

## PARTNERSHIP

ALL-ECOM gathers a multistakeholder partnership, coming from four Member States. Each country is represented through a cluster of organizations, each one composed by organizations representing the

sector, by VET providers in the commerce sector and by institutions having a regulatory function within the national education and vocational training systems.

### Spain



**FETICO**  
Federación de Trabajadores  
Independientes de Comercio  
(promoter)

(Federation of Independent Workers  
of Commerce)

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**ibecon**

**IBECON 2003 SL**  
**IBECON**

(Integral Training Centre)

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**Servei d'Ocupació de Catalunya**  
(Catalan Occupation Service)

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### Portugal



**CCP**  
Confederação do Comércio  
e Serviços de Portugal

(Portuguese Commerce and Services  
Confederation)

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**CECOA**

Centro de Formação Profissional  
para o Comércio e Afins

(Vocational Training Centre for  
the Commerce and Services)

Website: [www.cecoa.pt](http://www.cecoa.pt)  
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**ANQEP, I.P.**

Agência Nacional para a  
Qualificação e o Ensino  
Profissional

(National Agency for Qualification  
and Vocational Education and Training)

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### Austria



**ÖGB/GPA-djp**  
Österreichischer  
Gewerkschaftsbund/  
Gewerkschaft der  
Privatangestellten-Druck-  
Journalismus-Papier

(Austrian Trade Union Federation/Union  
of Salaried Private Sector Employees,  
Graphical Workers and Journalists)

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**Nowa Training • Beratung**  
• Projektmanagement

(Nowa Training • Counselling  
• Project Management)

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**Wirtschaftskammer  
Steiermark(WK)**

(Economic Chamber Styria – WKO)

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SECTOR SKILLS ALLIANCE TO SET EUROPEAN STANDARDS FOR  
QUALIFICATIONS AND SKILLS IN THE E-COMMERCE SECTOR



Co-funded by the  
Erasmus+ Programme  
of the European Union

## PROJECT FRAMEWORK

Commerce is one of the most dynamic sectors in the European Union. The commerce ecosystem is undergoing a major transformation, driven primarily by the expansion of new technologies and the digital economy. E-commerce is increasing every day, offering new opportunities for business and has dramatically changed consumer's behaviour and expectations.

Electronic commerce or e-commerce refers to a type of business model that enables a firm from retail and wholesale commerce sector to conduct business through Internet. The ALL-ECOM project focuses on a category of e-commerce that operates in the market segment of business to consumer (B2C). The B2C model focuses on direct selling and marketing between a business and a consumer via an e-commerce website. The ALL-ECOM project will be mainly focusing on the B2C category as it aims to increase the level of information and understanding about all the possibilities that e-commerce can bring to the commerce sector in the participating countries.

The ALL-ECOM project vision is that the current commerce is, above all, a connected commerce; a commerce where the dynamic relationship between the presence on the Internet, the physical space,

the participation in social networks and the use of mobile communications exists in a combined way, establishing relations between these different components and making the shopping experience a multifaceted process where technological interaction is increasingly present but not in opposition or as an unique alternative to shop "offline".

To improve business performance in a technological driven world a greater focus on different types of skills and competences is required.

However, studies show that the impact of the entrance of digital competences in the commerce sector does not match the type of skills and competences of its actors. This mismatch between the skills needed and those available in the market need to be addressed by the qualification and education and vocational training systems at a national and European level, allowing a clear improvement of the commerce sector human resources' qualifications in e-commerce and new technologies applicable to business.

That's here the project ALL-ECOM comes across as a **"Sector Skills Alliance to set European standards for qualifications and skills in the e-commerce sector"** in 3 European countries: **Austria, Portugal, and Spain.**

## PROJECT AIMS

ALL-ECOM project seeks to address the challenge of skills and competencies imbalance within the commerce sector by improving commerce human resources' qualifications in e-commerce through the integration of new technologies in the strategy of both retail and wholesale commerce and by

contributing to ensure harmonization of standards of qualifications and skills in the e-commerce (at national and European level).

## MAIN RESULTS/OUTCOMES

- ◆ National and comparative reports regarding skills needs related to e-commerce.
- ◆ National and comparative reports presenting an analysis of training offer and innovative learning methods identified in each partner country.
- ◆ Common methodology for the design of qualifications as well as for the recognition of competences in the commerce sector, resulting from an exercise of compilation, comparison and best practices sharing of partner countries own methodologies.
- ◆ New learning outcomes regarding e-commerce to integrate in the commerce sector qualifications.
- ◆ Common and specific qualifications for e-commerce.
- ◆ Training material (training curricula and training contents) generated from the learning outcomes designed.
- ◆ Report with the results of the validation process of training material in each partner country.
- ◆ On-line tool for the recognition of competencies related to e-commerce acquired through non-formal and informal learning settings.
- ◆ Open educational resources (MOOC).
- ◆ National reports and conclusions on the testing of training materials and recognition tool developed in the project.
- ◆ Dissemination events: National and Transnational Conferences.

## TARGET GROUPS

- ◆ Workers (employees and self-employed) and employers in the commerce and e-commerce sector including entrepreneurs and start-ups working in the e-commerce field.
- ◆ Organisations/key stakeholders involved in the commerce sector: social partners (trade-unions and employers organisations), sectorial associations, VET providers and other public and private authorities with a regulatory function within education and vocational training systems, policy makers, bodies providing professional guidance in the sector.
- ◆ National regulatory bodies for qualifications.

