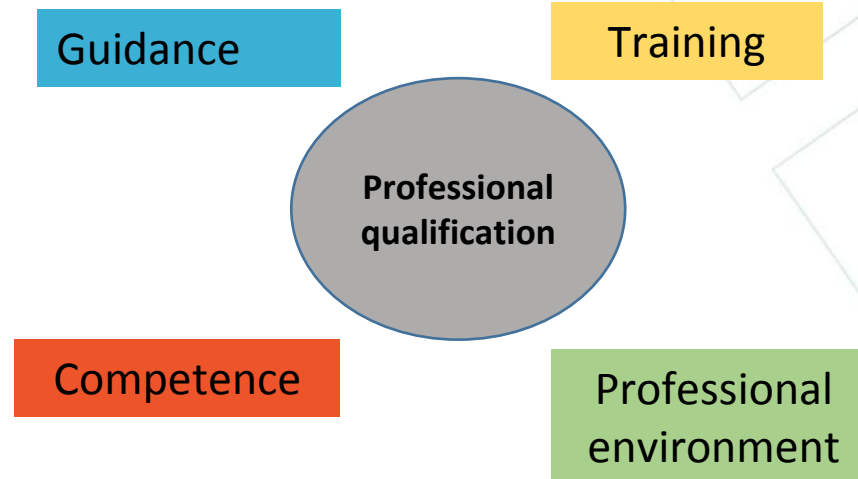


INTEGRATION OF THE PROJECT RESULTS IN THE NATIONAL QUALIFICATION SYSTEMS



WHAT IS OUR PROFESSIONAL QUALIFICATION?



WHAT IS OUR INTEGRATED SYSTEM OF QUALIFICATIONS AND VOCATIONAL TRAINING?

CONCEPT

- A set of tools and actions to promote and develop the integration of vocational training provision, through the Catalogue of Professional Qualifications. It also aims to promote and develop the assessment and certification of competencies in order to stimulate people's professional and social development and cover the needs of trade and industry.

MAIN AIMS

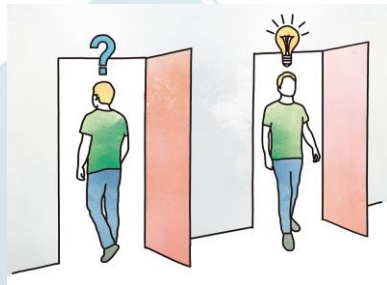
- Training for professional activity.
- Promoting a quality training offer.
- Providing information and guidance to the interested parts.
- Incorporating into the training offer training actions that enable the performance of business and self-employment activities.
- Evaluating and officially certifying the professional qualification whatever the form of its acquisition.
- Encouraging public and private investment in the qualification of workers and the optimization of resources dedicated to professional training.

TOOLS AND ACTIONS THAT MAKE UP THE SQVT

CATALOGUE OF PROFESSIONAL QUALIFICATIONS:

The key element in the system. It includes the skills and training modules for each qualification

PROCEDURE FOR RECOGNITION, ASSESSMENT, ACCREDITATION AND REGISTRATION OF PROFESSIONAL QUALIFICATIONS: It allows the visualization of people's competencies, regardless of how they acquired them.



TRAINING OFFER: Opportunities to organize modules and have the flexibility to guarantee life-long training and set training paths to meet people's personal, employment needs, etc



INFORMATION AND GUIDANCE ON VT AND EMPLOYMENT: They provide knowledge of the system and how to use the resources that are available.

OCCUPATIONAL STANDARD AND EDUCATION

Occupational
And
Educational
STANDARD

Professional
Qualification

Professional
Certificate
CP LABOUR

Professional
Diploma
CF EDUCATION

INCUAL
ICQP

SEPE
SOC

MEC
DENS

SOC

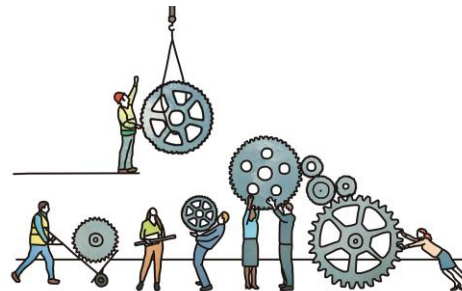
Servei d'Ocupació de Catalunya



Este projeto é cofinanciado pelo Programa Erasmus+ da União Europeia



**CATALOGUE OF PROFESSIONAL QUALIFICATIONS:
Key factors for training**

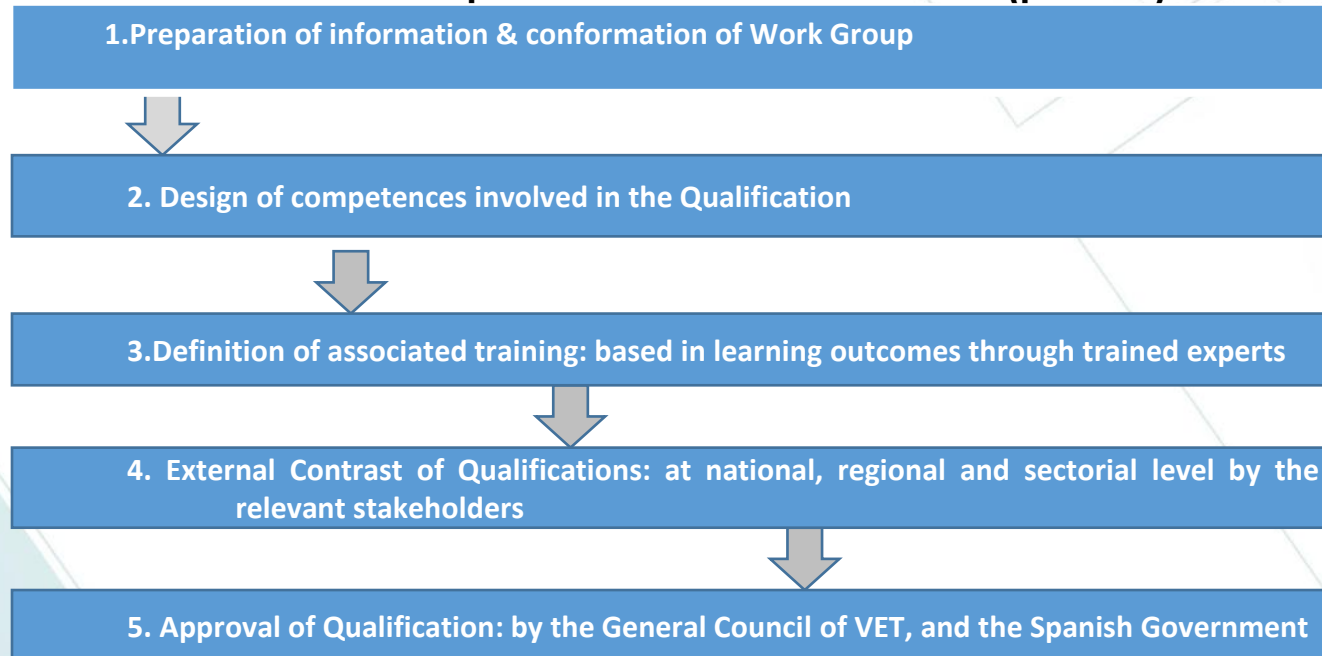


NQF – IDENTIFICATION OF THE PROFESSIONAL AND TRAINING STANDARD

State, Autonomous government, Social agents

The professional standard is designed by national and sectorial experts proposed by social partners, administrations, and other stakeholders.

How is the professional standard defined (process)?



**THE ALL-ECOM PROJECT:
 STEPS DONE TO THE QUALIFICATION**

2. Design of competences involved in the Qualification

ESPAÑA	MARKETING	UC 6 – Diseñar planes de e-marketing en colaboración con el director de marketing;	MODULO 6.1 Comportamiento y necesidades del consumidor en Internet MODULO 6.2 Investigación de mercado para el comercio electrónico de productos y servicios MODULO 6.3 Elaboración de un Plan de marketing digital	CURSO 7.2 Desarrollo del Plan de marketing +
		UC 7 – Desarrollar y supervisar planes de e-marketing en colaboración con el director de marketing.	MODULO 7.1 Organización de las actividades de marketing digital: el Plan de Acción MODULO 7.2 Desarrollo del Plan de marketing MODULO 7.3 Seguimiento y evaluación del Plan de marketing	

3. Definition of associated training: based in learning outcomes through trained experts

COUNTRY	FUNCTIONAL AREA	COURSE
AUSTRIA	SALES	Course 1 “PRINCIPIOS BÁSICOS DE COMERCIO ELECTRÓNICO”
PORTUGAL	SALES	Course 2 “PROSPECCIÓN COMERCIAL Y PLANIFICACIÓN DE VENTAS A TRAVÉS DE MEDIOS INTREEACTIVOS O DIGITLES”
ESPAÑA	MARKETING	Course 3 “HOW TO DEVELOPE A MARKETING PLAN (2 UCs)”

NQF –EQF RELATIONS BETWEEN LEVELS

NQF – SPANISH QUALIFICATION FRAME

EQF METAFRAMEWORK

NOTES

There are levels in the Spanish framework which are shown at two levels of the metaframework.
The EFQ information only referred to the learning outcomes has not been enough to establish this link and learning incomes have been considered too.



**APPLIED TO THE ALL-ECOM PROJECT:
STEPS *DONE* TO THE QUALIFICATION**

4. External Contrast of Qualifications: at national, regional and sectorial level by the relevant stakeholders

- **2 Meetings in Madrid and BCN** and continuous contact **with the main stakeholders**



- **Agreement with the rest of entities** who sign the collective labour agreement of the sector

**ALL-ECOM PROJECT:
STEPS *DONE* TO THE QUALIFICATION**

• **Including the 15 training programs** result of the project **in the Training Catalogue** at both levels:

- SEPE/ FUNDAE (Spain)
- SOC/ CFCC (Catalunya)

And at FETICO and IBECON own ones

• **Including these actions** in a **specific Training Plan in Developing Digital Competencies** at a Spanish level



**ALL-ECOM PROJECT:
STEPS DONE TO THE QUALIFICATION**

5. Approval of Qualification: by the General Council of VET, and the Spanish Government

• **Contact with ICQP** (Institut Català de Qualificacions Professionals) from the beginning of the project **to include the UCs developed in the NCPQ:**

a) as a new qualification

b) as an updating of the existing ones in the Commerce & Marketing and to start the official process to get the qualification at a national level



**ALL-ECOM PROJECT:
STEPS TO BE DONE TO THE QUALIFICATION**

- **Presenting the results of the project to the National Reference Centers for Digital Sales and Marketing**
 - Escuela de Organización Industrial-EOI
 - Red.es: <http://www.red.es/redes/es>
- **With the support of all the stakeholders involved in the project presenting a common qualification proposal to INCUAL**



**Thank you very much for your
attention!**

We keep on working to improve

***Servei Públic d'Ocupació de Catalunya
Consorti per a la Formació Contínua de Catalunya***