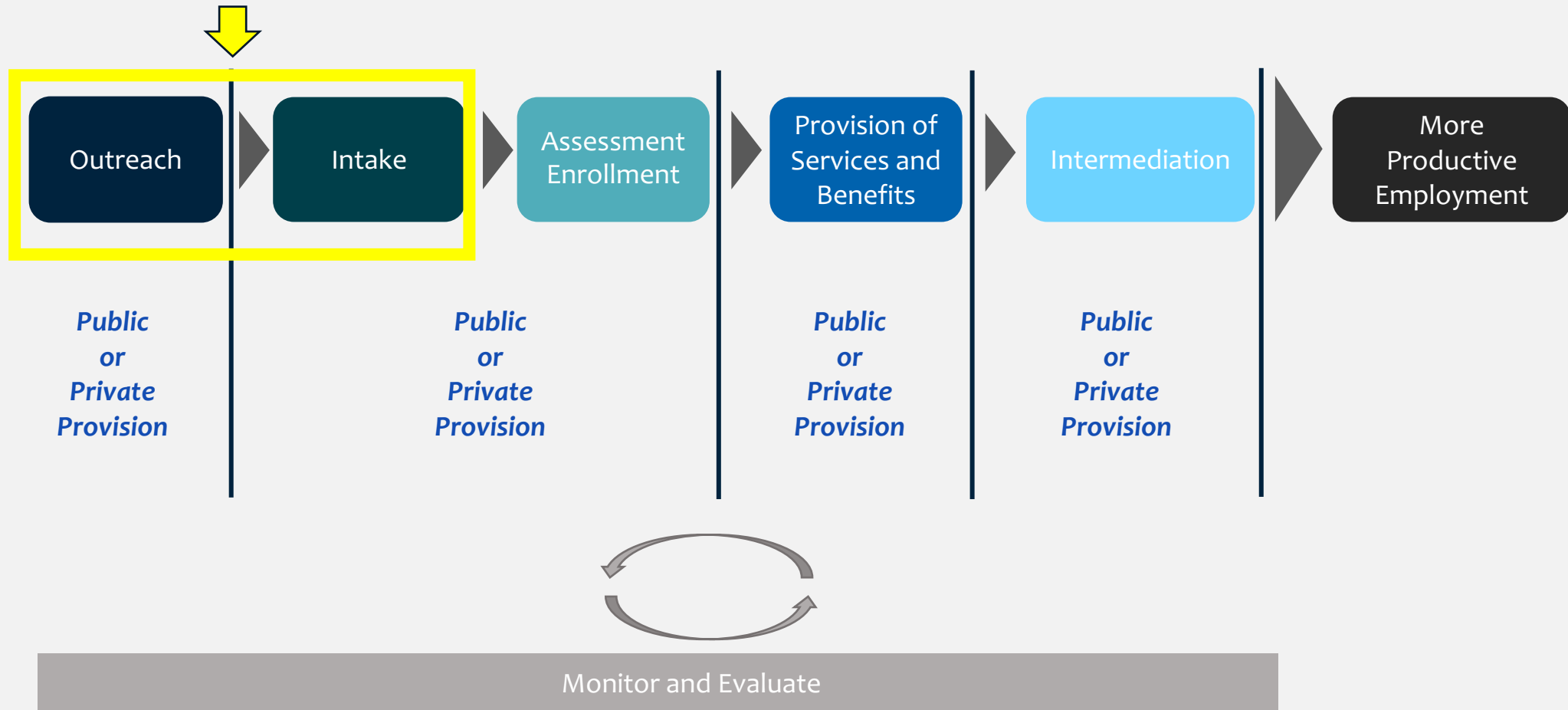




PES Review Workshop Outreach and Intake

May 2021

PES delivery chain



Part I

Outreach

Innovative and tailored outreach strategies

 Countries tailor their outreach strategy to the target groups they want to engage:

- Harvest Labor Services for harvest season in Australia.
- Job World to engage school pupils in Korea.
- Reaching out to employers in Denmark and Germany.

 Several countries offer mobile services to reach groups that lack easy access to the PES offices, e.g., France and Germany.

 One important target group in the outreach process is youth, particularly NEETS.

- Special programs in Netherlands, Austria, Germany, and France.

Programs targeting youth

— PES has special PR campaigns targeted at young people, offers youth coaching and other youth-related events. It also cooperates with secondary schools, which visit the Career Information Centers.




For hard to reach young people (especially with a migrant background), there are other strategies in place. For example, the Viennese offices cooperate with youth centers, host information events in mosques and culture clubs for youths, and cooperate with Serbian and Turkish newspapers.

— The PES developed an online game called Expedition Work, specifically targeted at younger unemployed and jobseekers with lower and average education levels. The game aims to aid them in improving their job-seeking skills and ultimately in finding employment.

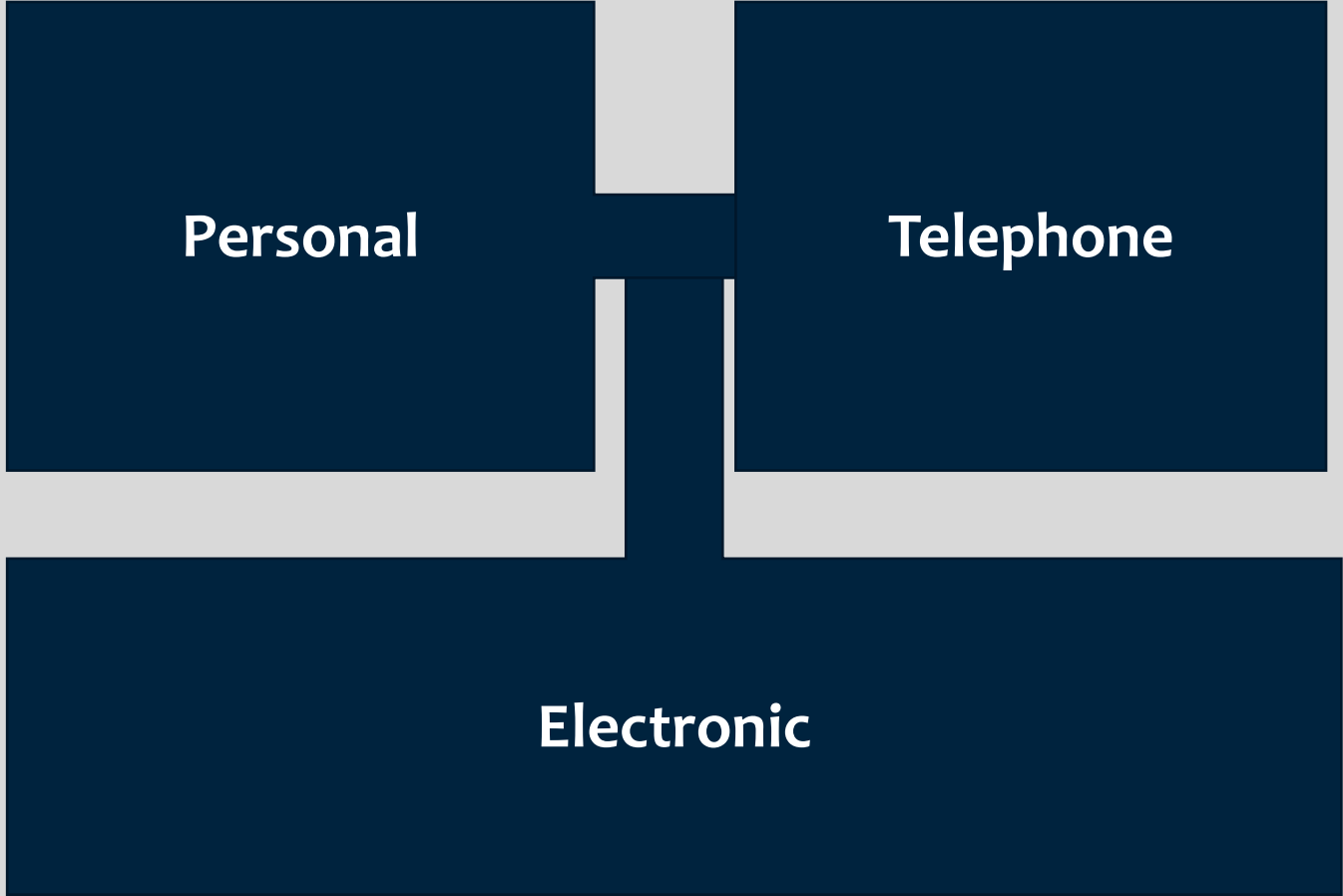
Programs targeting youth

- ■ Strategies include outreach through online platforms and social networks, working with schools, creating cooperations with youth organizations, using mobile services, and hosting awareness-raising events.
- PES enables partnerships to ensure that young people have complete information and support available, hosts awareness-raising events and campaigns, and uses mobile services.
 - Other tools including movie clips on occupations (berufe.tv) and printed versions of the online portals for occupations (planet-beruf.de), career information portal for young people on their way to university entrance qualification (abi.de), and the education opportunities platform (studienwahl.de).

Reaching out to employers

-  The BA targets employers and encourages their integration in the recruitment process through outreach activities and by offering various specialized services.
-  Municipal job centers must actively seek out relevant companies and offer assistance in matching unemployed individuals to vacancies to meet the companies' recruitment needs.
-  The municipal PES offices must actively reach out to employers to inform them of their services and obtain information about their needs in terms of labor.

The most common communication channels



Part II

Intake

Registration is usually mandatory for benefit claimants and it is conducted through different channels



Several countries offer an online registration process.

→ Austria, France, Germany, the Netherlands, United Kingdom



Registration is usually mandatory for the unemployed claiming benefits.

Employers usually do not have a legal obligation to register vacancies.



It is important to coordinate the registration process at the Unemployment Insurance Funds and at the PES, in case of separate systems.

→ Relevant for Chile and Denmark

After a person has registered through one of the channels, the most common next step is to schedule an interview with a caseworker to continue the assessment and enrolment process.



In most countries, jobseekers must agree on a commitment, and in some cases, on an individual plan.

This plan or commitment lays out the jobseekers' benefits, job search requirements, and other obligations.

- Back to Work Action Plan in Austria
- Claimant's Commitment in the UK
- Mutual Commitment in Ireland
- Individual Action Plan in Korea

Most common PES customers

I. Unemployed individuals and jobseekers

Independent of whether they claim benefits. However, those claiming unemployment benefits are usually entitled to a more extensive range of services.

II. Employers

No obligation to register vacancies. Employers can do so voluntarily and through partnerships with the PES.

III. Foreign jobseekers and companies wanting to employ them

- PESs provide assistance and information to individuals and companies.
- Some PESs are responsible for issuing work permits for foreign workers, e.g., Korea, Austria, and the Netherlands.
- Most PESs also provide information about job opportunities in other countries.

Practices

Good practices



Info-Zone and Career Information Centers (BIZ)

- The info-zone provides information about careers, job vacancies, (further) training, and the local labor market. This service is available to everyone.
- In the 72 Career Information Centers, which offer their services free of charge, individuals can receive information and advice about professions, education, and careers; they can clarify interests and find job information brochures, video stations, and computers. They also regularly offer events on many topics related to the labor market, careers, and education.



Integrated intake for all benefit claimants

New benefit claims are made online through the PES platform werk.nl or at a regional employment center (in certain cases). In these employment centers, municipalities and the PES work together and can determine which benefit the person is entitled to (social assistance or unemployment benefits) and the required services.

Good practices



SENCE's National Observatory

The National Observatory is made up of a central office and a Network of 16 Regional Observatories.

It provides information on occupations and economic sectors, as well as a list of the most demanded jobs in the country.



Labor Market Balance

This online tool gives the regional intermediaries (PES) and other stakeholders in the labor market easy access to information about the current and near-future situation of 1.000 occupations in the region.

It is based on three components:

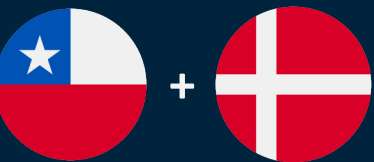
1. A national employer survey
2. A labor market model, drawing its data from the survey, PES data on the registered unemployed and registered vacancies, and national data on employment and turnover in the LM.
3. An online interface, which allows the user to quickly identify occupations with labor shortages or occupations with a sufficient labor supply.

Innovative practices



Australian Practices

- **Connection for Quality** is an initiative that displays information about employment services providers on the Australian jobactive website. This includes how a provider can help jobseekers and employers in their local area. With a balanced presentation of all providers, this tool helps jobseekers and employers to make informed decisions about which provider to select.
- **The Harvest Trail Information Service** provides comprehensive, up-to-date information about harvest work vacancies on the Harvest Trail website. Moreover, in connection to the National Harvest Guide, it provides information about harvest work opportunities, working conditions, transport and accommodation.



In Chile and Denmark, unemployment benefit claimants must register both at the PES and the correspondent unemployment insurance fund. This is the case since UI funds are independent organizations, and the PES is not responsible for administering any benefits.

Innovative practices



Republic of Korea

The Korea Job World

is an experience center, which provides a career exploration experience for youths. It is designed for school pupils of all ages, and it allows them to understand the meaning and value of work, explore the realities of over 100 occupations, and receive assistance from professional guidance counselors in planning realistic careers.

Services can be accessed by appointment, mostly as part of school-organized field visits.

This center is the result of a partnership between MOEL (PES), KEIS, HRD Korea, and the Corporation of Employees with Disabilities. It has been highlighted as a helpful practice in avoiding skill mismatches by reaching out to young people.

The Employment Network

The Korean government has developed an integrated information system that gives all incumbent parties (government, employers, job seekers, researchers, etc.) access to relevant and timely information about the labor market. It connects several different networks, including the Work Net and the Employment Insurance Network. Thanks to this system, the PES and other actors have current information about the jobseekers' status.

Possible issues



CHILE

- An evaluation of the introduction of the standardization manual in 2017 showed that several offices failed to comply with the set standards in the intake process, causing the PES to fail as an entry point for customers. Issues in the intake process create a risk of an overdemand for PES services across offices and a risk for failing to meet the demand that should be covered. Some of the failures include:
 1. Failing to require documentation and CV from the users. This is important because the place of residence sets the priority in treatment (i.e., those living in the area come first), and the CV is key for the following stages (employment and matching services).
 2. Not requiring users to register at the national employment platform. This leaves them at a disadvantage since the platform enables them to conduct their job- search.
- Another possible issue is the limited outreach strategy, given that the registration at the PES is voluntary for most users. Only users claiming the additional unemployment assistance benefits (Solidarity Fund) are required to register.

Concluding thoughts

- Information services are useful tools in the outreach process.
- Innovative outreach activities are put in place to meet the specific circumstances in each labor market.
- The outreach process plays an essential role in ensuring that hard-to-reach groups and employers are informed about public employment services.
- Following the correct intake process is key to guarantee that the PES fulfills its responsibilities but does not incur in an overdemand of services.

Q&A and Discussion



Thank you!