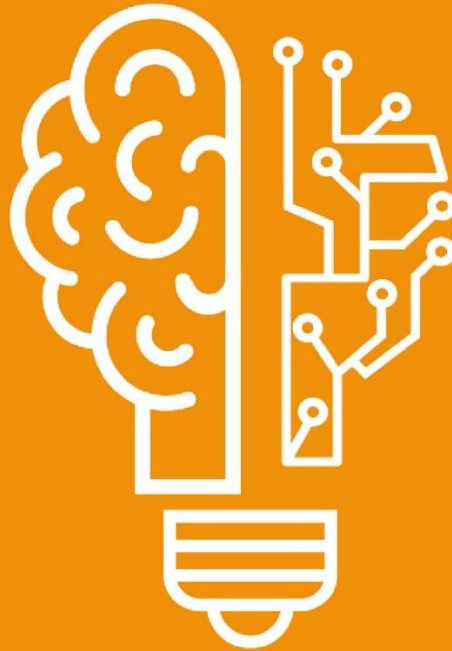




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CVETNET
Intergenerational
digital learning



NEWSLETTER

2nd Number: April 2021



Cambra de Terrassa



Deutsch-Bulgarische
Industrie- und Handelskammer
Германо-Българска
индустриално-Търговска камара





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Companies should address urgently challenges brought by digital transformation in order to successfully adapt to change. Human resources, particularly in SMEs, from the management to every employee will have to update skills in workplace.

For this purpose, the **CVETNET** project, funded by the European Union Program Erasmus +, seeks to reinforce the capacity of the CVET providers' networks and its members in order to better adapt their organizations and trainers in supporting SMEs reskilling and up-skilling their managers and employees on intergenerational learning and digital transformation. Please find below, some good practices and relevant tools to cope with the current changes.

CVETNET RECENT EVENTS IN 2021

1. TERRASSA CHAMBER OF COMMERCE EVENT: Is it possible to telework 100% remotely?

On 19th January 2021, the Chamber of Terrassa organized a Webinar focused on “**Remote work and on-line challenges for SMES**”, being this topic one of the most mentioned in the CVENET survey and field work research. The webinar had three parts:



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Digital
Impulse
Hub

- 1) A presentation on CVETNET project: its objectives and the main results of the fieldwork about the competences needed by companies on digital transformation according the different generations of their human resources.
- 2) An interview between a Communication coach and an SME that recently had implemented a voluntary 100 % remote work for their employees as part of human resources strategy. The interview focused on the challenges, the needed competences, how the SMEs solved them. SMEs and Coach provide the participants with final recommendations in similar situations.
- 3) The third part was an open questions & answers on this topic that included interesting comments and worries on the new Spanish Telework Regulation.

The total number of participants in the webinar was 59, and CVETNET project was well disseminated and received participants. They could also download a presentation of the project CVETNET in Pdf format.

2. SPAIN CHAMBER EVENT: NEEDS AND DEMAND FOR DIGITAL SKILLS BY SMEs WILLING TO CONSOLIDATE THEIR INTERNATIONAL ACTIVITY.

CVETNET had the opportunity to present the latest outputs of CVETNET to the foreign trade experts that work in the local Spanish Chambers during the training session about International e-commerce and new digital competences, held on March 22nd.

The training event focused, on the one hand, on the importance of internationalization through e-commerce strategies and, on the other, on the need of training and advice for SMEs' human resources. The Spain Chamber of Commerce is to launch the "Int-eComm program" that will support companies in reinforcing their own international activities through e-commerce and digital marketing.

Within the framework of the new program, it should be noted that training and advice on e-commerce should include more than the technical and the analytical digital competences (the so-named "hard skills"). Entrepreneurs and employees should learn about digital and technical competences, such as: social marketing and on-line networking, about new technical applications for data analytics and business intelligence, but they should also learn how to work in a team with people they have never met to close an agreement successfully. Thus, they should work on the denominated "soft skills" (uncertainty, on-line negotiation, etc.).

La evolución del trabajo, la oferta laboral y las habilidades de los empleados

THE DIGITAL SKILLS GAP

- 9% Of companies rate their marketing effectiveness as strong for all aspects of marketing. (Source: Smart Insights)
- 17% Of companies have staff with the skills to assist digital transformation. (Source: Tech, University of Munich)
- 69% Of sales professionals have no social training for social selling. (Source: Feedback systems)
- 77% Of companies believe the lack of skills is the top obstacle in their ability to digitally transform in today's world. (Source: MIT/Cappgemini)

Hybrid Jobs

Los **trabajos híbridos** son cada vez más populares, ya que son resistentes a la automatización y tienen una gran demanda. Por ejemplo, poseer una combinación de habilidades como marketing y análisis estadístico o diseño y programación se está convirtiendo rápidamente en un requisito fundamental.

Los roles híbridos tienen varias cualidades que los distinguen de otros trabajos. Quizás el más significativo es que, algunos de los trabajos más impulsados por la tecnología y los datos, deberán ser, en cierto modo, más humanos, es decir, más dependientes del juicio y la creatividad.

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In regard to this new context for SMEs, CVETNET project emphasized the importance of CVET to face the digitalization and automation of businesses. The Spain Chamber explained the new methodology that the CVETNET Consortium is developing with the aim of transferring support didactic material for CVET trainers. This new methodology will be based on the results from 100 individual training pathways, and will combine the training opportunities that the intergenerational learning brings to the company with the digitalization needs of SMEs.

During the presentation of CVETNET outputs, the evolution of SME needs was analysed regarding digital work, based on the CVETNET study "SMEs Human Capital Needs". This report makes an in-depth research of the workforce evolution and SMEs challenges based on the digitalization and the new generations irrupting in the companies.

The event was a great opportunity to match technical skills when developing internationalization strategies through electronic commerce, and soft skills that will allow a successful implementation of it in the future.

There were 145 Participants attending the webinar. And all the project materials are available at: www.cvetnet.com. More new materials for trainers will be periodically published on the site.

E-LEARNING GUIDE FOR TRAINERS

According to the conclusions stated on the “SME Human Capital Needs Report”, from the survey carried out last year by the CVETNET Project, most of the participating SMEs declared that they prefer to train current employees on ICT Competences rather than hiring new resources. Additionally, most of the companies demand e-learning and blended learning courses in order to update their ICT Competences.

Thus, eLearning scenarios will be frequently demanded in the future and trainers must be experienced in this area. Often teachers have good concepts and ideas for e-content, but they lack the knowledge about a professional, standard-compliant technical implementation.

For this reason, CVETNET has developed a guide for trainers with the aim of providing them with the most relevant resources and information in this area. The guide is available at:

<https://www.cvetnet.com/publications/e-learning-guide-trainers>

In this guide, trainers will be able to reach quality criteria for e-learning, performances measurement and language and lexicon that trainers must assimilate.

CVETNET INDIVIDUAL TRAINING PATHWAYS

CVETNET partners have designed a manual, which includes an innovative methodology to carry out relevant evaluations in companies with regard to digital transformation and intergenerational training. This methodology will allow CVETNET partners to analyse the employees’ profiles and the company’s organization through their managers and / or Human Resources leaders. In this way, CVETNET partners will be able to complete 100 individual training pathways in the selected SMEs in the following months.

These Individual training pathways foresee guidance in human resources development, new opportunities to train employees with specific technical and soft skills required by SMEs on a digital transformation, and on the development of an intergenerational training culture.

Additionally, CVETNET partners are working on the “train the trainers materials” addressed to CVET networks, and to the in-company trainers and mentors, so that they can use this methodology with SMEs.

CVETNET PILOT PHASE

In 2021, companies in 4 countries (Austria, Bulgaria, Spain and the Czech Republic) can benefit from in-depth analyses of the up skilling and re-skilling needs of their employees in the areas of digital transformation and intergenerational learning as part of the ERASMUS+ project CVETNET.

In a pilot phase, 100 individual training pathways will be developed for the employees of interested companies. These training and career pathways will be integrated into the CVETNET Handbook and thus made available to participating companies. In addition, a "Blended Learning Train the Trainer Handbook" is being developed, which contains new training techniques, especially in the online area.

Companies participating in the pilot phase, will also be able to register their employees free of charge for the "Blended Learning Train the Trainer" webinars created as part of the project, so that in the future, they themselves will be able to ascertain the individual training needs of their employees / colleagues in the digital age and then organize training sessions. This strengthens the competitiveness of companies in the field of human resources and on the market. With highly qualified specialists and professionals, they would be able to react faster and better in times of crisis and act successfully in the event of sudden market changes.

IDENTIFICATION AND DEVELOPMENT OF COMPETENCES IN THE CONTEXT OF INDUSTRY 4.0 TRENDS

Rapid changes in the labour market, mismatches in the supply and demand of qualifications raise the need to identify and define new competences. Otherwise, the lack of the necessary skills in terms of economic development and employment can have a number of adverse socio-economic impacts.

The European Commission's new Skills Programme for Europe calls on the Member States, social partners, industry and other stakeholders to work together to identify skills, improve the quality and relevance of their creation and development.

Understanding current and future labour market demand helps formulate a strategy for the development of competences, a sectoral focus on retraining the existing workforce, as well as the objectives and content of initial vocational education and training. Relevant information on the labour market, current and future needs supports both individual decision-making on educational and professional careers as well as career guidance services.

The Chamber of Commerce of the Czech Republic contributes to the adaptation of the labour market to changes related to the introduction of Industry 4.0. Together with the Confederation of Industry and Transport of the Czech Republic and Třexima, it implements a public contract aimed at mapping future competences within the project from COMPETENCE 4.0. The aim of these activities is to create a tool for mapping future competences, updating the Czech Central Database of Competences of the National System of Occupations, from which the National Qualifications System also draws.

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