



IMPLEMENTING EMPLOYMENT SERVICE

Newsletter 3

May 2010



**IMPLEMENTING
EMPLOYMENT
SERVICE**

- IES will raise efficiency!
- IES will ease the access for job seekers and unprivileged people to labour market!
- IES will raise awareness about the employment service in Europe!
- IES will reduce the gap between the employment services from different European countries!
- IES will lead to synergy!



Sonja Gavez

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Dear readers,

In the 3rd edition of the IES Newsletter you can find information about IES project and IES activities implemented by now and upcoming activities, about IES study visits.

In the beginning of the year 2010 (from January to March) 16 study visits were implemented, 12 good practices from all five fields (Governance, Choice orientation, Matching supply and demand, Unprivileged and Individual employability) were analysed and presented in the previous and in the present edition of IES Newsletter. IES partnership is now focusing on the "staff exchange" phase where donor partners will involve receiving partners in day to day activities, on the job training and preparing plan for the next phase "transfer of good practices" for improving employment systems in partners countries.

In the 4th edition which will be published at the end of June 2010, the results of Gap analysis and good practices selected for transfer will be presented.

I believe that you will find interesting information and enjoy reading our newsletter.

More information on the IES project, as well as IES Newsletter in PDF format is available on the project's web site at

www.ies-employment.eu

*Sonja Gavez,
Regional Labour Foundation Podravje (Slovenia)*



Activities implemented till now

By Luca Spissu, Regional Employment Agency of the Autonomous Region of Sardinia (Italy)

The Steering Group in Nuremberg, held on 20th to 21st May 2010, has represented a fundamental step for Project IES.

In fact, the third meeting of the partnership has been the chance for programming the crucial phase of the Project itself fully dedicated to the transfer of the identified practices.



After launching Project IES in Cagliari on December 22nd - 23rd 2008, a group of experts started accomplishing the duty of identifying what, in the field of the employment services system, was worth being transferred to their own region to contribute to increase the quality and functioning of the regional policies.

The first project phase was fully addressed to involve experts in searching for data and information to be used to draw up a list of practices belonging to the field of the employment service system. Results were satisfying: 45 different good practices were identified, fully described and ranked according to their potential transferability. Besides describing the functioning of the Public Employment Service Systems in 10 EU regions, the report was further divided in a way that made possible their comparison and a list of recommendations for a valuable transfer.

During the following phase, 16 civil servants and experts working in their regional employment system were then involved in a visiting study programme, during which they had the opportunity to get familiar with another regional employment system, along with the services they were delivering, and to collect all useful information for making the transfer possible.

Going back to the Nuremberg meeting, partners have made their final choice: each region has confirmed its willingness to adopt new tools, to transfer an idea from another region, to try to improve the quality of their own regional policies by exchanging experiences which worked in other contexts.

According to the philosophy of Interreg IVC Programme, Project IES is delivering the first important practical results.





Study visit of ARL Cagliari and Provincia of Sassari in Spain, hosted by Employment Service of La Rioja



Training on offer (for workers in general), training on demand (Courses organised by companies for their workers), actions to support and complement training, training workshops and job workshops, combining spells of training with work experience through, moreover, SRE organises courses related to the new information and communication technologies in its nationally respected Centre, Think-TIC. Finally, it performs other training actions as part of the various European projects or programmes: INTERREG, Leonardo da Vinci Programme.



Study visit hosted by Employment Service of La Rioja, Spain

Good practice: Training programme with commitment recruitment

From 2nd to 5th February 2010, the Employment Service of La Rioja hosted two partners from IES project: Agenzia Regionale per il Lavoro and Provincia of Sassari.

Both of them, had the opportunity of compilation information and visit in situ the plan that is being includes in thematic field "Governance and Individual Employability". It is a multi-annual plan with different kinds of tools and actions designed to promote and encourage training programmes to companies and people in and out of work which meet their needs and can contribute to the development of a knowledge-based economy.

Besides, they could known the Department of Qualifications of La Rioja, it is a specific tool of a technical nature, providing support to the Vocational Training Board of La Rioja in overseeing the correct organisation and implementation of the National System of Qualifications in the region, while at the same time ensuring that these are adapted to the particular characteristics of the Rioja business fabric and contributing to the definition of vocational qualifications at the national level.

Additionally, they visited Employment Offices of Logroño and Calahorra, units for dealing with the public, spread in the territory of the Autonomous Community, which offer citizens job-seeking and training services free of charge.

The Employment Service of La Rioja also tried establishing a closer relationship with the companies that create employment. Our partners knew, the programme of visits to the companies of its territory in order to spread the knowledge on the services offered them by the employment centres like subsidies for the development of stable job, personalized services of advice and support, services available via Internet, selection and preparation training of people looking for a job, this activities are involved in Local Development strategy with Agents of employment and Local Development, Local Employment Officers, I + E Projects and Companies, Market studies and local promotion campaigns.

Study visits were very positive and fruitful and Province of Sassari will transfer a part of this plan in its territory.

*Arturo Fernández, María Jesús Gimeno and Mayte Rodríguez
Employment Service of La Rioja (Spain)*



Study visits hosted Employment Service of Bavaria, Germany

Good practice: Citizen Employment

From 8th to 12th February 2010, representatives of Province of Oristano and Province of Sassari visited Regional Head Office of Employment Service, Bavaria.



The study visit has been an opportunity to know the organization and structure of employment service in Germany, which could lead to further cooperation in the future, even beyond the specific project.

The activities implemented during the study visit in Germany aimed to know and analyse the good practice called "Citizen Employment", assessing its transferability to the Italian context, particularly to the Sardinian Provinces of Oristano and Sassari.

The study visit was conducted mainly at Regional Head Office Bavaria, in Nuremberg, with one visit to the Berufs Informations Zentrum (BIF) of the Agency for Employment of Nuremberg, the counselling and information centre for the professions. A big snow hasn't allowed the visit to Hof, a city where is situated an Agency directly involved in the good practice object of the study visit.

The study visit started with the presentation of the general economic context and labour market in Bavaria. A detailed description of the good practice was provided, whose main purpose is to "finance the employment, rather than the unemployment".

The study visit was interesting in many aspects for the visiting partners, particularly concerning how the following issues were addressed by the host partner:

- Neutralization of negative effects often related to unemployment allowances and creation of a system from which all actors could benefit;
- Creation of a wide partnership to implement labour policies at local level and importance of synergy between public employment service and vocational training.

*Heino Beer
Employment Service of Bavaria (Germany)*



Enlarged Cooperation in the IES Project

Good practice: "Profiling" and "Case Manager"

A delegation from the Austrian Labour Market Service visited the Regional Employment Service of Bavaria to learn from their good practices "Profiling" and "Case Manager".



The IES project increases the scope of cooperation between employment services in Europe.

Reflecting, study visit built a further foundation for an enduring collaboration on European level to increase the efficiency in job placements.

FH JOANNEUM University of Applied Sciences and the Regional Employment Service of Bavaria being partner in the Interreg project established a strong network with a delegation from the Austrian Employment Service. Informed by the benchmarking report of the project, the Austrian Employment Service was eager to learn more about the successful German measures called "Profiling" and "Case Manager".

"Profiling" enables the analyses of a client's strengths and weaknesses in a structured way leading to an individualized profile of the client for an effective integration to the labour market. Thereby, in a first phase a client undertakes an IT-supported strengths and potential analysis which checks among others the individual qualifications, competences and the personal environment in order to elaborate a client's profile. In a second phase the client and the counsellor decide on a common objective which could be the participation in a training measure or employment. In the third phase the most suitable strategy for achieving this objective is developed. This is followed by an integration agreement and follow-up meeting in the final phase.

In contrary to this rather quantitative approach, the good practice "Case Manager" follows a qualitative approach. The case manager is an offer by an employment service to a client faced with multiple problems. The client receives a personal step-by-step guidance by a certified counsellor to ease the integration in the labour market. Thereby this measure contributes to an improved integration of unprivileged people to the labour market.

*Bernadette Frech, Rene Wenzel
FH Joanneum University of Applied Sciences, Department of International Management
(Austria)*



Study visit hosted by Province of Oristano, Italy

Good practice: Different Able - Equal Productive

From 22nd to 23rd February 2010, Servicio Riojano de Empleo visited the partner Province of Oristano to get more information about the good practice Communication campaign "Diversamente abile ugualmente produttivo" implemented by hosting partner.



The programme also included in situ visit, during which Servicio Riojano de Empleo could meet people that took part to the communication campaign, as well as their employers. Participants brought their personal experience in the implementation of the communication campaign, while employers described the job placement and the activities daily carried out in the workplace.

The good practice aims to enhance sensitivity among inhabitants of the Province of Oristano and in particular employers and their associations to the themes of corporate social responsibility and work access of unprivileged people, favouring the integration of social policies, training policies and active labour policies. A communication and marketing model was developed within the good practice, which includes the following outputs: billboards and a Guide.

In addition, a handbook was prepared, providing a brief description of the organization of "Servizio inserimento mirato" and analyzing data of persons registered in provincial lists of disabled people and beneficiaries of Law 68/99 with regard to the whole provincial area as well as to each sanitary district.

After a brief presentation and introduction to the study visit, the visiting partner met the staff of the Departments involved in the implementation of the good practice, namely Servizio inserimento mirato (Job Placement for disadvantaged people), Servizio autoimpiego (Self-Employability), Centro Servizi per il Lavoro (Employment Service Centre).

The technical meetings with staff gave both partners the opportunity to compare the Italian and the Spanish system, pointing out similarities and differences in terms of labour policies, availability of financial resources, activities and results.

The visiting partner was given detailed explanation of the good practice in terms of objectives, beneficiaries, methodology, implementation (time, staff resources, and costs), innovative aspects, outputs (handbook, billboards, and guide), and achieved results.

IES Team - Province of Oristano



Study visit hosted by Regional Employment Agency of the Autonomous Region of Sardinia, Cagliari, Italy

Study visit of project partners Ilfov County Council, Romania and Employment Service of La Rioja, Spain was hosted by Regional Employment Agency of the Autonomous Region of Sardinia from 22nd to 26th February 2010.



At Press conference organizing during the study visit the weaknesses and potentials of the project were highlighted.



The fact that both partners decided to adopt the project as a good practice makes the Regional Employment Agency proud and awards the study visit with a successful end result.

Good practice: SPOT

The aim was to illustrate the basic aspects of the project and to verify their transferability into partners' countries.

On the first day, we presented the good practise and the staff which contributed to the success of SPOT. About 450 persons have been involved in SPOT through job orientation and traineeship paths which resulted, in over 50% of the cases, in the transformation of the training experience into a job proposal.

The presentation of the local context in which the project was implemented, with a brief analysis of the Sardinian labour market, allowed contextualizing the project. The analysis of the legislative context and the regulation frame in which the project was developed gave the partners an idea of the feasibility of transferring the project in their legal systems.

On the second day, after the Press conference, Ilfov County Council and the Employment Service of La Rioja met the partners which cooperated with the Regional Employment Agency for the implementation of project SPOT: the local town government - which provided most of the project funds and hosted IES partners in the Città dell'Impresa during their visit and BIC Sardegna which contributed to both the communication campaign and the guidance assistance to enterprise start up.

On the third day, the Regional Employment Agency illustrated the procedures, the calls and the requirements asked to potential beneficiaries of project SPOT. Our partners also visited the Employment Centre of Cagliari which cooperates with the Agency in the implementation of similar projects.

On the last day of the visit, our partners met with some of the enterprises which hosted trainees and also with some of the trainees which benefited from the project. The testimonies given by the various actors involved in the project allowed our partners to conclude their visit with an overview of all aspects concerned and with the acknowledgment of the points of view of all stakeholders.

*Enrico Garau, Responsible for Project SPOT
Regional Employment Agency of the Autonomous Region of Sardinia (Italy)*



Upcoming activities and events

By Maria Gabriella Fenu, Regional Employment Agency of the Autonomous Region of Sardinia (Italy)

Study visit phase has been concluded and staff exchange phase has been started.



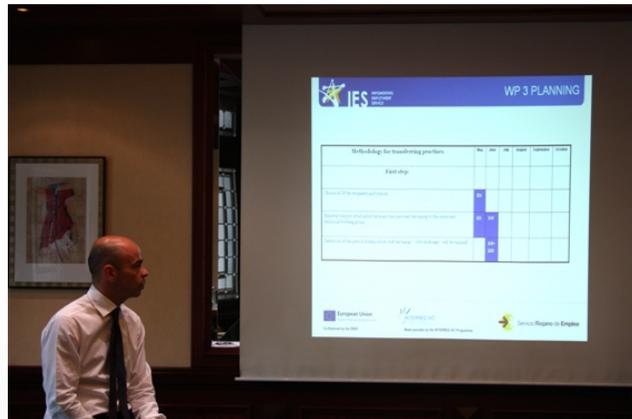
After the conclusion of the "study visits" phase - in which partners visited other partners with the aim of getting acquainted with new practices successfully implemented in other countries in the field of employment services - the partnership needs, now, to focus on the "staff exchange" phase: donors and beneficiaries partners will meet to actively plan and realize the transfer of identified good practices, taking into account the gap existing between the donor and recipient employment systems.

A staff exchange time plan has already been drafted according to partner's availability and visits will start in early June 2010.

Reports on Staff Exchanges will be uploaded on the project website for duly information, as soon as they are available.

A brochure including all information regarding the project, its activities and its partnership will be shortly printed and distributed in all partners' countries during dissemination events.

Next SGM will be in Murcia, Spain from 19th to 20th October 2010. For raising awareness of stakeholders and policy makers and to inform brother public, a Press Conference will be organised during the SGM in Murcia, Spain. It will represent the opportunity to inform the press, and consequently all stakeholders, about the first results of the staff exchange phase.





IES Key Messages

IES will raise efficiency!

The Employment Service System in partners' countries will be improved. Through IES partnership, exchange of experiences, transfer of good practices and capacity building the competences of staff will be improved and more efficient services will be provided to unemployed and companies.



IES will ease the access for job seekers and unprivileged people to labour market!

IES project with its activities will contribute to favouring the access of job seekers at the local, national and European labour market. The employment instruments will be improved and local/regional employment strategies will be designed to create new jobs and increase employment possibilities for job seekers and unprivileged people at labour market.



IES will raise awareness about the employment service in Europe!

The awareness about employment service in Europe will be raised. By disseminating IES project' results through different dissemination events and by active involvement of key local stakeholders to IES workshops, seminars, conferences the recommendations for improvement of Employment Service System will be mainstream to local/regional/national labour market policies.



IES will reduce the gap between the employment services from different European countries!

By bringing together different countries with specific experience, IES will help solve the problems that countries have in understanding European structures which are based on national systems. Through this type of exchange of experience partners interact directly in order to improve their capacities and to reduce the distance between them and their partners.



IES will lead to synergy!

IES Project ensures the transfer of good practices from the project partners towards other similar institutions from each partner's country. By organizing different manifestations each partner can share the experience gathered during the life cycle of the project and in this way make the results of the project sustainable.

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