



OFFICINA DELLE
COMPETENZE

3th VPL Biennale

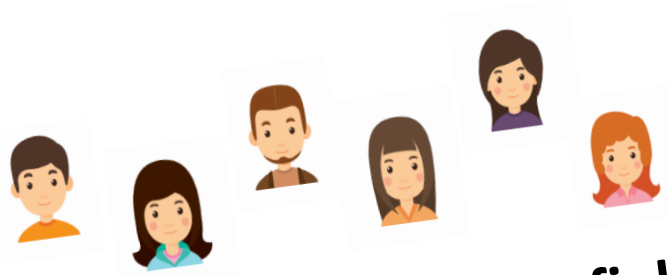
Berlin, 8th May 2019

Officina delle Competenze:

the Italian “competences laboratory” Association
and an update on the Italian certification system

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35 professionals in the field of E&T,
VET and Labour Market policies
joined the association so far

Date of foundation : 11th February 2016

 10 founding members

 Executive Committee

 Scientific Committee

**Literally, a laboratory for
promoting competences !**

The Association's goal is to **promote** the “**National System of Competences Certification**”
asked for and expected by the legislator since the first years of 2000s.

Officina delle Competenze was founded by professionals who had collaborated
to the construction of the “National System of Competences Certification”
at the beginning of the current decade.

Since its establishment, *Officina delle Competenze* has been involved in several **events and meetings**, organised by institutions of national relevance, operating in education, training and in the Third sector.

In 2017, in collaboration with ANCI (*Associazione Nazionale Comuni Italiani*) and the University of Florence, Officina organised a conference about the **certification of competences for refugees**, as well as for the operators involved in immigration policy.

The meeting provided an opportunity for national stakeholders and experts to exchange experiences on the approaches developed at national and local levels to make visible and valuable refugees' skills and competences.

15th December 2017



**Rifugiati e
richiedenti asilo:
riconoscimento
delle competenze
per un'inclusione
attiva**
dalle policies alle risposte
educative per l'integrazione

23th November 2018

First Italian VPL Biennale

From Europe to Italy, travels of people and competences



The first Italian Biennial on VPL was an occasion for a debate on the path to the creation of the national system for the recognition, evaluation and certification of skills as a right of citizens.

Stakeholders had
the chance of:



- Reflecting on the state of the art of the competences certification system in the Italian Regions, as direct application of the national legal provisions (Law 92/2012 and Decree 13/2013)
- Sharing institutional results and citizens' success stories
- Looking at the EU panorama on the VPL: what happens in the EU countries
- Identifying strengths and weaknesses for the concrete application of VPL rights
- Focusing on the activities needed to spread these rights as well as cooperation among social partners, institutional actors and businesses in Italy



Law 92/2012 ► reforming the Labour Market: specific rules for the identification and validation of NFIL are provided

The National Technical Committee is established and it works for:

- 1) The development of the National Repository of the Education and Training qualifications as well as the vocational ones;
- 2) The **definition of minimum standards related to the certification services** (standards of process, certificate and system)

Decree 8/1/2018 ► establishes the **National Qualification Framework (NQF)** for the qualifications released under the national system of competences certification as per Legislative Decree n.13 of January 2013



Legislative Decree n. 13 ► establishes a “National public certification system” of differently acquired competences (formal, non formal and informal contexts) based on national standard criteria for validation of NFIL; sets up the **National Repertory of education and training qualifications and professional qualifications** (art. 8)

Interministerial Decree 30/6/2015 ► establishes the National reference framework of regional qualifications: built on the EQF principles (LOs, QA) will be the basis for the national recognition of the regional qualifications and their referencing to EQF.

The *Atlas of Work and Qualifications* allows **correlation** and **equivalence** between regional qualifications and describes the contents of work in terms of activities (tasks, assignment, etc.) and potentially deliverable products/services in carrying out the activities described.



- ❖ Work contents are represented and made navigable, through a **classification scheme formed by 24 Professional Economic Sectors**.

The classification of Professional Economic Sectors (SEP) has been carried out according to ISTAT classification codes related to economic activities (ATECO 2007) and professions (Classification of Professions 2011).

- ❖ In all sectors is possible to view the main **Work Processes** divided into **Process Sequences**, each containing specific Areas of Activities (**ADA**).
- ❖ Each ADA displays a detailed sheet that includes the **list of specific activities which compose the ADA** and the expected products and services (**Expected Results**), as well as references to the statistical codes of ISTAT classifications.



Istat.it

Nomenclatura e classificazione delle Unità Professionali



ISCO-08



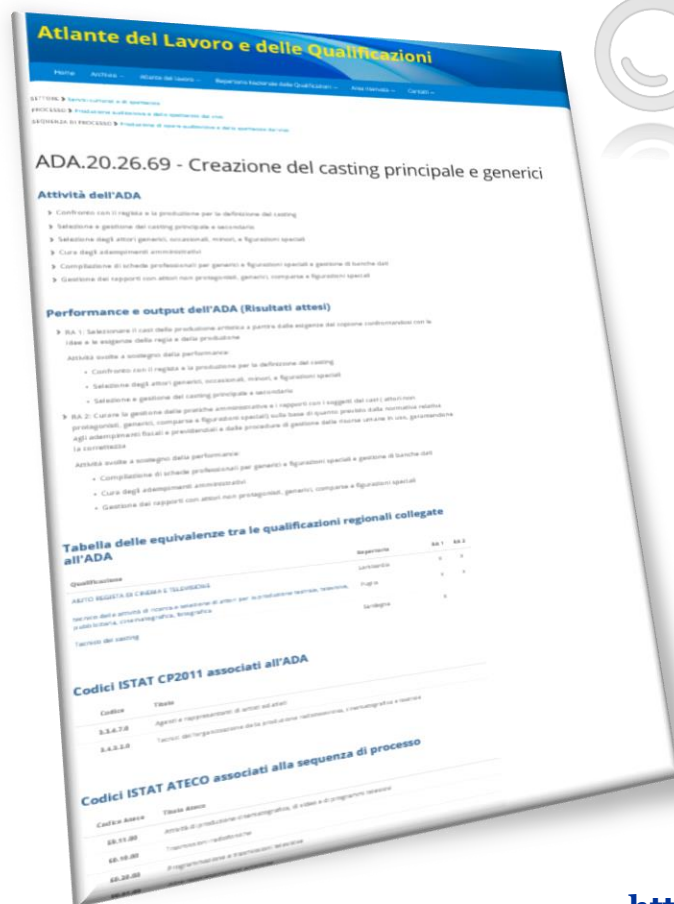
ESCO

European Skills/Competences, qualifications and Occupations



- ❖ At Profession level, a first linkage with ESCO has been developed through the international (ISCO) and national (CP ISTAT) classifications

Regional qualifications will be linked to the NQF and correlations will guarantee their recognition across regional territories.



ADA = Areas of activities

Correlation of professional qualifications

- ❖ Correlations between regional qualifications and the national repertoire are defined by the criterion of “preside professional profile / competence with respect to the ADA, the correlation group, the activity”.
- ❖ Regional qualifications, which in terms of competences preside over the work activities of an ADA or a correlation group, assume the code of the ADA or, if discriminating, the correlation group subcode and the associated work activities codes.

Regional qualifications will be linked to the NQF and correlations will guarantee their recognition across regional territories.

ADA.24.137.403 - Gestione del centro benessere (centro estetico o SPA)

Attività dell'ADA

- Definizione e implementazione di azioni di comunicazione e promozione del centro estetico o della SPA
- Gestione delle relazioni con i fornitori del centro benessere
- Pianificazione del lavoro e gestione degli appuntamenti del centro benessere
- Gestione dei prodotti in giacenza del centro estetico
- Tenuta schede cliente e trattamento dati per consenso informato
- Individuazione delle tipologie di prodotti/servizi in rapporto a target/esigenze di clientela
- Realizzazione delle procedure per espletamento degli adempimenti contabili e fiscali giornalieri

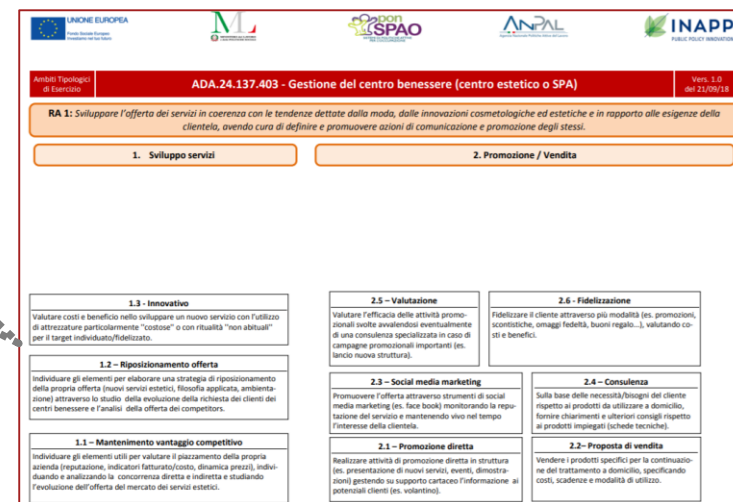
Performance e output dell'ADA (Risultati attesi)

- RA1: Sviluppare l'offerta dei servizi in coerenza con le tendenze dettate dalla moda, dalle innovazioni cosmetologiche ed estetiche e in rapporto alle esigenze della clientela, avendo cura di definire e promuovere azioni di comunicazione e promozione degli stessi
- Attività svolte a sostegno della performance:
 - Definizione e implementazione di azioni di comunicazione e promozione del centro estetico o della SPA
 - Individuazione delle tipologie di prodotti/servizi in rapporto a target/esigenze di clientela
- RA2: Gestire gli aspetti amministrativi del centro benessere (centro estetico o SPA), curando l'espletamento degli adempimenti ordinari per la gestione economica dell'esercizio
- Attività svolte a sostegno della performance:
 - Realizzazione delle procedure per espletamento degli adempimenti contabili e fiscali giornalieri
- RA3: Gestire i fabbisogni di approvvigionamento materiali, verificando e monitorando le giacenze di merce e presidiando i rapporti con i fornitori
- Attività svolte a sostegno della performance:
 - Gestione dei prodotti in giacenza del centro estetico
 - Gestione delle relazioni con i fornitori del centro benessere
- RA4: Pianificare il lavoro del centro benessere (centro estetico o SPA), garantendo la presenza di collaboratori adeguati quantitativamente e qualitativamente al fabbisogno di risorse professionali, e gestendo gli appuntamenti del centro estetico e l'archivio delle schede informative sui clienti
- Attività svolte a sostegno della performance:
 - Pianificazione del lavoro e gestione degli appuntamenti del centro benessere
 - Tenuta schede cliente e trattamento dati per consenso informato

ADA = Areas of activities

Fiches of work
practices

RA= Expected Results



UNIONE EUROPEA
Marche
CDP
ANPAL
INAPP

ADA.24.137.403 - Gestione del centro benessere (centro estetico o SPA) Vers. 1.0 del 11/09/18

RA 1: Sviluppare l'offerta dei servizi in coerenza con le tendenze dettate dalla moda, dalle innovazioni cosmetologiche ed estetiche e in rapporto alle esigenze della clientela, avendo cura di definire e promuovere azioni di comunicazione e promozione degli stessi.

1. Sviluppo servizi

2. Promozione / Vendita

1.1 - Innovativo
Valutare costi e beneficio nello sviluppare un nuovo servizio con l'utilizzo di attrezzature particolarmente "costose" o con rituali "non abituali" per il target individuato/fidelizzato.

1.2 - Riposizionamento offerta
Individuare gli elementi per analizzare una strategia di riposizionamento della propria offerta (nuovi servizi estetici, filosofia applicata, ambientazione) attraverso lo studio della evoluzione della richiesta dei clienti del centro benessere e l'analisi della offerta dei competitor.

1.3 - Mantenimento vantaggio competitivo
Individuare gli elementi utili per valutare il piazzamento della propria azienda (popolazione, indicatori fatturato/costo, dinamica prezzi), individuando e analizzando la concorrenza diretta e indiretta e studiando l'evoluzione dell'offerta del mercato dei servizi estetici.

2.1 - Valutazione
Valutare l'efficacia delle attività promozionali svolte analizzando eventualmente di una consulenza specializzata in caso di campagne promozionali importanti (es. lancio nuova struttura).

2.2 - Social media marketing
Promuovere l'offerta attraverso strumenti di social media marketing (es. face book) monitorando la reputazione del servizio e mantenendo vivo nel tempo l'interesse della clientela.

2.3 - Promozione diretta
Realizzare attività di promozione diretta in struttura (es. presentazione di nuovi servizi, eventi, dimostrazioni) gestendo su supporto cartaceo l'informazione ai potenziali clienti (es. volantini).

2.4 - Fidelizzazione
Fidelizzare il cliente attraverso più modalità (es. promozioni, sconti, omaggi fedeltà, buoni regalo...), valutando costi e benefici.

2.5 - Consulenza
Sulla base delle necessità/risparmi del cliente rispetto ai prodotti da utilizzare a domicilio, fornire chiarimenti e ulteriori consigli rispetto ai prodotti impiegati (schede tecniche).

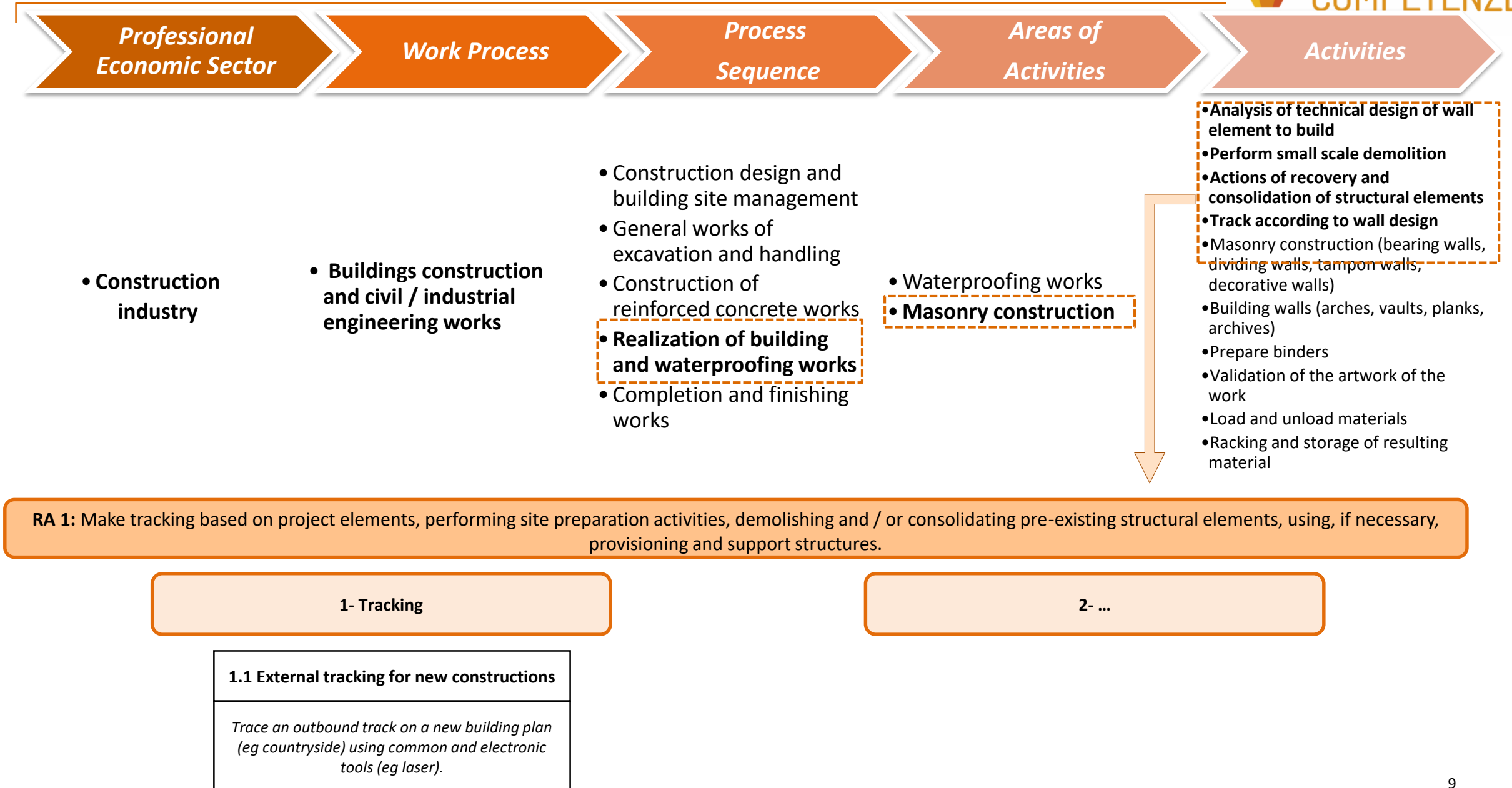
2.6 - Proposta di vendita
Vendere i prodotti specifici per la continuazione del trattamento a domicilio, specificando costi, scadenze e modalità di utilizzo.

ALL REGIONAL QUALIFICATIONS RELATED TO THE SET OF FICHES OF WORK

Qualificazioni che coprono uno o più RA dell'ADA

Qualificazione	Repertorio	RA coperti	RA1	RA2	RA3	RA4
GESTIONE OPERATIVA DEL CENTRO ESTETICO	Friuli Venezia Giulia	3		X	X	X
GESTIONE OPERATIVA DI SOLARIUM, BAGNI DI VAPORE E SAUNE	Friuli Venezia Giulia	3		X	X	X
DEFINIZIONE DELL'OFFERTA DI SERVIZI DELL'ESERCIZIO	Friuli Venezia Giulia	1	X			

Fiches of work practices: an example



Example of *FICHES* OF WORK

ADA.24.137.403 – Management of wellness centre (aesthetic centre or SPA)

Develop the services supply in alignment with trends, aesthetic and cosmetology innovations as well as clients' needs, caring about defining and promoting the respective communication actions.

1. Development of services

1.3 Innovative

Evaluate costs and benefits for developing a new services by using specific and “expensive” tools or with “non standard” modes for the identified target

1.2 Offer re-positioning

Identify the items to develop a re-positioning offer (new aesthetic service, applied philosophy, ambient) through the study of clients' demand evolution within wellness centres and the analysis of competitors' offer.

1.1 Competitive advantage maintenance

Identify the items useful to evaluate the positioning of own business (reputation, cost indicators, prices dynamics), by identifying and analysing direct and indirect competition and by studying the evolution of market offer of aesthetic services

2. Promotion / Sales

2.5 Evaluation

Evaluate the effectiveness of the promotion activities delivered by using – eventually – specialised consulting services in case of relevant promotional campaigns

2.3 Social Media marketing

Promoting the offer through social media marketing tools (es. Facebook) by monitoring services reputation and by keeping alive clients' interest

2.1 Direct promotion

Developing direct promotion activities in the location (i.e. presentation of new services, events, demonstrations) by managing information through paper communication to the clients (i.e. flyers)

2.6 Fidelity program

Make customers loyal by different ways (i.e. promotions, discounts, fidelity gifts, etc), by assessing cost-benefits.

2.4 Consulting

On the basis of clients' needs in relation to the products for home caring, providing clarifications and advice on the used products (i.e. technical sheets).

2.2 Sales promotion

Selling specific products for continuing home treatments, by specifying costs, deadlines and employment ways.

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Thank you for your attention !

Associazione

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ANNEX

Attestation and Certification of NFIL/competences 1/2

