Labour Market Information in Transformation

Focus on Big Data for LMIS

Webinar of the Make it Match Network and partners

10 December 2020, 13.00-15.45 (Universal Time)

Multi-lingual Webinar (English-French-Russian)

Link to register – Zoom Webinar

https://zoom.us/meeting/register/tJUlcuGgrT4tHNeokxkCuQlsWd3K8QcQEiBh

Agenda

Time (UT)	Session	Speaker
13.00-13.15 **Session 1 (EN)**	Opening, welcome remarks Brief introduction on the Big Data LMI project	Xavier Matheu (ETF) Eduarda Castel-Branco
13.15-14.00 **Session 2 (EN)**	Let the Data speak. Labour market information in transformation – Big Data analytics in application: Tunisia and Ukraine. Main conclusions Visualisation of the results in interactive Dashboards.	M. Alessandro Vaccarino M. Mario Mezzanzanica Burning Glass, University Milano-Bicocca.
14.00-14.15 **Session 3 (RU)**	Belarus – Web Labour Markets: key messages from the landscaping study.	Ms. Alena Vankevich
14.15-14.30 **Session 4 (FR)**	Case study Morocco: towards a system of Big Data LMI	M. Murad Bentahar
14.30-14.45 **Session 5**	Questions et discussion on Big Data for LMI	Facilitation : ETF
14.45-15.10 **Session 6 (EN)**	ESCO : Occupations and Skills. New Skills hierarchy. Uses of ESCO skills for comparison of qualifications and matching.	Ms Aikaterini Sylla ESCO Team
15.10-15.35 **Session 7 (EN)**	Graduate Tracking: main outputs of the work of Expert Group – Council Recommendation. Exploring the combination and integration of data sources.	Ms Nadia Manzoni European Commission
15.35-15.45 **(EN)**	Main conclusions. Next steps. Acknowledgements and closure.	ETF

Programme

As per the tradition established since June 2015, the activities and workshops of the "Make it Match Network" of Eastern Partnership discuss a range of skills anticipation and matching instruments and concrete application cases. The focal theme of this webinar is **Big Data for LMIS** – **practical application for demand analysis (Tunisia and Ukraine)**. Besides, we have the privilege to learn more on:

- ESCO: the new skills hierarchy. Uses of ESCO skills for comparison of qualifications and skills matching.
- Graduate Tracking in the European Union – Experts' Group work: outputs and next steps

Big Data for LMI

A new world of data analytics…

Skills intelligence as business as usual is not enough to understand the direction and extent of the transformation of tasks, jobs, skills and qualifications prompted by a wave of drivers of change, which boosted the digitalisation of most processes in our societies. New data analytics have emerged to advance skills intelligence and complement conventional statistics, surveys and administrative data.

Data is being called the new oil. Digitalisation of processes, services, businesses, personal and social interactions generates a growing mass of data across the globe. Creating knowledge out of large volumes of data, available with high velocity and variety is the major goal of Big Data analysis.

…can be applied for labour market information

Artificial intelligence (AI) and machine learning are not only changing the labour market, but also giving us new tools for analysing the workforce. Job vacancies or job advertisements are published, refreshed, updated in large numbers through websites of different types, size and coverage. Exploring the inherent information of a such large data source has become an objective of research centres and public bodies in a number of countries. These vast data sources are essential to understand the dynamics and functioning of Web Labour Markets, and of changing employers' recruitment choices.

Big Data analytics can be used to map skills by occupations, to identify obsolete skills, to do predictive analysis of demand for new occupations and skills, and to better capture skills interactions - based on granularity of data and quasi in real time.

In the European Union, since 2016 Cedefop is leading a breakthrough project in this area and created a vast data system based on the analysis and classification of millions of online job vacancies (OJV) of European Union (EU) Member States. In the platform OVATE the results are presented in interactive dashboards of combined variables, and different geographic coverage.

ETF project Big Data for LMI

ETF works with the data analytics specialists of University Milano-Bicocca and Burning Glass Technologies. The data system is based exclusively on demand (online job vacancies – OJV). Started in 2018 the project elaborated first a brief methodological handbook "Big Data for labour market intelligence: an introductory guide" (2019). A training programme for experts of the "Make it Match Network" of Eastern Partnership was a success in November 2019.

Application started in 2019 with a feasibility analysis of the web labour markets of Morocco and Tunisia, resulting in a comprehensive report assessing and ranking **online job vacancy** (OJV) portals. The establishment of an integrated system for data collection, processing, classification, analysis and visualisation is the core of the work in 2020, in two pilot countries: Tunisia and Ukraine.

Schematic overview of the workflow and method of Big Data for LMI

The data system has been completed and the first full data release (with data up to end October 2020) is available in two interactive country Dashboards: Tunisia and Ukraine.

Time has come to discuss these results with the experts of the "Make it Match Network", and experts of other regions and continents. This is the objective of this webinar.

Participants: from Eastern Partnership, Enlargement countries, Africa and European Commission.

Version: 23/11/2020, ecb@etf.europa.eu