

ANNEX K

Instructions for the exercise (Award criterion 3)

The tenderer is required to provide several sample products as a demonstration of knowledge and abilities relative to the call for tenders. These sample products can have any format suitable for the specific tasks outlined below and will be used to evaluate award criterion 3.

The tenderer is requested to prepare four tasks. Each task should be accompanied with a summary outlining the rationale for choosing each adopted approach, how it is relevant to the needs and analytical interests of EU Skills Panorama users, and how it accommodates the challenges faced by this group. For the purposes of these tasks the tenderer should focus on the needs of the target group: policy makers.

Task 1: Analysis of the target group

The tenderer should provide a description of the given target group 'policy makers', outline their interests for data and intelligence and acknowledge the key challenges involved in preparing a central access point of data and intelligence aiming to accommodate their needs. This will form a basis for the following tasks.

Task 2: Construction of indicators and data analysis

The tenderer is required to propose ten (10) labour market and skills indicators relevant for the target group using data from the European Union Labour Force Survey (EU LFS). The tenderer may use publicly available data or indicators from the LFS; however the use of the micro-datasets is preferable. In particular, the proposal of publicly available indicators is acceptable, nevertheless the tenderer is also required to propose and/or construct indicators that would involve analysis of the micro-datasets. The indicators should be presented by any interesting breakdown¹ (e.g. EU level, country, occupation, sector, education) for a snapshot or a period of time; however it must be ensured and highlighted that the publication guidelines are well-considered. The indicators should be accompanied with full details of construction, in the form of STATA do-files that would allow validation by Cedefop experts.

Task 3: Transfer of data into labour market intelligence

For this task, the tenderer is required to select three (3) indicators from Task 2 and transform them into labour market intelligence serving the needs of policy makers. This Task entails further analysis of the indicators, thus facilitating interpretations that can be used for identifying key patterns and passing key messages to the user-group. The tenderer may use both text and visuals in order to present key messages in a smart and eye-catching way. The tenderer must ensure that the proposed labour market intelligence is tailored to the needs of policy makers.

Task 4: Combination of various sources

The tenderer should prepare a product aiming to disseminate information and intelligence to policy makers (based on the users' needs analysis done in Task 1). The product can be of any length considered satisfactory to cover the needs of the user group and may focus on any interesting dimension relevant to the EU Skills Panorama, e.g. particular skill, occupation, sector, country, and level of education. The tenderer is required to adopt a mixed methods approach that would entail analysis of quantitative data and preparation of indicators as well as analysis of secondary data and reports that would offer qualitative insights. The information presented in this Task should not be necessarily linked or restricted to the indicators and intelligence prepared for the previous tasks.

¹ Indicators that are presented by different breakdowns will not be considered as separate indicators.

Expected deliverables:

- (1) A description of policy-makers as a target group, including their interests for data and intelligence and key challenges in meeting the needs of this target group.
- (2) A description of ten (10) proposed indicators relevant for policy-makers, accompanied with full details of construction and justification for selection.
- (3) A presentation of the selected three (3) indicators from Task 2 in the form of intelligence for policy-makers, where the target group can grasp the main messages in an appealing and intuitive way.
- (4) A product for policy-makers collated from different sources on a particular dimension of the EU Skills Panorama aiming to disseminate most appropriately the associated labour market information and intelligence.
- (5) An indication of the time, person days and profiles that the tenderer has dedicated to produce the deliverable (1) to (4).
- (6) A summary outlining the rationale for choosing each adopted approach, how it is relevant to the needs and analytical interests of EU Skills Panorama users, and how it accommodates the challenges faced by this group.

The above described deliverables will be assessed against the following criteria (45 points):

- Quality and appropriateness of the methods and approaches suggested for carrying out tasks as specified above (e.g. variety of sources used) (10 points).
- Suitability, relevance and clarity of the products to the specified target group in terms of information presented and its format (25 points).
- Efficiency of the process used for the development of the products, including the number of person days and profiles dedicated to the production of the sample products (10 points).