INSEM Group	Training provider	JAVIER TABERNERO	Training manager	jcejudo@grupoi nsem.com
MINISTRY OF	National public	ANGEL JAIME	Expert in	subdireccion.fp

ORGANIZATION	TYPE OF ORGANIZATION	ATTENDANT	POSITION	e-mail contact
EDUCATION, SCIENCE AND SPORTS – General Secretary of professional guidance and Training	body	CENAMOR LÓPEZ	regulation of vocational education	@mecd.es
SPANISH SERVICE FOR THE INTERNATIONALISATION OF EDUCATION –SEPIE Erasmus+ Spanish National Agency for Education and Training	National public body	DIANA BUCHÓ REGIDOR	Coordinator of mobility services- KA1	diana.bucho@sepie.es
FEDERATION OF INDEPENDENT WORKERS OF COMMERCE -FETICO	Social partner (trade union)	EMILIA MARTIN	European Projects Manager	emiliamartin@fetico.es
FEDERATION OF INDEPENDENT WORKERS OF COMMERCE -FETICO	Social partner (trade union)	IGNACIO GRANADO	Training manager	ignaciogranado@fetico.es
IBECOM	Training provider	RAMÓN ZAYAS	Technology manager	rzayas@ibecon.org
ICG INTERNACIONAL DE COOPERACIÓN Y GESTIÓN	Management and Consulting services	ARMELA DINO	External evaluator of ALL-ECOM Project	info@icginternacional.com armeladino@gmail.com

PARTICIPANTS IN THE WORKING GROUP CELEBRATED IN BARCELONA

ORGANIZATION	TYPE OF ORGANIZATION	ATENDANT	POSITION	CONTACT MAIL
FUNDACIÓN BARCELONA FORMACIÓN PROFESIONAL	Public body	ANNA PUNYET	Expert of the Professional Occupations Observatory	annapunyet@fundacionbcnfp.cat
DIRECCIÓN GENERAL DE COMERCIO	Public body	JOAN MORERA	Technician	joan.morera@gencat.cat
CCAM (Consorcio de Comercio, Artesanía y Moda de Catalunya)	Public body	IGNACIO CAMPOY	Commerce Technician	icampoy@gencat.cat
CCAM (Consorcio de Comercio, Artesanía y Moda de Catalunya)	Public body	MARTA RAURELL	Head of Commerce Unit	marta.raurell@gencat.cat
TADEL FORMACIÓN	Training provider	CRISTINA FERNÁNDEZ	Training Manager	cfernandez@tadelformacio.com
TADEL FORMACIÓN	Training provider	MASSIMO LONGO	Trainer, expert in digital commerce	massimolonge@gmail.com
ADAMS	Training provider	MÓNICA CASTELAO	Trainer, expert in digital commerce	castelao19mail.com
ADAMS	Training provider	RAUL COMÍN	Headteacher	raulcomin@adams.es
UGT	Social partner (trade union)	ROSA CIURANA	Head of Training and Communication	rciurana@catalunya.ugt.org
UGT	Social partner (trade union)	ROSA DATO	Federación FESMC, Sector Comercio	mrosa@catalunya.ugt.org
UGT	Social partner (trade union)	SONIA ROMÁN	Deputy Director of Programs	sroman@idfo.com
CC.OO SERVEIS	Social partner (trade union)	NATALIA CASTRO FONT		nataliacastro@ccoo.cat
CC.OO SERVEIS	Social partner (trade union)	JORDI ARDANUY MEDIANO		jardanuy@ccoo.cat
PIMEC	Social partner	ESTHER	Head of the	edelpueyo@pimec

ORGANIZATION	TYPE OF ORGANIZATION	ATENDANT	POSITION	CONTACT MAIL
	(employers' organization)	DELPUEYO	Training Center	.org
BARCELONA ACTIVA	Public body	ESPERANZA FOMBELLA	Head of Training Unit	Esperanza.fontabella@barcelonactiva.cat
FOMENT DEL TRABALL NACIONAL	Social partner (employers' organization)	MANU MONASTERIO	Trainer, expert in digital marketing	manu.s.monasterio@clubmarketingbarcelona.com
FOMENT DEL TRABALL NACIONAL/ FEPIME	Social partner (employers' organization)	IRIS MOLINA	Expert of the Training and Communication Department	imolina@foment.com
FETICO	Social partner (trade union)	EMILIA MARTIN	European Projects Manager	emiliamartin@fetico.es
SOC ÁREA DE PROYECTOS INTERNACIONALES	Public body	ESTHER ESTANY	International Projects Manager	esther.estany@gencat.cat
CONSORCI PER A LA FORMACIÓ CONTÍNUA DE CATALUNYA	Public body	ROBERT RAMOS	Head of Training Programs Area	robert.ramos@gencat.cat
CONSORCI PER A LA FORMACIÓ CONTÍNUA DE CATALUNYA	Public body	ÁUREA DOMÍNGUEZ	Leader of the coordination programs team.	aurea.dominguez@gencat.cat
CONSORCI PER A LA FORMACIÓ CONTÍNUA DE CATALUNYA	Public body	ESTER MORANTE	Programs management Technician	ester.morante@gencat.cat

4. RESULTS OF THE VALIDATION PROCESS

This report shows the results of the validation questionnaire filled by the stakeholders who have participated in the working groups in Madrid and Barcelona.

The results reflect the opinions and impressions of these experts about project outputs obtained in the working package 4 of the project "Elaboration of a common map of qualifications".

The relevant stakeholders involved have provided inputs very useful to improve the results during project implementation phase.

The results have been validated against the following predefined criteria:

Relevance

The guiding question asked to structure the discussion with stakeholders about the relevance of the results presented has been: To what extent the results presented cover a real need in the commerce sector?
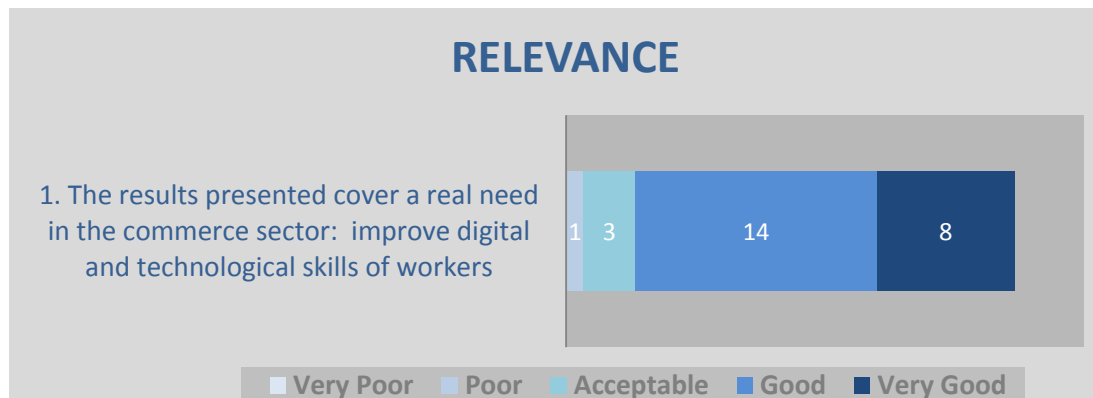
The 85% of the participating stakeholders consider good or very good the relevance of the project results presented in the sense these results cover a real need: the necessity to boost digital skills in the commerce sector to take the advantage of the digital market.

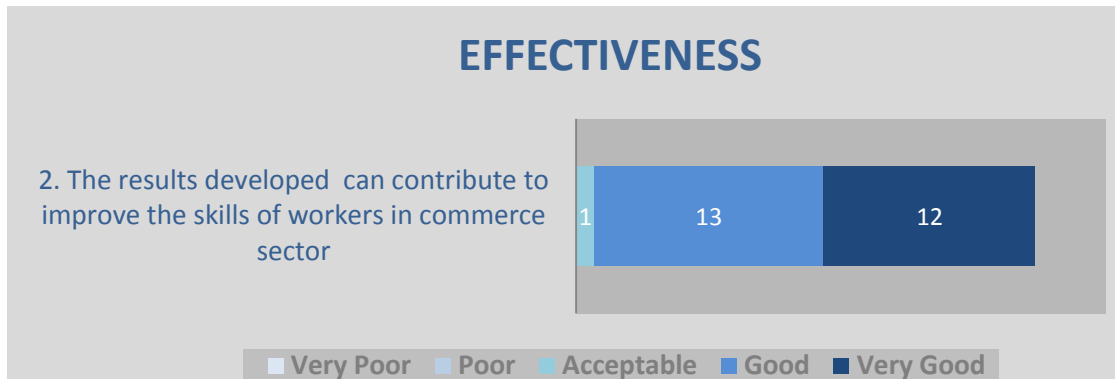Some participants mention that all recent studies confirm the digital skills gap in the labour market in Spain, a high percentage of Spanish workers in the commerce sector do not have basic digital skills despite the increasing need for such skills.

A study of the Foundation BCN Vocational Training, entity that has taken part in the validation process confirms also this need: the e-commerce is an emerging economic

sector but it is necessary to adapt the qualifications and skills of the workers to prepare them for the digital economy.

Effectiveness

To assess the effectiveness of project results stakeholders has been asked about the contribution of the project results to the improvement of workers' skills in the commerce sector.

EFFECTIVENESS

| 2. The results developed can contribute to improve the skills of workers in commerce sector | 1 | 13 | 12 |

Very Poor | Poor | Acceptable | Good | Very Good

More than 95% of the stakeholders state that the contribution of project result to improve the digital skills in the sector will be good or very good. Some consider the contribution very positive due to the project outputs respond to real training needs of the target group identified in the project.

Quality of the results

Stakeholders have been asked to evaluate individually the concrete outputs developed to design the "Common Map of Qualifications".

In general participants mention the good quality of the results, taking into account criteria as suitability, usefulness...

QUALITY OF THE RESULTS

3.1 The methodology applied for the design of professional competences — 5 | 13 | 8

3.2 The new learning outcomes defined (=units of competence) — 4 | 14 | 8

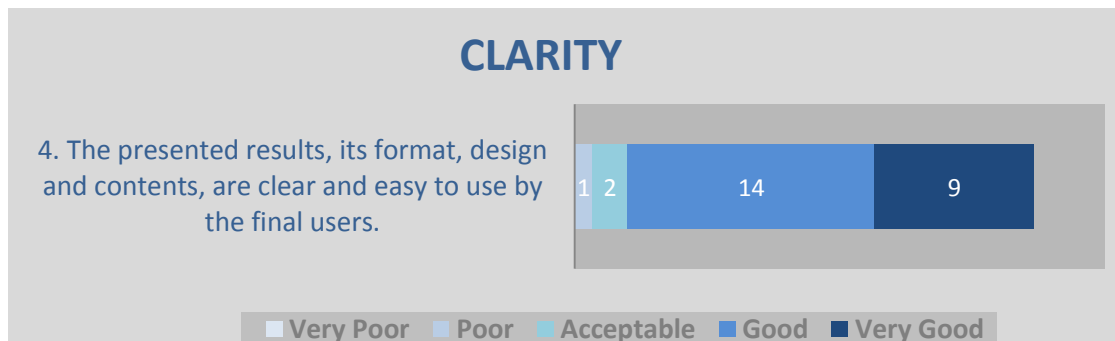3.3. The training standard proposed (=training modules) — 6 | 15 | 5

3.4 The training contents developed (=courses) — 6 | 14 | 6

■ Very Poor ■ Poor ■ Acceptable ■ Good ■ Very Good
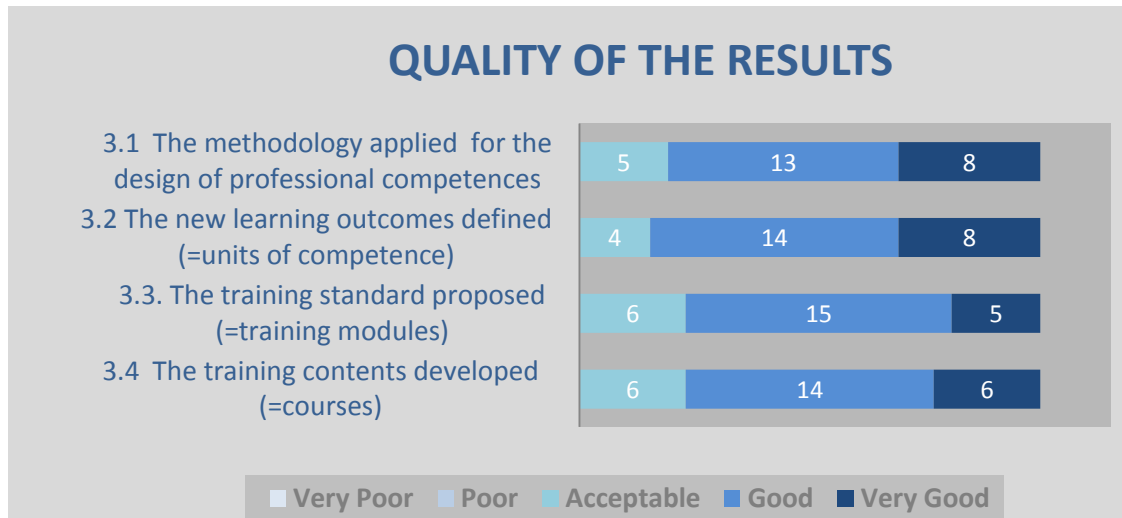
In the section "Comments", some participants mention:

- *Some results should be more adapted to the methodology of the national VET system and also to have a more sectoral approach, especially the training contents with examples related to the activities developed in the commerce sector.*
- *The training modules should include contents related to "smart data marketing"*
- *The training modules should have a more sectoral approach.*

Clarity

The guiding question to assess the clarity of the project results presented refers to the format, design and contents of these results.

CLARITY

4. The presented results, its format, design and contents, are clear and easy to use by the final users. — 1 | 2 | 14 | 9

■ Very Poor ■ Poor ■ Acceptable ■ Good ■ Very Good

About 89% of the stakeholders consider these results are clear and easy to use buy final beneficiaries.

Some participants mention that taking into account the project beneficiaries It would be convenient:

- *To use a language more focus on occupations of the sector.*

- *To segment by types of commerce and by the size of the companies.*
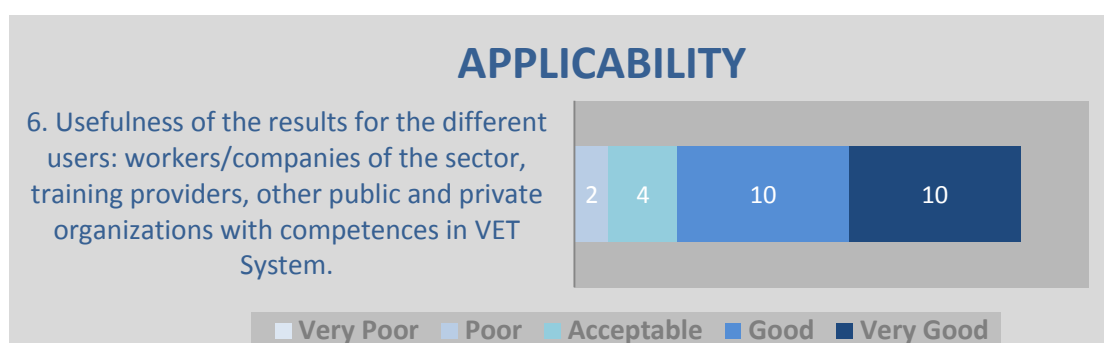
Added value

The discussion about the added value of the project results has been focus on the level of contribution of these results to the existing training offer.

ADDED VALUE

5. Contribution of the results to the existing training offer in the commerce sector.

| 4 | 12 | 10 |

☐ Very Poor ☐ Poor ☐ Acceptable ☐ Good ☐ Very Good

More than 85% of the stakeholders consider good or very good the added value of the results in the sense these training materials and tools can contribution to improve the current training offer in commerce sector and to boost digital skills in the sector.

Applicability

The applicability of the project results has been evaluated through the assessment of its usefulness for the different project target groups. The majority of these groups represented in the validation process have qualified the applicability of the outputs presented as good or very good (77%).

APPLICABILITY

6. Usefulness of the results for the different users: workers/companies of the sector, training providers, other public and private organizations with competences in VET System.

| 2 | 4 | 10 | 10 |

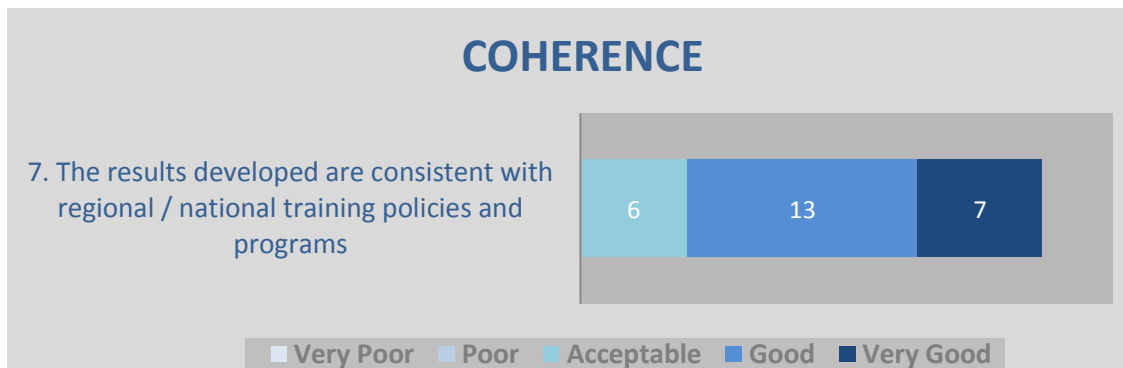☐ Very Poor ☐ Poor ☐ Acceptable ☐ Good ☐ Very Good

Among the comments of the different stakeholders:

- *The occupational and training standards will be very useful for the key agents involved in the programming of training.*

- The training material can be used directly for final users, beneficiaries of the project.

- The results can be adapted to different training projects.

- The training centers and companies can use the results directly in the national training bonus system.
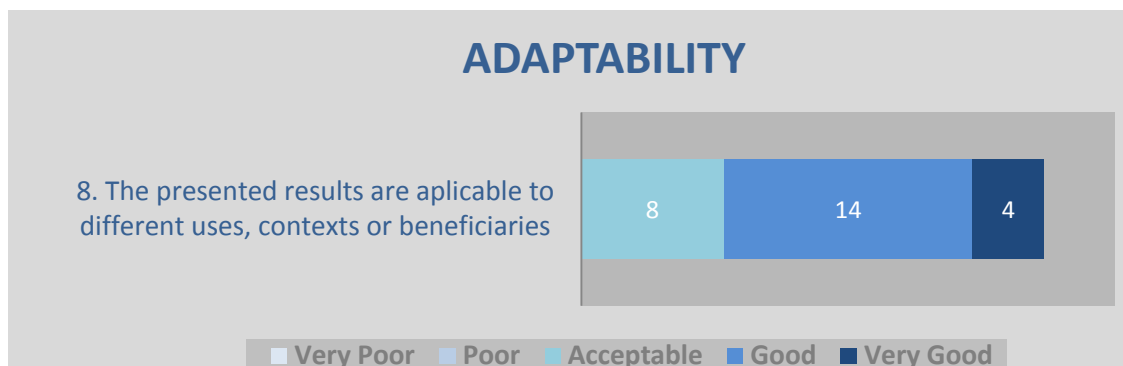
Coherence

The coherence of the results with the regional/national VET systems, policies and programs has been valuated as good or very good for a 77% of the stakeholders. Although some participants have stated that due to the national qualification system of the participating countries is different it will be required an adaptation process of the project results to the requirements of our national system.

COHERENCE

7. The results developed are consistent with regional / national training policies and programs

| 6 | 13 | 7 |

☐ Very Poor   ☐ Poor   ☐ Acceptable   ☐ Good   ☐ Very Good

Adaptability

In terms of applicability of project results to different uses, context and beneficiaries the stakeholders consider this is good (54%) or very good (15%).

ADAPTABILITY

8. The presented results are aplicable to different uses, contexts or beneficiaries

| 8 | 14 | 4 |

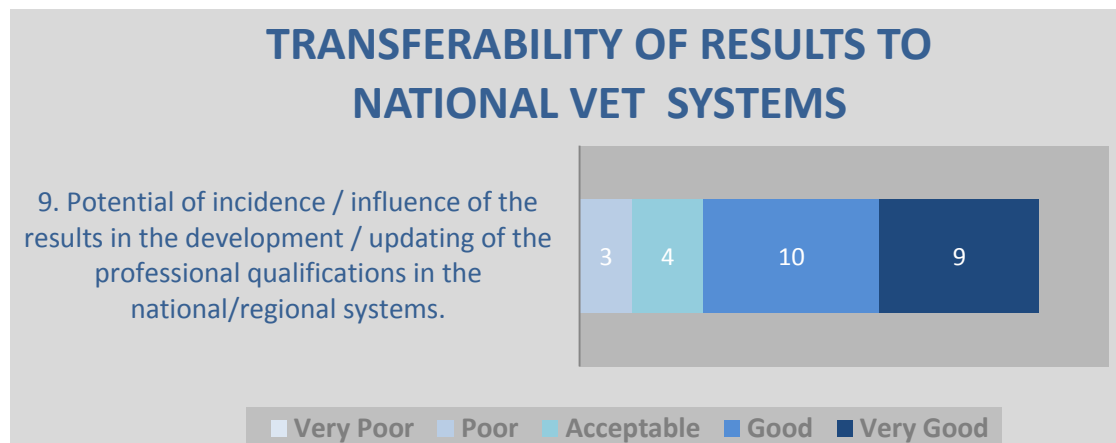☐ Very Poor   ☐ Poor   ☐ Acceptable   ☐ Good   ☐ Very Good

Participants mention:

- *Project results can be applicable to different uses with a previous adaptation to the context.*
- *The methodology applied can be extrapolated to other sectors.*

Transferability of results to national VET Systems

Regarding to the criterion about the transferability of project results to national system the guiding question to structure the discussion with stakeholders refers to the potential of incidence of the results in the development of the professional qualifications in the national systems.

The graphic below shows that more than 73% of the participants think the potential of project results to be transfer to national qualifications systems is good or very good.

TRANSFERABILITY OF RESULTS TO NATIONAL VET SYSTEMS

9. Potential of incidence / influence of the results in the development / updating of the professional qualifications in the national/regional systems.

| 3 | 4 | 10 | 9 |

■ Very Poor ■ Poor ■ Acceptable ■ Good ■ Very Good

Among the comments of the participants about the transferability of results:

- *High potential of incidence.*
- *The procedures and requirements established in the Spanish system must be meet to developed new qualifications or to updated the existing ones.*
- *The dissemination of final results among key political actors will be very important to ensure the transferability of results.*
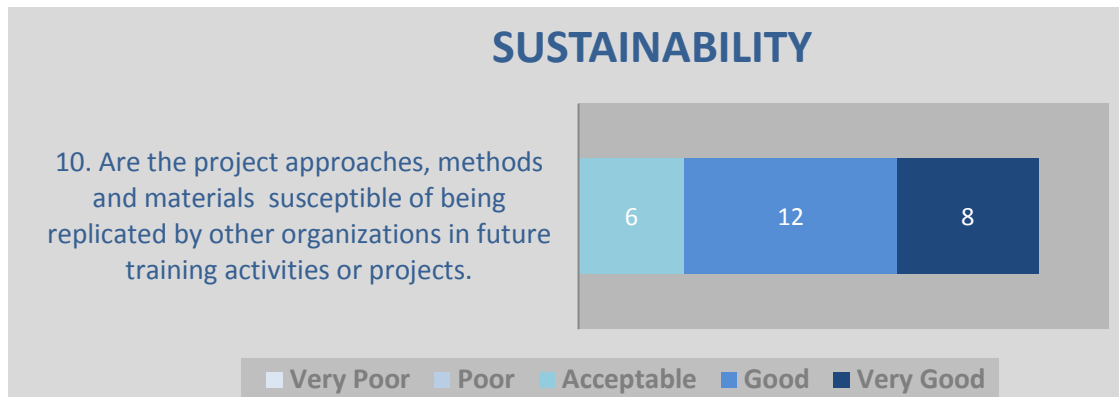
Sustainability

The sustainability has been assessed through the opinions of stakeholders about the possibility to reply project approaches, methods and materials in future training activities and projects.

Roughly 80% of the stakeholders consider the sustainability of project results presented good or very good. Among the comments mentioned:

- ..Great potential for use of the results once the project is completed, but with the necessary adaptation to the specific context..."

SUSTAINABILITY

10. Are the project approaches, methods and materials susceptible of being replicated by other organizations in future training activities or projects.

| 6 | 12 | 8 |

■ Very Poor ■ Poor ■ Acceptable ■ Good ■ Very Good

STRONG POINTS	ASPECTS TO IMPROVE
✓ The comparability between national qualifications systems in different European countries and between these and the European Qualification framework.	✓ More efforts should be done to work on a common European training framework.
✓ Great potential for transferability of project results in the same sector in other countries ✓ The transferability of project methodology used to other sectors of activity.	✓ Presentation of a methodological document with a clear definition of key concepts and their equivalence in our system.
✓ The transversality of project results. ✓ The transversality of training modules that allows its use in different sectors. ✓ The e-commerce is a sector with similar needs in all Europe	✓ Definition of the prior knowledge that should have the users of the training modules and courses. ✓ The level of qualification of the UCs, training modules and courses seems to be high for a level 2 according to the Spanish system that correspond with a level 4 of the European Qualification Framework.
✓ The contribution of the project to development of digital skills for reducing the existing digital gap. ✓ The objective of adaptability of the commerce sector to the new digital environment. ✓ Adaptability to the evolution of the sector.	✓ Take in mind the size of the companies in the sector where a big percentage are micro-companies or entrepreneurs with limited resources of staff and time, due to this it is necessary to boost e-learning resources and training courses of short duration.
✓ The opportunity to develop a training offer that respond to the necessities of the digital market. ✓ Facilitating training very necessary in the sector as digital communication and marketing. ✓ The results cover a real training need in the sector. ✓ The evidence of the need of improve training and qualifications in digital competences in the sector.	✓ More depth development of the training modules. ✓ The duration of training modules is too short (25 hours). In the Spanish system the minimum duration is 50 h. ✓ Include the concept of "Smart data marketing" or marketing based on customers´ data.

STRONG POINTS	ASPECTS TO IMPROVE
✓ The methodology applied is very similar to that used in the Spanish System to development the professional qualification. ✓ The methodology standardized and coherent.	✓ Focus the competences more on the type of user (workers of commerce sector). The majority of the companies of the commerce sector are very small and it is very common that the same person covers several positions. This means that the references to the Director of Marketing or Sales Manager made in the materials are not applicable in most of the companies.
✓ Transnationality. ✓ The integration of different realities and contexts in the field of training in the participating countries and the search for common points. ✓ The objective of trying to unify and coordinate training policies in different EU countries.	✓ Be more precise in the definition of UCs and training modules so that they clearly defined to whom they are addressed (level of qualification). ✓ A more detailed description of UCs especially, the context of the sector, its processes, its occupations and job positions.

OTHER COMMENTS, SUGGESTIONS, CONTRIBUTIONS OF THE STAKEHOLDERS IN RELATION TO THE PROJECT RESULTS VALIDATED
To exchange of information about project results with other entities involved in the programing and development of training to ensure the maximum use of these results together with others that are being developed in different scopes.
The tools and contents developed are in constant technological evolution, consequently, its review and update is recommended to ensure its continuous validity.
To seek the widest dissemination of the project results making them accessible to all organizations and agents in the sector.
Involve the National Qualifications Agency in Spain-INCUAL so that the Agency takes into account these results to develop and update the qualifications related to e-commerce
A very interesting and necessary project, one problem can be the rapid obsolescence of the contents if they are not constantly updated.

5. CONCLUSIONS OF THE VALIDATION PROCESS

The contribution of the ALL-Ecom project results to the improvement of digital skills in the commerce sector has been valued as very positive. One of the main strengths of these results is the relevance for the target sector and for the target groups due to the all recent studies and reports confirm it is necessary to develop digital skills and competences to reduce the existing digital gap in the labour market in all sectors of activity but particularly in the commerce sector to take advantage of the challenges and opportunities that offers the digital commerce.

Among the improvements that can be introduce in the different results according to the recommendations and suggestions set by the stakeholders and based on their experience and knowledge about the subject matter.

About the Common Map of Qualifications and the methodology applied

Although the methodology applied for the development of new competences related to e-commerce is similar to the methodology used in the Spanish qualification system it will be very useful to include a clear definition of key concepts and their equivalence in the Spanish system.

The Spanish qualifications framework is characterized by the rigidity of the system and the complexity of the processes to develop new qualifications or to update the existing ones. This can make it lose its applicability unable to respond to quick digital market evolution. It is crucial the key agents from educational system and economy sector have a permanent understanding in order to work for promoting the improvement of skills and the job opportunities.

It is recommended to have the involvement and contribution of the National Institute of Qualifications INCUAL, which has already launched a working group focus on commerce to work in the development of the qualifications in this sector. The collaboration with this group could be useful for both the ALL-Ecom project and the group itself.

The Occupations Observatory of the Public State Employment Service is working in a Study of professional competences in the retail sector, under recommendation of the Ministry of Economy, Industry and Competitiveness and the collaboration with the All-ECOM project could be also relevant.

✓ Improvements to implement:

- Elaboration of a Glossary with the definition of the key concepts used in the development of the Common Map of qualifications and their equivalence in the Spanish Qualifications System.

About the new learning outcomes defined (=units of competence-UCs)

To ensure the use and integration of the UCs developed in the Spanish System stakeholders consider when the project is finished it will be necessary redefine these UCs to meet the requirements of the national qualifications system.

The level of qualification assigned to the UC and training modules seems to be high for the level assigned (level 2 in the Spanish System equivalent to a level 4 of the European Qualification Framework) given the complexity of some activities.

It is recommended to describe in more detail the units of competence developed focusing the competences more on the type of users (workers of the commerce sector) the context of the sector, its processes, the type of companies, and the related occupations and jobs positions.

✓ **Improvements to implement:**

- Suppression of the references to the Director of Marketing or Sales Manager made in the UCs due to these are not applicable in the majority of companies of the commerce sector given their size.

- Indicate the level of qualification of each UCs and their equivalence in the Spanish System.

- Description of the occupations related to each unit of competence as an indicative element and clarifying of the level of qualification.

About the training standard proposed (=training modules)

Given that the final beneficiaries of the training actions are mainly workers from small and medium-sized enterprises in commerce sector, whose needs in terms of commercial development are different from those of big companies and whose resource are lower, it is convenient develop the proposed units orienting them to the real needs of these companies.

This adjustment of contents should not modify the structure of contents of the training modules proposed just in the development of them it will be necessary to emphasize those topics that are more interesting for the workers of the commerce sector from the perspective of their practical application in the companies.

✓ **Improvements to implement:**

- Indicate the level of qualification of each training module and their equivalence in the Spanish System.

- Indicate the number of hours in each training module.

About the training contents developed (=courses)

As mentioned above it is recommended to take into account a sectoral approach, and the specific needs of the small companies, which are the majority, when developing the training contents.

Some stakeholders consider the duration of training modules is too short (25 hours) for the contents structure developed. In the Spanish system the minimum duration of modules is 50 h., this means that they should be adapted for their inclusion and use in the national system.

✓ **Improvements to implement:**

- Because technology and digital issues are in constant evolution, it is critical to review and update continuously the training contents developed to ensure their validity and avoid their obsolescence.

In summary, the objective of trying to work on a common European qualification framework among EU countries with different contexts and level of implementation of their qualifications systems is a complex task. The participants in the validation groups have considered the ALL-Ecom project and their results as a good example of transnational cooperation to integrate different realities and contexts and to find a common understanding, nevertheless the results presented will require contextualization and methodological adaptation to ensure the inclusion and use in the national and regional VET Systems.

ATTENDANCE LIST

Working group Madrid

GRUPO DE TRABAJO
Valoración de resultados del proyecto
Madrid 22 Junio, de 2017

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Barcelona, 13 de Julio de 2017

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ALL-ECOM Project
Sector Skills Alliances to set European Standards for qualifications and skills in the e-commerce sector
554486-EPP-1-2014-1-ES-EPPKA2-SSA

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PICTURES
Working group Madrid

Working group Barcelona

VALIDATION QUESTIONAIRE

VALORACIÓN POR EXPERTOS DE LOS RESULTADOS DEL PROYECTO ALL-ECOM

Cuestionario de Valoración

El objetivo de este cuestionario es conocer su opinión sobre los resultados del proyecto europeo ALL-ECOM "Alianza sectorial para establecer estándares europeos para las cualificaciones y las competencias en el sector del comercio electrónico", con el fin de recabar comentarios, sugerencias y aportaciones que nos ayuden a mejorar la calidad de los resultados presentados y su eficacia. La información obtenida se tratará de forma confidencial y anónima.

A continuación valore los diferentes aspectos recogidos en el cuestionario en una escala de puntuación del 1 al 5 en la que:

1 = Muy deficiente, 2 = Deficiente, 3 = Aceptable, 4 = Bueno, 5 = Muy bueno

Señale su respuesta con una X en la casilla correspondiente. Si considera necesario hacer algún comertario, indiquelo en la casilla de Observaciones.

CRITERIOS DE VALORACIÓN DE LOS RESULTADOS	VALORACIÓN					OBSERVACIONES
RELEVANCIA	1	2	3	4	5	**Observaciones**
1. Cree que los resultados presentados cubren una necesidad real en el sector del comercio: mejorar las competencias digitales y tecnológicas de los trabajadores.						
EFICACIA	1	2	3	4	5	**Observaciones**
2. Cree que los resultados desarrollados pueden contribuir a mejorar las competencias de los trabajadores en materia de comercio electrónico.						

CALIDAD DE LOS CONTENIDOS	1	2	3	4	5	Observaciones
3.1 Metodología utilizada para el diseño de competencias profesionales.						
3.2. Las nuevos resultados de aprendizaje definidos (=unidades de competencia).						
3.3. Los itinerarios formativos propuestos (=programas formativos).						
3.4 Los contenidos formativos desarrollados (=cursos).						
CLARIDAD	1	2	3	4	5	Observaciones
4. Cree que los resultados presentados, su formato, diseño y contenidos, son claros y fáciles de utilizar por sus destinatarios.						
VALOR AÑADIDO	1	2	3	4	5	Observaciones
5. Aportación de los resultados a la oferta formativa existente en el sector del comercio.						
APLICABILIDAD	1	2	3	4	5	Observaciones
6. Utilidad de los resultados para los distintos usuarios: trabajadores / empresas del sector, centros de formación, otros organismos públicos y privados con competencias en la materia de formación.						
COHERENCIA	1	2	3	4	5	Observaciones
7. Cree que los resultados desarrollados son coherentes con las políticas y programas regionales/nacionales en materia de formación.						

ADAPTABILIDAD	1	2	3	4	5	Observaciones
8. Los resultados presentados son adaptables a diferentes usos, contextos o destinatarios.						
TRANSFERIBILIDAD DE LOS RESULTADOS A LOS SISTEMAS DE FORMACIÓN	1	2	3	4	5	Observaciones
9. Potencial de incidencia/influencia de los resultados en el desarrollo/actualización de las cualificaciones profesionales de la familia profesional de Comercio y Marketing.						
SOSTENIBILIDAD	1	2	3	4	5	Observaciones
10. ¿Son los enfoques, métodos y materiales del proyecto susceptibles de ser replicados por otras organizaciones en futuras actividades o proyectos de formación?						

¿QUÉ RESALTARÍA COMO ASPECTOS POSITIVOS DE LOS RESULTADOS PRESENTADOS?

¿QUÉ RESALTARÍA COMO ASPECTOS A MEJORAR EN LOS RESULTADOS PRESENTADOS?

POR FAVOR INDIQUENOS CUALQUIER COMENTARIO, SUGERENCIA O APORTACIÓN QUE CONSIDERE EN RELACIÓN A LOS RESULTADOS PRESENTADOS.