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**

**Uploading certificates on profile**

**Algorithmic recommendation of workers**

<table>
<thead>
<tr>
<th>Tests</th>
<th>Score (Out of 5)</th>
<th>Time to Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>oDesk Readiness Test for independent Contractors and Staffing Managers</td>
<td>5.00</td>
<td>3 mins</td>
</tr>
<tr>
<td>Design for Manufacturability Test</td>
<td>2.60 Top 30%</td>
<td>26 mins</td>
</tr>
<tr>
<td>Photography Certification</td>
<td>3.25 Above Average</td>
<td>13 mins</td>
</tr>
<tr>
<td>Adobe Photoshop CS5 Extended Test</td>
<td>3.25 Below Average</td>
<td>24 mins</td>
</tr>
</tbody>
</table>

NB: CERT = community, engagement, repeat usage, trust. 
*Source: PeoplePerHour.*
Micro-certiﬁcates useful?

% of respondents

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

<table>
<thead>
<tr>
<th>Number of Tests</th>
<th>Entire sample</th>
<th>Sub-sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not applicable</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>1 - 2 tests</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>3 - 6 tests</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>7 or more tests</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Entire sample</th>
<th>Sub-sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td></td>
<td>64</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td>36</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Entire sample</th>
<th>Sub-sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td></td>
<td>74</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td>26</td>
</tr>
</tbody>
</table>
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

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

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