



D3.3 LABEL AND LIST OF RECIPIENTS

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Foreword

This document was prepared as part of the ProInternet (PIN) Thematic Network Project, Agreement no. 2009-2204/001-001, under the auspices of the Leonardo da Vinci Programme. It was written in conjunction with Work Package 3, Labelisation, Certification & Normalisation.

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1 Introduction

In accordance with the requirements outlined in Deliverable 3.2, *Compendium of training guidelines*, industry and vocational education and training (VET) organisations as well as government and general education institutions and agencies may subscribe to the principles of training which the e-Jobs Observatory have identified as significant for ensuring a learning-output-oriented and market-relevant development of training in the Internet-related sector.

The specifics of the entire process of development, submittal, and approval are delineated in Deliverable 3.2.

In this document, the Label of Excellence is described in general terms, and an overview of the organisation which have, as of the project-completion date, been awarded the Label of Excellence.

2 Labelisation

2.1 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. As the ProInternet Synthesis Report (PIN, 2010) has shown, so-called "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 has been confirmed by roundtable meetings with industry representatives that were conducted in all partner countries as well. These will need to be considered, of course, in any approach that claims to improve the quality of training available.

Labelisation is the first step along the certification path envisioned by the e-Jobs Observatory. It is an independent, stand-alone process that enables the applicant organisation to become involved in and associated with the network of stakeholders striving to improve ICT further training in Europe. In the following sections, the label, its rights and obligations and the process for acquiring it will be described.

2.2 The e-Jobs Observatory *Label of Excellence*

A dialogue with industry has led the e-Jobs Observatory to establish a set of principles which provide a framework within which training and personnel development in the field of Internet-related jobs 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 (LoE), 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

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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 Internet-related 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 Internet-related role profiles and training, the European eCompetence Framework (eCF) 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 sectoral 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 who 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

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with those standards that are becoming recognized all across the European Union, and beyond.

2.3 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 internet-jobs related training. The process for obtaining the label is very straightforward, as is depicted graphically in Figure 3 (p. 8):

Go to the e-Jobs Observatory website. (www.e-jobs-observatory.eu) as shown in



Figure 2

Figure 2: *The e-Jobs Observatory Home Page*

1. Click on the Get the Label! link, and you will be taken to a page describing the purpose and function of the label.
2. Locate the link to the Statement of Compliance (see Figure 4, p. 9) and download the Statement to your local computer.
3. Print out the Statement, date it, and have it signed and stamped by the organization's legal representative.
4. Mail the completed, dated, signed and stamped form back to the e-Jobs

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Observatory at the address provided.

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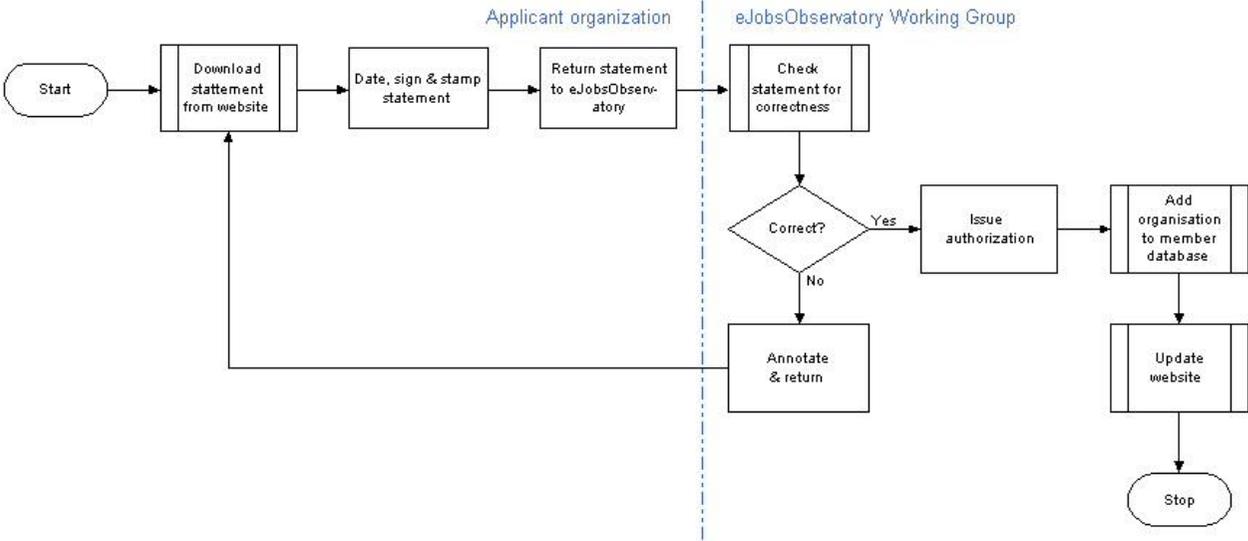


Figure 3: Labelisation process

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Upon receipt, the e-Jobs Observatory will review the form for correctness and then place your organization's name and contact information 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.



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 organizations 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 _____

Figure 4: *Sample Statement of Compliance*

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.

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



Figure 5: *Letter of Authorization*

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2.4 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 Internet-related 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.

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3 List of recipients

The following organisations have been awarded the e-Jobs Observatory Label of Excellence as of the completion date of the ProInternet Project:

LIST TBD