



CEDEFOP

European Centre for the Development
of Vocational Training



European
Commission



Peer-learning activity on
Microcredentials
for the labour market

A sectoral approach:
manufacturing
and retail

#microcredentials



29 January 2024



14.00-16.00 (CET)



Virtual event

Microcredentials for VET and labour market – The retail sector

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Why focusing on the retail sector?

- ✓ Retail is the **largest industrial ecosystem** (accounting for 11.5% of EU value added) and the largest private employer in the EU economy (30 M people).
- ✓ The retail sector is **labour - intensive** and can be considered a **growing sector** across countries.
- ✓ The sector is characterised by a **large base of SMEs**.
- ✓ **Defining trends** about the qualifications landscape across countries and within sectors can be **challenging**.

Characteristics and possible challenges

- ✓ Offering **lifelong learning** opportunities can be challenging for SMEs
- ✓ Large companies tend to undertake their own training programmes **in-house**
- ✓ **Cooperative efforts** between companies to set occupational standards **not always a prominent approach**
- ✓ **IVET playing a significant role only in some countries**; in others, on-the-job training for unskilled workers dominates

Main changes taking place in retail

Retail

Online trade (e-commerce, e-sales, digital marketing)

Technological transformation (smart shelves, robots, automation)

Expanding range of services (cash withdrawals, micro crediting, billing for services)

Internationalisation and increased global competition

Growing need for a higher degree of professionalisation



 Source: Cedefop, 2023

Main characteristics of microcredentials in the

Sector	Title of microcredential	Location	Workload	Link to credits	Mode of delivery	Focus on new and emerging topics and technologies	Diversity in microcredentials duration
Retail	Common food hygiene	Denmark	3 days	NO			
Retail	Award in retail	Malta	1 year full-time	ECVET			
Retail	Sales for store employees	Norway	12 hours	NO	In per		
Retail	Profitability of marketing and sales organisation in the luxury goods sector	France	NS	NO			
Retail	Drugstore employee (DM druggist)	Slovenia	380 hours over 2 years period	NO		NS	YES
Retail	Fashion retail transformation	France, Global	10 hours	NO	Or		
Retail	International e-commerce	Sweden	1 day	NO	Or		
Retail	Customer relationship management using CRM systems	Poland	150 hours	NO		NS	YES
Retail	Merchant unit manager (MUM) title	France	9 months	ECTS	In pe		

Highly targeted/specialised types of training that are designed around specific occupational/professional profiles

Focus on new and emerging topics and technologies

Mode of delivery differs; it can be in-person training, online or blended.

Diversity in microcredentials duration

Certified e-commerce and social media expert

- ❖ Individuals can obtain a CESE certificate through assessment and validation of their competences by an independent body (in line with international standards).
- ❖ CESE certificate holders are experts in the field of e-commerce and social media. They are able to design, plan and commission marketing measures in coordination with their customers on social media. The certificate is valid for 3 years.

School of Mastery

- ✓ Employee training centres, for chefs, bakers, butchers and confectioners.
- ✓ The training programme lasts two 2 months; it is based on specific standards.
- ✓ Assessment (practical assignments) tests learner's ability to demonstrate job-specific skills.
- ✓ Employees receive a salary.
- ✓ This initiative aims to address the lack of sufficiently skilled candidates.
- ✓ Employees are properly introduced to the company's culture and procedures.

Purpose of mapped MCs

- ☐ Enhancing or building sector/occupation-specific skills (reskilling/upskilling)
- ☐ Responding to the changing and emerging needs of the labour market and industry.
- ☐ Certifying tool to validate and confirm the professional competences.





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For further information:

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Project page

www.cedefop.europa.eu/en/projects/microcredentials-labour-market-education-and-training

Podcast

<https://www.cedefop.europa.eu/en/podcasts/cedefop-podcast-episode-23-how-microcredentials-empower-you-work>