



Microcredentials at times of digital transition

Cedefop's Crowdlearn / ESJS2 evidence

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Cedefop's Microcredentials – labour market megatrend
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Gigification of (platform) work

Algorithmic skills matching

- Client feedback/ratings – job portfolios
- Skill tests
- Algorithmic ranking / machine learning
- Algorithmic vetting

Algorithmic (micro)learning

- Bite-sized, quick, algorithmically-determined learning
- Online learning
- **Micro-certificates / badges**

Microcredentials in a new labour market

Recommending courses and certificates

SKILLSHARE Browse ▾ What do you want to learn today? Become a Teacher

PeoplePerHour Follow

Check out some great classes curated by PeoplePerHour to help you improve your XYZ skills.

Curated by Skillshare

- Mastering Illustrator: 10 Tips & Tricks to Speed Up Your Workflow**
DKNG Studios
46,995 · Illustration
- Circular Logo Design with Draplin: Combine Type & Icons in a Classic Shape**
Aaron Draplin
28,813 · Graphic Design

Profiling skill certificates

Tests

NAME	SCORE (OUT OF 5)	TIME TO COMPLETE
oDesk Readiness Test for Independent Contractors and Staffing Managers	5.00 Passed	3 mins
Design for Manufacturability Test	2.60 Top 30%	26 mins
Photography Certification	3.25 Above Average	13 mins
Adobe Photoshop CS5 Extended Test	3.25 Below Average	24 mins

Uploading certificates on profile

twago Search... Freelancer: 0.00 € 10 HD BASIC

Find Freelancers FreelancerOxford

Available: **immediately**

My public profile Request verification Upgrade PDF documents Upgrade

Portfolio Add portfolio item

Skills

- Web & Programming Design & Media Sales and Marketing
- Business Services Translation Writing
- Industry Tools

Algorithmic recommendation of workers

MY CERT RANKING

CERT LEVEL

You're here

CERT4 is knocking!

Joanie, with every goal met a new one arises. CERT4 will place you amongst the top Freelancers on PPH. Freelancers who make it to CERT4 earn on average 6x more than those on CERT3

[BOOST MY CERT](#) [What's CERT?](#)

NB: CERT = community, engagement, repeat usage, trust.
Source: PeoplePerHour.

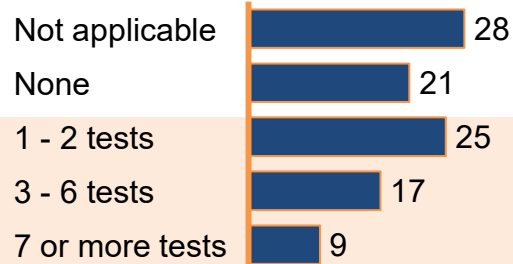
Micro-certificates useful?

% of respondents



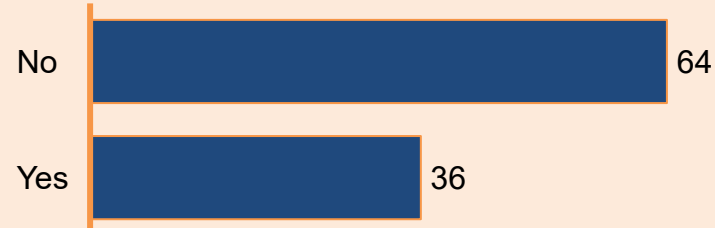
Entire sample
Sample size: N=1,001

Since joining the platform, how many **free [platform] skills tests** have you taken?

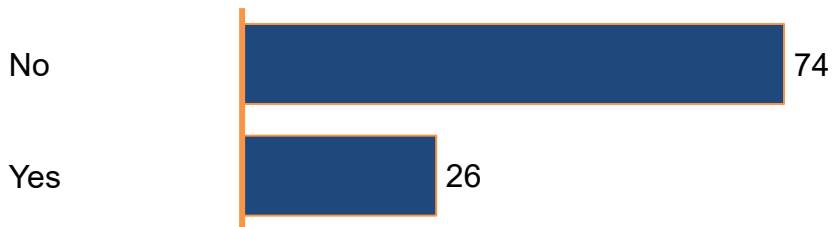


Sub-sample
Sample size: N=516

Have these [platform]-specific **skill tests** been **required or helpful** when getting projects on the [platform]?



Have other, **non-platform specific digital/online skill tests and certificates** been required or helpful when getting projects on [platform]?



Case study of online platform worker

Meet Julia

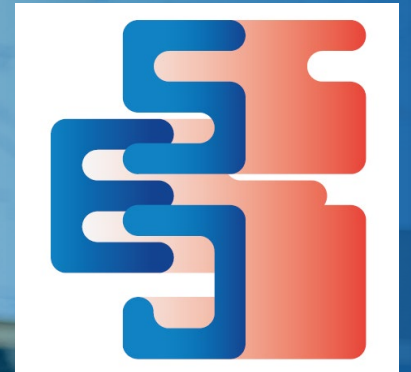
- A 29 year old Italian
- Freelancing as translator on Twago and Upwork
- Bachelor's degree in Interlingual/Intercultural Mediation
- Following online courses on marketing and to build-up skills

I don't need certification, it's just paper

'I don't need certification because it's just, actually, it's just a paper. And, so for example, on FutureLearn, you study and you do exactly the same thing as the, as someone else that is going to get the certification. so, so you, you going to learn the, the same. But at the end, you, you pay, for example, forty or sixty pounds to get a paper saying that you attended the course online, so, but it's not very useful, I think.'

Digital (micro)credentials: a new passport

A quarter of the EU+ workforce earned at least one certificate or award after completing online education or training in 2020-21

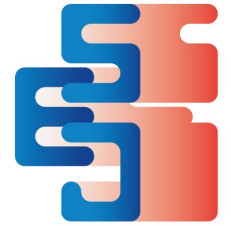


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Micro-credentialism in EU+ job markets

- 38% of EU+ workers mainly did online education and training
- 69% of them earned an officially recognised qualification by national authority or other online certificate/digital online badge as visual token of person's learning

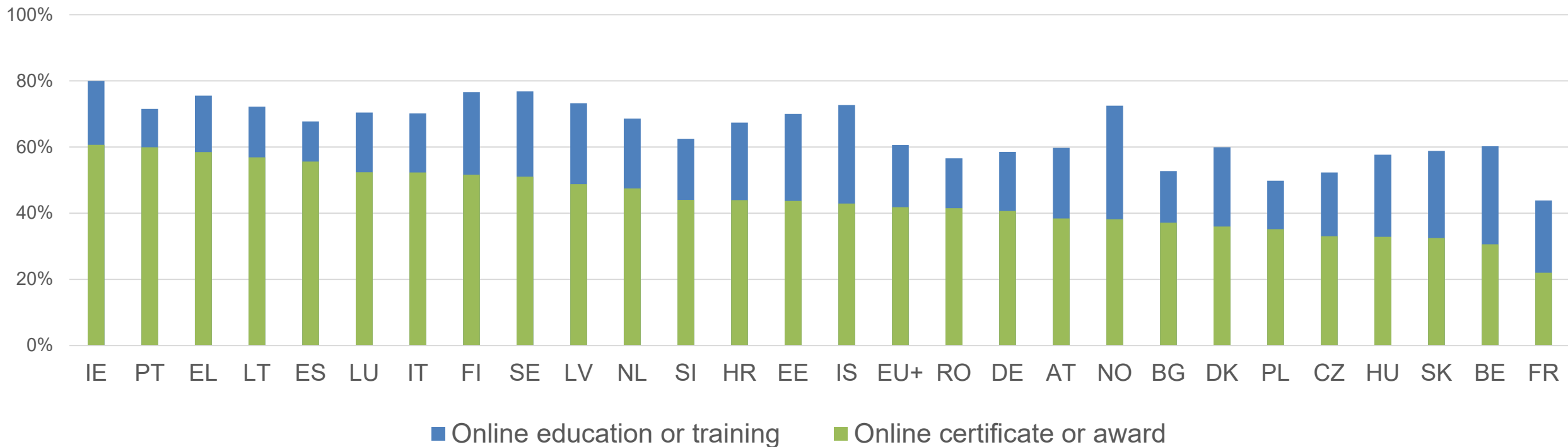
Microcredentials: better skills matching?



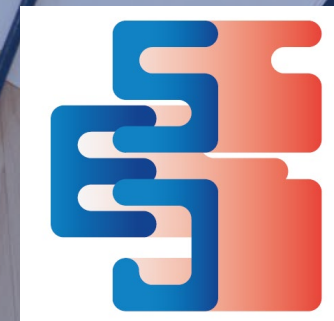
Digital microcredentials are earned mostly by Southern European workers but also those in mature VET systems

ESJS2: Was at least one of these education and training activities mainly done online? (Total trained, %)

Have you earned at least one certificate or award after completing an online education or training activity? (Total trained, %)



Who earns **digital microcredentials**?



% of online learners (adult EU+ workers)

Shares obtaining certificate or award after online learning...

>80%

Agriculture,
utilities, health care

63%

Whole/retail
trade & finance

>80%

Health profs, builders,
assemblers, handicraft

~70%

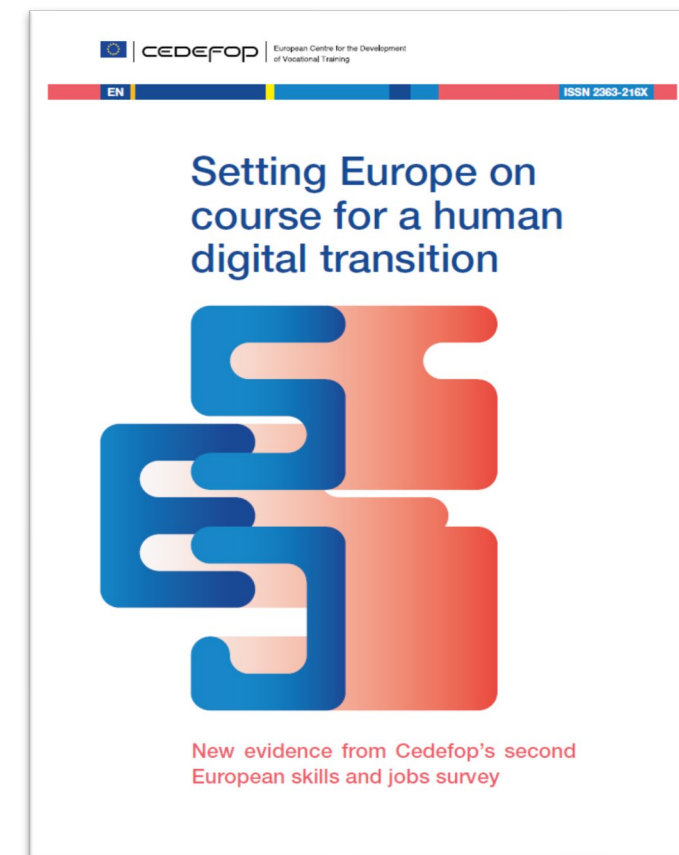
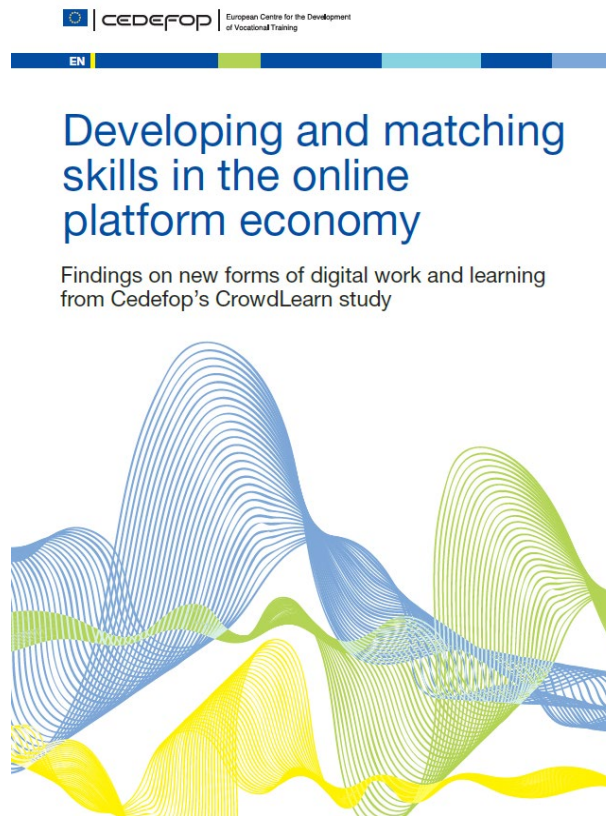
Previous study/work
(59% inactive)

71%

Vocational
(65% General)



Thank you



For more information

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