



FINAL CONFERENCE
4. November 2022

Zentralstelle für Berufsbildung im Handel e.V. (zbb)

" NEW CHALLENGES IMPOSED BY THE PANDEMIC ON THE WORK, THE EMPLOYMENT AND THE INFORMATION AND CONSULTATION "



FINAL CONFERENCE NewChallenges+ in Athen

- PERSPEKTIVE DER ARBEITGEBER **zbb**

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Zentralstelle für Berufsbildung im Handel e.V.

in Verbindung mit dem Handelsverband Deutschland (HDE) e. V.

Founded in 1966 by the German Retail Association (HDE)

Central consulting and coordination office for the educational institutions of the trade, for associations and companies

Goals/Tasks: Improving quality and promoting innovation in vocational and further training in the retail sector.

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Our Main topics Your added value



Development of additional qualifications in cooperation with the educational institutions



Realisation of exams: Additional training as a trade assistant zbb, Office supplier, certificate in merchandise management



Development of digital teaching and learning formats



Innovative projects for trade with national or European funding



Network: cooperation partners (companies, colleges, universities, educational institutions, vocational schools, etc.)

Challenges and results

- **Creation of new structures for organizational processes**
- **Use of new forms for joint work on projects**
 - Which digital tools? - Zoom and Skype
 - Strato HighDrive, innovative cloud system
 - User-friendly and privacy-compliant
- **Support services for employees**
 - Further training for digital skills
 - IT service provider for technical problem solving
 - Questions about technology and co.



Challenges and results

- **Find new ways to make contact**
 - Individually
 - Collective - meetings, etc.
- **Rapid provision of suitable hardware and software**
 - New laptops and accessories
 - Upgrading of software/programs
 - Set up external access for homeoffice
- **Introduction of home office / flexible working time model for employees**
 - => Homeoffice / stationary - office



Challenges and results

- **Acceleration of the changeover from exams to ONLINE procedure**
 - Simplification of the registration procedure
- **Adaptation of the zbb constitution, §10**
 - Convocation and passing of resolutions of the zbb General Assembly by electronic communication
- **Further development of a digital consulting culture with corresponding quality standards**



Overcoming challenges in the company

Drive digital transformation

Training employees

Maintaining competitiveness

- ❖ Mindset
- ❖ Technique
- ❖ Clarity
- ❖ Feedback
- ❖ Teamwork - cultivation of social skills



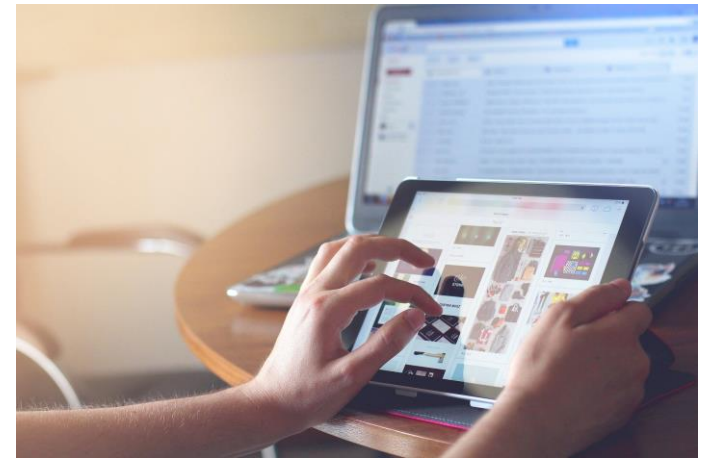
Learning in the company



Digital transformation



New requirements



Practical tips

Digital Competencies - Definition of Terms

self-confident, critical and
responsible use of digital
technologies

Information and data
competence

Use of digital
technologies for
learning, work and
participation in society

Communication and
collaboration

Digital content creation

Media competence

Security

<https://ec.europa.eu/social>

Digitale Tools für Online-Sitzungen

Zoom Meeting

Usability

- intuitive
- clear

Functionality

- all devices
- various chat rooms, group meetings
- co-working: whiteboard
- Recording - since Nov. 2020 end-to-end encryption (E2EE)

Special feature

- screen transmission smartphone + tablet



Digitale Tools für Online-Sitzungen

Skype

Usability

- intuitive
- clear
- not designed for business users

Functionality

- all devices
- recording
- background selectable
- audio support

Special feature

- built-in translator



Resumé

The pandemic crisis has given the zbb and many German SMEs a boost in innovation and prompted the German government to create new incentives for digitization.

Companies are being urged to make efforts to train employees so that they can keep up with the digital skills set out in the EU "EU Digital Strategy and Digital Strategy-Germany"

Project New Challenges+

Contract number: VS-2021-0059

Website: <https://newchallengesplus.obes.gr/>

