



**PEER REVIEW OF THE**

**WP1 Conduction of a sectoral survey**

**D1: Synthesis Report of the four national**

**surveys (Spain-Greece-UK-Belgium)**

June, 2013



**EVALUATION REPORT**

**Project Title: SCORE Quick Recognition and Validation of Retail personnel Competencies in the Children's Products sector**  
**Contract: 2012-ES1-LEO05-47818**  
**Date 3 june 2013**

Type: Project Deliverable  
Nature: Report

WP number: 1  
Title of deliverable: Synthesis Report of the four national surveys (Spain-Greece-UK-Belgium)

Abstract: The report analyzes the deliverable undertaken within the WP1 of SCORE project.  
The evaluator concluded that report is coherent, complete, well structured, easy to read and balanced between the partners.





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## 1. THE SCORE PROJECT

The proposal called SCORE: Quick Recognition and Validation of Retail personnel Competencies in the Children's Products sector was submitted under the Lifelong Learning Programme and was accepted for funding.

The project aims to set up a quick and efficient process of Recognition and Validation of professional competencies for the Children's Products Retail Personnel and entrepreneurs throughout Europe, which will be adopted by the labor market of the sector and will lead to the further certification of these competencies by the competence National Authorities.

This process will permit to recognize and evaluate non-formal and informal training according to a basic corps of knowledge, which will be adopted.

In addition, the proposal aims to develop a network of training institutions, where candidates who are not ready yet to be certified, will be able to receive appropriate training to enhance their skills and fill the gaps in their knowledge.

The project is articulated in 12 Work Packages.

WPs 1,2,3,4,5,6,7 & 8 are identified with respect to specific application domains. Each of them is articulated in tasks that refer to the research phases and pilot activities.

A first group of WPs includes:

- Sectoral surveys (WP 1)
- Adoption of common professional profiles among partners (WP 2)
- Creation of a database of Training Organizations and certification bodies (WP 3)
- Development of training curricula referring to the professional profiles (WP4)
- Development of a web-based application and the content for the QRV System (WP 5)





- Set up of a training orientation structure in each country (WP 6)
- Pilot testing of the System (WP 7)
- Finalization of the QRV System (WP 8).

WP 9, 10, 11 and 12 relate to the whole project and are aimed to monitor, coordinate, disseminate, evaluate the activities carried out in the whole duration of the project and commercialize the results.

These activities include:

- Dissemination of results (WP 9)
- Set up of a valorization strategy (WP10)
- Project Management & Quality Assurance (WP 11)
- External Evaluation (WP 12).

The proposal envisages a set of related outcomes during the project, including a sectoral training needs analysis in all participant countries, common professional profiles for the sector, a recognition and validation system of technical – commercial competencies, tangible elements for the interested persons to interact with the system, a network of training institutions to operate the system, a training orientation structure and a valorisation strategy.

The project will contribute to the strategies related to the lifelong learning and the occupational and geographical mobility of the workers, to the labour market transparency and the improvement of employability levels and personal development. It will contribute to the development of the vocational training national systems for a more systematic approach of the evaluation and accreditation of competencies.

The partnership has been set up in a balanced way both geographically and in terms of partners' competencies and contribution to the project. Partners' capabilities, experience and networking activities will ensure a successful development of the project, as well as dissemination and exploitation of results towards its long term





feasibility. In this sense, the partnership includes also organizations that will be final users of the project results.

In particular, the project partners are:

1. European Children's Fashion Association (coordinator):Spain
2. Hellenic Clothing Industry Association (Syndesmos Kataskevaston Etimon Endymaton): Greece
3. Elliniki Etairia Dioikiseos Epichiriseon (Hellenic Management Association): Greece
4. European Association of Fashion Retailers : Belgium
5. East Midlands Textile Association Limited: UK-United Kingdom
6. S2 Grupo de Innovacion en Procesos Organizativos: Spain

## **2. WP1 CONDUCTION OF A SECTORAL SURVEY IN THE PARTICIPATING COUNTRIES**

The objective of WP1 is to determine the professional profiles for the children's products retail personnel in very small enterprises and SMEs across Europe. This will provide the basis for developing a quick recognition and validation system which will address all these needs.

Activities that conform the deliverable are:

1. Setting-up of the sample and the methodological tools (i.e. documentation, questionnaires, structured interviews) to be used in the participating countries
2. Empirical research in the four countries
3. Collection and analysis of data
4. Reporting





The first step in the analysis phase will be the development of an analysis framework, and it will consist of defining in clear terms the objectives of each partner's investigation, and the expected format of the results to be obtained.

After, it will come the initial research of documents and interviews in order to generate data from key actors.

It will be followed by the collection of national reports by the Package leader.

And finally, writing of the executive report: This will collect all the data obtained at a national level, and will look for general trends and common themes across Europe.

Synthesis Report of the 4 national surveys conducted in participating countries in order to identify the retail personnel's professional profile.

### 3. EVALUATION PROCEDURE

The WP1 of the SCORE project develops an analysis framework as the first step in the analysis phase .The deliverable is a report of the national surveys in participating countries to identify the retail personnel's professional profile. The proposed evaluation is the analysis of the report, taking into account different parameters that comprise it, namely:

Evaluation parameter	Maximum possible mark
1- Coherence	5
2- Readability	5
3- Completeness	5
4- Presence of Partners	5
TOTAL	20





## 4. EVALUATION RESULTS

### **a. COHERENCE**

This parameter measures if the deliverable is in line with the objectives expressed in the doW.

Indeed, the report analyzed is part of this strategy of analysis of the sector needs and helps to clarify the findings.

The amount of data collected from many different sources makes the approach much more complete and the analysis conclusions more accurate.

### **b. COMPLETENESS**

This section answers the question of whether the report includes all the necessary information.

This parameter is fully completed in the report. In addition to national results, the first part of the deliverable, which explains such important factors as economically-financial information, industry structure, trends and recent strategies or human capital; helps to get a broad idea of the circumstances that surround and contextualize the particular characteristics that occur in each of the participant countries. The findings also show in a very clear way the most important elements as well as analyze the elements of the report. The literature and the number of sources used also show the completeness of the report.





### **c. READABILITY**

It is important to analyze if the Deliverable is a friendly document or if the contents are easy to understand with respect to the target addressed. If it is well structured, clear... The deliverable contains all the necessary information distributed in a very logical way, which makes easy to read it and allows to reach useful conclusions. Although this report is not directed to the general public and therefore has specific vocabulary, this does not mean that it becomes difficult to read it or it is boring or dark.

### **d. PRESENCE OF PARTNERS**

This parameter is intended to evaluate if the deliverable is well balanced in terms of information coming/analyzed from each of the project partners involved. Is the contribution of each partner always clearly identified?

The structure of the information in this report, as well as helping to its readability, allows appreciating the contribution of each of the partners to the project. Although this is a report of findings globally coordinated by one of the partners, the contribution of the rest has been fundamental in fleshing out the analysis and draw conclusions according to the circumstances of each of the countries analyzed. However, the completeness of the information collected does not solve the problem that, by having different sources, available statistics varied slightly the focus. This has meant that uniformity among sections of different countries has not been perfect, but in general all easily fulfill the purpose of providing information.





### ***e. SUBMISSION RECOMMENDATIONS***

The document can be sent as is, because it contains the data for each country of the participants in the project and its structure and consistency of writing allows transmitting all that information to the target perfectly.

It could be improved, for example, in terms of uniformity of data concerning population parameters or family income, but it can not be said that does not meet its fundamental goals, so it's perfectly deliverable.

## **5. SUMMARY OF MARKS**

<b>Evaluation parameter</b>	<b>Mark of Reviewer</b>	<b>Review Result</b>
1- Coherence	5	Excellent
2- Readability	4	Very Good
3- Completeness	5	Excellent
4- Presence of Partners	4	Very Good
<b>TOTAL</b>	<b>18</b>	<b>Very Good</b>





## 6. CONCLUSIONS

We are facing a deliverable that meets the targets set. It is consistent with the overall project and collects all the necessary aspects with an organization that favours the readability and allows appreciating the contribution of the participants.

That is, we have a very comprehensive and well-crafted report that, without doubt, is an excellent starting point for setting the scene for all the activities planned in the project.

