



TRANSNATIONAL CONFERENCE
Tuesday 6 September 2022

Zentralstelle für Berufsbildung im Handel e.V. (zbb)
Room 3 - Verbändehaus, Am Weidendamm 1 A, 10117 Berlin

**NEW CHALLENGES+ IMPACT OF COVID- 19 CRISIS - CONCLUSIONS AND GUIDELINES
FOR THE DEVELOPMENT OF DIGITAL SKILLS TO WORKERS REPRESENTATIVES**



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Presentation of new challenges in Germany

- EMPLOYEES' PERSPECTIVE

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Impact of Covid-19 - Digital transformation of information and consultation processes at zbb Challenges

- **Selection of digital guidance tools**
 - ⇒ Which digital guidance tools?
 - ⇒ User-friendly and data protection compliant
- **Change to video counselling**
 - ⇒ In addition to telephone and e-mail, Zoom and Skype were introduced.
- **Conversion of staff to changes in the formal process**
 - ⇒ What are the changes in the formal process?
 - ⇒ How do I deal with technical problems?

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Impact of Covid-19 - Digital transformation of information and consultation processes at zbb **Challenges**

- **Development of a digital counselling culture with corresponding quality standards**
- **Compliance with data protection**
⇒ Strato HiDrive
- **Building a trusting relationship with the client**
=> Interpersonal, non-verbal information is lost
- **Adaptation of the zbb constitution, §10**
=> Convocation and passing of resolutions of the **zbb** General Assembly by electronic communication

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Impact of Covid-19 - Digital transformation of information and consultation processes at zbb **Herausforderungen**

- **Change of examination procedure to ONLINE**
=> Adaptation of examination tasks

- **Project work / additional workload for project partners**
=> Adaptation of project tasks/project plans
=> Adaptation of events / meetings

- **Cooperation with trading companies**
=> Additional workload due to Covid-19 requirements, as a result of which consultation was partially interrupted.

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Impact of Covid-19 - Digital transformation of information and consultation processes at zbb **Advantages**

- **Acceleration of digital consultation and exchange**
 - ⇒ Innovation boost in terms of digitalization

- **Counselling can be offered more flexibly**
 - ⇒ Location-independent
 - ⇒ No room costs
 - ⇒ No travel costs
 - ⇒ Positive effect on the environment

- **Improvement of digital competences in the team**

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Impact of Covid-19 - Digital transformation of information and consultation processes at zbb **Advantages**

- **Speed up the conversion of examinations to ONLINE**
 - => Simplification of the registration process
 - => Increasing the competitive advantage

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Impact of Covid-19 - Digital transformation of information and consultation processes at zbb **Disadvantages**

- **Unplanned costs to be operational**
 - => Purchase/installation of new hardware and software

- **Anonymity on the internet**
 - => Counselling can be broken off at any time
 - => Relationships are less binding
 - => Interpersonal, non-verbal information is lost

- **Networking not possible / lack of exchange between partners**
 - => Decrease in revenues
 - => Loss of information

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Impact of Covid-19 - Digital transformation of information and consultation processes at zbb **Disadvantages**

- **Technology as a disruptive factor**
 - => Connection speed, incorrect settings, IT guidelines at the company, etc.
- **Attention and participation**
 - => Special concentration required
 - => Participants are more easily distracted

Project New Challenges+

Contract number: VS-2021-0059

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

