



## Training Registry of the Modern Business Services Sector

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### Abstract

*With diverse, globalized services, the Business Services Sector (BSS) demands rapidly evolving skills and competencies, often exceeding traditional classifications in force in Europe, reflecting dynamic labor market transformations.*

*The “Training Registry of the Modern Business Services Sector” project, co-funded by the European Union, aims to enhance access to high-quality, labor market-aligned training opportunities by developing an international registry of validated training offers, emphasizing the use of innovative technologies such as virtual and augmented reality (VR/AR). Led by Syntea S.A. with partners from Poland, Cyprus, and Italy, the initiative targets the creation of a user-friendly, interoperable digital platform that aggregates formal and non-formal training services—including microcredentials—from participating countries, enabling their recognition across borders via alignment with the European Qualifications Framework. This solution addresses skills shortages and the fragmentation of training offers in the BSS sector, which includes fields like finance, human resources, marketing, IT, and consulting, by improving stakeholder access to up-to-date and personalized learning paths. The project also promotes the use of immersive VR/AR training to enhance learner engagement and accelerate practical skills acquisition, particularly for remote or time-constrained workers. A pilot VR/AR course was developed as a demonstration of the platform’s potential. Key features of the registry include integration with national databases and the Europass platform, employer-led identification of skills demands, and support for the recognition and sharing of digital credentials via Open Badge 3.0. The project also involves extensive consultations with stakeholders and aims to create a sustainable, scalable tool that bridges education and labor market needs, facilitates cross-border mobility, and fosters the creation of a “skills ecosystem” responsive to the evolving demands of the Economy 4.0. The registry will serve multiple user groups—learners, training providers, and employers—by simplifying the search for relevant training, increasing transparency, and supporting informed career development and workforce planning decisions across the European BSS landscape.*

**Keywords:** Training Registry, Business Services Sector, virtual and augmented reality

### 1. Introduction

The Business Services Sector (BSS) is rapidly evolving in response to global digitization trends, automation, and the rising importance of artificial intelligence. It plays a crucial role in the modern economy, encompassing activities such as finance, accounting, IT services, human resources, and customer support. In this context, the need for continuous upskilling and reskilling of the workforce has become urgent.

To meet these challenges, a European initiative was being launched by SYNTEA SPOLKA AKCYJNA (Poland) in collaboration with ASEV – Agenzia per lo Sviluppo dell’Empolese Valdelsa (Italy), MALOPOLSKA AGENCJA ROZWOJU REGIONALNEGO (Poland), DEKAPLUS BUSINESS SERVICES LTD (Cipro) e EURO-NET (Italy) aiming at creating a Training Register for the BSS Sector. This register will serve as a central repository of high-quality, verified training opportunities, emphasizing innovative methods such as Virtual and Augmented Reality (VR/AR), micro-qualifications, and digital upskilling. It intends to bridge the gap between employer expectations and employee capabilities, support lifelong learning, and enhance the sector’s sustainability and inclusivity.

### 2. Market Context and Challenges in the BSS Sector

The global BSS market is experiencing significant expansion driven by factors such as the adoption of AI, cloud computing, and the rollout of 5G networks.

In Europe, the sector’s trajectory is equally promising. The European Commission’s 5G Action Plan and Horizon 2020 initiatives have accelerated the deployment of 5G networks, enhancing the demand

for advanced BSS solutions. This growth presents opportunities for workforce development and the implementation of innovative training methods.

Despite the promising growth, the BSS sector faces several challenges:

- **Integration of Employer and Employee Expectations:** Balancing the evolving needs of employers for advanced skills with employees' aspirations for career development and work-life balance remains complex.
- **Sustainable Development:** Ensuring that BSS growth aligns with environmental sustainability and social rights is crucial.
- **Rapid Technological Advancements:** The fast-paced evolution of technologies necessitates continuous learning and adaptation within the workforce.

Addressing these challenges requires a strategic approach to training and development, focusing on flexibility, inclusivity, and alignment with industry standards.

### **3. Training Register for the BSS Sector**

#### **3.1 Proposed Solution**

To meet the evolving needs of the BSS sector, a multi-phase initiative culminating in the creation of the Quality Assured Training Offer Registry was launched. This Registry lists verified training offers in the BSS field, initially covering Poland, Cyprus, and Italy.

The Registry's development began in December 2023, with the project "Training Register for the Modern Business Services (BSS) Sector" (<https://mbssregister.eu/en/about-project/>), co-funded by the European Union, with a definition of the initial assumptions and methodological foundations useful to prepare a framework for analytical work, implementation plans, and stakeholder engagement.

The proposed Training Register aims to centralize information on high-quality training opportunities within the BSS sector. The overarching goal of the BSS Training Register is to support the BSS workforce with quality-assured, accessible, and flexible training options, directly aligned with labor market needs. The objectives of the project reflect a strategic approach that values practical application, digital inclusion, and measurable impact. Key features of the Register include:

- **Quality Assurance:** Listing training programs that provide recognized qualifications, ensuring credibility and relevance.
- **Interoperability:** Aligning with the European Qualifications Framework to facilitate cross-border recognition of qualifications.
- **Focus on Emerging Technologies:** Emphasizing training in areas such as AI, VR/AR, and process automation to meet industry demands.
- **Inclusive Access:** Providing opportunities for individuals at various career stages to upskill and reskill.

#### **3.2 Methodology and Implementation Phases**

The project builds upon the extensive experience of national sector councils and EU-level collaboration. The methodology follows a sequence from research to evaluation and dissemination, ensuring robust design and real-world applicability.

Key Implementation steps, during the initial phase of the project, included such steps as market research via desk analysis and surveys to define needs and data collection of training offers across partner countries, development of Registry prototype and its technical structure on the basis of the market research results. The second phase of the project, is dedicated to the VR/AR curriculum design with sample lesson plans, launch of the demo version of the Registry and its piloting with end-users (employees, trainers, and adult learners). This phase will be concluded in September 2025 by evaluation of outcomes, improvements, and usability.

This structured approach ensures that the Registry is not just a static tool, but a dynamic and evolving platform that responds to industry changes and user needs.

To increase the Registry's value, a demo VR/AR training course (50h) was developed. Using Unity 3D, the course simulates BSS-specific workflows and skills via adaptive 3D environments. Scenarios focus on practical activities, with support for 6 DOF VR, holographic AR lenses, gesture and gaze control, compatibility with standard HMD devices. Participants completing 5 modules will obtain micro-qualifications, issued as digital badges compliant with the Open Badge standard.

Finally, a multilingual ICT toolkit, integrated directly into the Registry, accompanies this effort. It supports structured learning, providing both technical and pedagogical material accessible to users in all partner countries.

### **3.3 Practical Applications, Transnational Value and Policy Alignment**

The BSS Training Register serves not just as a directory, but as a smart learning ecosystem, thanks to:

- Micro-qualifications: Learners can acquire targeted skills quickly, tailored to real-world job demands.
- Digital tools: Stakeholders gain access to real-time data on training, demand trends, and qualification standards.
- VR/AR-enhanced learning: Facilitates practical, scenario-based learning remotely and effectively.
- Stakeholder engagement: Employers, educators, and learners collaborate through an interoperable platform.
- Lifelong learning: Supports adult learners of varying education levels in continuous skill development.

A key innovation is the Registry's design for interoperability, that transcend national borders, with adherence to the European and National Interoperability Frameworks (EIF/NIF). This ensures legal, semantic, and technical compatibility with other platforms, including integration with Europass profiles. It supports import/export of data, enabling connectivity across education and employment systems and therefore guarantees:

- Mutual recognition of qualifications across the EU.
- Enhanced labor mobility for European citizens.
- Seamless integration of national training registries with platforms like Europass.

This initiative aligns the Council Recommendation on Skills Improvement Pathways (2016) and the Renewed Agenda for Adult Learning (2021-2030), the project directly contributes to European goals of digital inclusion, lifelong learning, and skills for the green and digital transitions.

Furthermore, the Registry draws upon the successful Polish model of the Sectoral Council for BSS Competencies, which has proven effective in aligning education with labor market needs. By expanding this model across Europe, the project brings together employers, educators, and policymakers to co-create responsive training ecosystems.

## **4. Conclusion**

The Training Register for the BSS Sector represents a forward-thinking response to the fast-changing world of work. With strong foundations in stakeholder collaboration, real-world research, and European policy frameworks, it aims to:

Make quality training accessible and digitally enhanced.

Prepare the workforce for AI-driven, automated, and globalized business services.

Support sustainable development by embedding inclusive, flexible, and green learning practices.

By delivering concrete tools, measurable outcomes, and an interoperable digital platform, this project seeks to empower professionals and organizations alike, ensuring that the BSS sector in Europe remains resilient, competitive, and human-centered in the years to come.

The BSS sector's transformation hinges on digital upskilling and cross-border collaboration. This project not only responds to those needs with a robust, validated, and interoperable Registry but also integrates cutting-edge VR/AR training to prepare workers for the demands of tomorrow. Through strategic research, inclusive design, and shared European standards, the Training Register will become a reference point for quality, innovation, and adaptability in the evolving world of Modern Business Services.

The BSS sector's growth presents both opportunities and challenges. By establishing a comprehensive Training Register, stakeholders can ensure that the workforce is equipped with the necessary skills to thrive in a digitally driven environment. This initiative not only supports individual career development but also contributes to the broader goals of economic growth and sustainable development within the European Union.

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## REFERENCES

- [1] The “Training registry of the Modern Business Services sector” project website, <https://mbssregister.eu/en/about-project/>