



## D9 LABELISATION PROCESS

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## R. 9 Labelisation Process

### Overview

In today's fast-changing, technological environment, keeping up-to-date technically is a necessity. In an increasingly competitive global business environment, it is essential that workers keep not only their technical skills current but also ensure that they are suited for the changing demands of work itself. "Soft-skills" (or key competences, that is, behavioural and managerial skills and competences) are very much in demand by industry, in addition to expected technical knowledge and skills. This set of skills needs to be considered, in any approach that claims to improve the quality of training available.

Labelisation is an independent, stand-alone process that enables the applicant organization to become involved in and associated with the network of stakeholders striving to improve ICT training further in Europe.

This chapter describes a procedure which leads to the delivery of the Label of Excellence (LoE) to training organisations which fulfil the needs of the job market. In addition, it displays the quality and excellence criteria against which training organisations providing trainings in the field of e-Tourism will be evaluated.

The identified e-Tourism Role Profiles and Training Guidelines will become part of the e-Jobs Observatory.

### 9.2 The *e-Jobs Observatory* Label of Excellence

A dialogue with industry has led to the establishment of a set of principles which provide a framework within which training and personnel development can be promoted. Any organization, from professional association to global player, from public-sector institution to private-sector training and education provider should be able to subscribe to these basic principles, as they form the basis of the e-Jobs Observatory Label of Excellence, which is depicted in Figure 1.



**Figure 1:** *The e-Jobs Observatory Label of Excellence*

All institutions who receive the label will be registered in the growing e-Jobs Observatory network of training organizations, educational institutions, private-sector corporations and public agencies and professional associations who are working together to provide transparent needs assessment and relevant quality training towards qualifications that meet the requirements of the marketplace.

These fundamental principles have been encapsulated in the e-Jobs Observatory Statement of Compliance, and are as follows:

1. The labour market in the e-Tourism sector is regularly and systematically analysed in order to identify valid and current market needs for crucial skills and competences.
2. Learning outcomes are more important than the learning path that a student takes to achieve them. Competence development in the broadest sense of the term is the top priority in training and learning. Training programmes should be expressed in terms of learning outcomes.
3. Learning outcomes should describe the knowledge, skills and competences the learner should have acquired or obtained by the end of a given unit of learning.
4. Training as a goal-directed activity aims at qualifying individuals in an organised, systematic and transparent way, hence the importance of identifying training requirements through relevant role profiles.
5. The so-called "soft skills" or key competences are recognized as an integral part of every training unit, module or programme.
6. Within the ICT sector, especially in regard to e-Tourism role profiles and training, the European e-Competence Framework (e-CF) plays an important, central role in bridging the gap between market needs and training offerings.

7. The European Qualification Framework (EQF), as well as national and sectorial frameworks, provides a useful and helpful mechanism to increase the transparency of training programmes in regard to learning outcomes.

The LoE is targeted primarily at training organizations and educational institutions. By subscribing to these principles and applying for the LoE, such an organization or institution asserts that they are willing to support these principles by attempting to incorporate them into their training offerings. Industry organizations or public institutions which agree with them and wish to signal that they would welcome training offerings in compliance with them are also encouraged to apply for this label. When granted the use of this label, the organization or institution may place the label on their website as an immediate and apparent signal of their support or on their correspondence to indicate to potential customers their efforts in improving the quality of their training in accordance with those standards that are becoming recognized all across the European Union, and beyond.

### 9.3 The Labelisation process

The primary purpose of granting the use of the e-Jobs Observatory Label of Excellence is to promote the development of European-wide, agreed standards for e-Tourism jobs related training. The process for obtaining the label is straightforward, as is depicted graphically in Figure 2:

1. Go to the e-Jobs Observatory website. ([www.e-jobs-observatory.eu](http://www.e-jobs-observatory.eu))
2. Click on the Label of Excellence link, and you will be taken to a page describing the purpose and function of the label.
3. Locate the link to the Statement of Compliance and download the Statement to your local computer.
4. Print out the Statement, date it, and have it signed and stamped by the organization's legal representative.
5. Mail the completed, dated, signed and stamped form back to the e-Jobs Observatory at the address provided.

Upon receipt, the e-Jobs Observatory will review the form for correctness. The national partner, i.e. partner sharing the same nationality with the applicant, due to her/his

familiarity with the applicant, will validate the LoE, following a check of the e-reputation of the organization and, whether, the organisation demonstrates accordance with the LoE principles. Then your organization's name and contact information will be placed in the network database. A link to your organization's website will also be incorporated on the relevant page of the e-Jobs Observatory site.

You will receive email confirmation of your acceptance and be provided with a link from which you can download the label for display on your website and may be incorporated into relevant printed training and marketing documentation from your organization. In addition, you will be sent a Letter of Authorization confirming your organisation's participation in the e-Jobs Observatory network and permission to use the LoE.

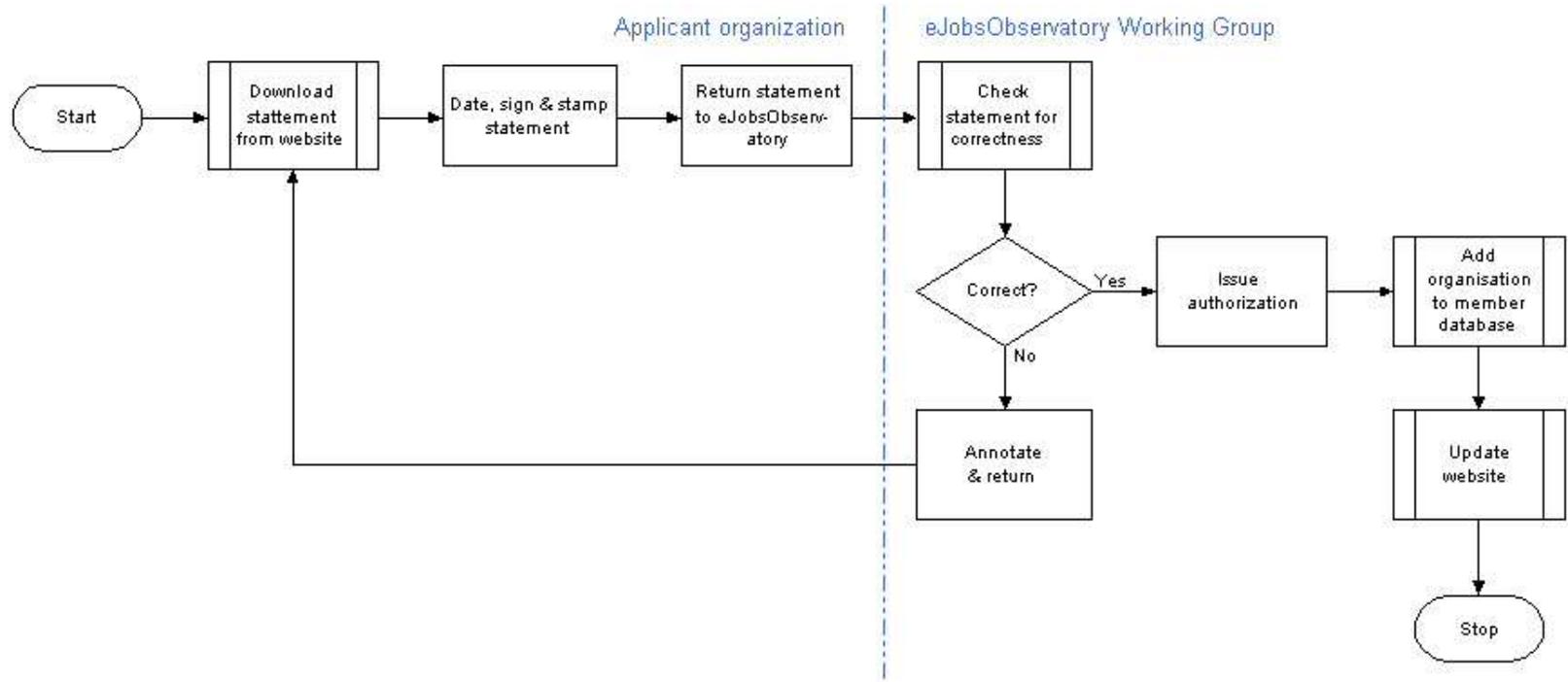


Figure 2: Labelisation process

## 9.4 The De-Labelisation process

The awarding and use of the e-Jobs Observatory Label of Excellence is based upon mutual trust, as is the case in all professional relationships. By applying for and receiving the label, an organization declares its willingness to work towards the common goal of standardized, high-quality, transparent and comprehensive training in the e-Tourism sector. The benefit to the awardees is, of course, the opportunity to market to an expanding customer segment which is interested in obtaining quality training.

Consequently, customers who feel that they have not been provided training in accordance with the agreed principles outlined in the Statement of Compliance should have the opportunity to have their concerns reviewed. As part of our terms of usage agreement, repeated complaints can and will be reviewed by the e-Jobs Observatory working group. If necessary, contact will be made to follow-up on such complaints. If it is determined that the Statement of Compliance is not being followed or is being violated or misused in any way, the e-Jobs Observatory reserves the right to rescind the Label and its associated rights and privileges at its discretion.

Further details on the Label of Excellence and Statement of Compliance may be found on the e-Jobs Observatory website and in Appendix

## e-Jobs Observatory Label of Excellence and Statement of Compliance

See Chapter 9 for details.

A sample Statement of Compliance:



### STATEMENT OF COMPLIANCE

In order to improve the quality of professional training and qualification in the area of internet-related positions and to support the efforts of the eJobsObservatory in attaining its quality goals, I, the undersigned, declare that my organization complies with the principles and practices stated herein, namely

- The labour market in the internet-related sector is regularly and systematically analysed in order to identify valid and current market needs for crucial skills and competences.
- Learning outcomes are more important than the learning path that a student takes to achieve them. Competence development in the broadest sense of the term is the top priority in training and learning. Training programmes should be expressed in terms of learning outcomes.
- Learning outcomes should describe the knowledge, skills and competences the learner should have acquired or obtained by the end of a given unit of learning.
- Training as a goal-directed activity aims at qualifying individuals in an organised, systematic and transparent way, hence the importance of identifying training requirements through relevant role profiles.
- The so-called "soft skills" or key competences are recognized as an integral part of every training unit, module or programme.
- Within the ITC sector, especially in regard to internet-related role profiles and training the European eCompetence Framework (eCF) plays an important, central role in relating market and training needs.
- The European Qualification Framework (EQF) and both national and sectoral frameworks provide a useful and helpful mechanism to increase the transparency of training programmes and learning outcomes.

We strive to realize these principles in all our product and service offerings.

Name of organisation: <NAME OF ORGANISATION>  
Name of legal representative: <NAME OF LEGAL REPRESENTATIVE>  
Position: <POSITION WITHIN THE ORGANISATION>  
City and date: <CITY>, <DATE>

Signature and stamp \_\_\_\_\_

Once signed, submitted and approved, the recipient organisation will receive a Letter of Authorization as depicted below:



<City>, <Date>

<Name of organisation>  
<Name of legal representative>  
<Address>  
<Country>

**A U T H O R I Z A T I O N**

As your organisation has subscribed to the e-Jobs-Observatory Principles, we are happy to inform you that effective the <Date>.

**<NAME OF ORGANISATION>**

has become an authorized partner of the internet-related jobs European network, according to the criteria established by the e-Jobs-Observatory.

Your organisation is hereby authorized to use the e-Jobs-Observatory Label of Excellence as part of its marketing and promotional activities.

Sincerely yours,

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e-Jobs-Observatory