

ANNEX L

Description of the demo

Notes: The tenderer is required to provide a creative solution (a demo) based on the following specifications. This demo will be used to evaluate award criterion 3.

Context:

EU Skills Panorama acts as a central access point to data, information and intelligence on skills trends across countries, occupations and sectors in Europe. One of the key sources is Cedefop's skills forecast, which provides information on future skill supply and skill demand (broken down according to occupations and level of qualification) across all European countries.

Task:

Upon request ⁽¹⁾, the tenderer will be provided with a dataset that contains data regarding expected job openings in European countries covering the period 2010-2020. The data in the dataset will already be calculated to provide the change between 2020 and 2010. The data can be disaggregated according to different occupations, economic sectors and levels of qualifications, while the levels of total job openings are also broken down according to whether they are new jobs created or lost (expansion demand or net employment change) or jobs due to replacement needs in an economy (replacement demand). Filtering by country or viewing the figures for the whole of EU is also possible.

Part of the dataset	Breakdown	Disaggregation
Job openings	Expansion demand (net change) Replacement demand Total job openings	Country Sector (NACE) Occupation Qualification level

At present, Cedefop presents the data in the following way:
<http://www.cedefop.europa.eu/EN/about-cedefop/projects/forecasting-skill-demand-and-supply/skills-forecasts/main-results.aspx?CountryID=31&case=JOBS> .

Using the dataset, the tenderer is requested to develop and provide a creative solution (a demo) that utilises, combines and displays the data provided on job openings using alternative visualisations and data manipulations. The demo should be focused on and catering to the needs of two separate categories of users:

1. EU and national policy-makers: a specific group of users interested in understanding trends in jobs relevant for their country or comparing trends across countries.
2. Career advisors and employment services: a specific group of users interested in understanding what are the prospects and qualification requirements for their clients (individuals, job seekers).

Both categories of users might need specific labels (texts) to understand what is meant by various terms used by economists and experts. The main expected output is the user-oriented presentation of information and data in a format and editorial style that engages and appeals to the particular target groups. There are no restrictions on the design, layout and 'look and feel'.

¹ The tenderer must request the dataset file from Cedefop Procurement Service who will deliver it as an Ms Excel file along with a [cautionary notice for the use of the data](#).

Expected deliverables:

- (1) an interactive and creative dynamic visualisation of the dataset that satisfies the needs of policy makers, where users are able to interact with the page components and interactively visualise the results and outcomes of an economic or statistical indicator in an appealing and intuitive way ⁽²⁾.
- (2) an interactive and creative dynamic visualisation of the dataset that satisfies the needs of career advisors and employment services, where users are able to interact with the page components and interactively visualise the results and outcomes of an economic or statistical indicator in an appealing and intuitive way ⁽³⁾.
- (3) a description of the process/methodology (up to 2 pages) used for the development of the visualisations and web interfaces for presenting the dataset to the two different non-expert audiences described above.
- (4) an indication of the time, person days and profiles that the tenderer has dedicated to produce this interactive demo (based on the profiles described in section 2.9 of the terms of reference).
- (5) a description of the technology (up to 1 page) used for the visualisations and web interfaces presenting the dataset to two different non-expert audiences described above and the rationale for using this technology.

² The tenderer does not have to develop the full tool for the purpose of this demo, but the demo should be capable of providing a clear illustration of the potential development of the web-site once it is fully deployed.