

# Single Market Scoreboard

*Performance per governance tool*

## EURES

*(Reporting period: 01/2014 - 12/2014)*



## About

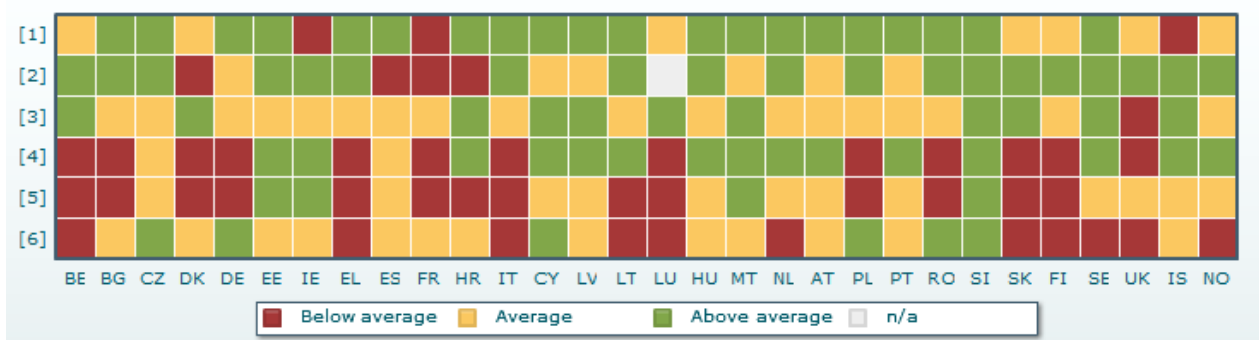
The EURES network provides **information on job mobility as well as recruitment/placement** services through cooperation by **public employment services (PES)** in EU member states plus Norway, Iceland, Liechtenstein (EEA) and Switzerland.

In concrete terms, the network consists of:

- EURES staff, including some **1000 advisers across Europe**
- a central website with various tools.

## Performance

### 1. by indicator



[1] Quality of job vacancy exchange by employment services	more than 97%	82% – 97%	below 82%
[2] Proportion of national vacancies vs vacancies posted on EURES	more than 90%	60% – 90%	below 60%
[3] People covered by each EURES Adviser	below 0.4m	0.4m - 3m	above 3m
[4] Number of contacts with jobseekers per EURES Adviser	more than 1 000	700 - 1 000	below 700
[5] Number of contacts with employers per EURES Adviser	more than 418	112 - 418	below 112
[6] Workers who found a job with the help of a EURES Adviser	more than 5%	2% - 5%	below 2%

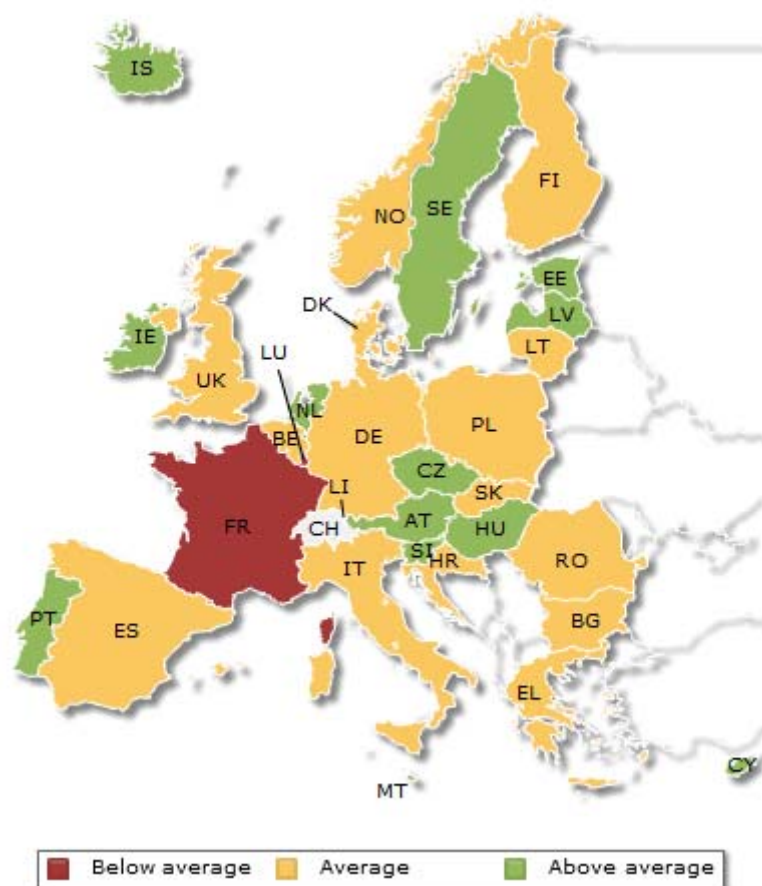
more than 97%	82% – 97%	below 82%
more than 90%	60% – 90%	below 60%
below 0.4m	0.4m - 3m	above 3m
more than 1 000	700 - 1 000	below 700
more than 418	112 - 418	below 112
more than 5%	2% - 5%	below 2%

\* Please note: Indicator [2] may not entirely reflect the effort of the countries to exchange vacancies which comply with specific quality standards set by the PES. EURES only takes into account the number of vacancies published on their central national portals compliant with these standards.

For example:

- The red indicator for Spain is due to two reasons.
  - They retrieve only a limited number of job vacancies from the regional PES
  - Job vacancies retrieved from third party websites do not feature on the EURES portal.
- While Italy is not yet able to make available job vacancies from all regional PES, it does feature all its job vacancies from the central national portal on the EURES portal.
- The PES of Luxembourg and Liechtenstein do not publish their vacancies online at national level. PES Luxembourg makes vacancies available on EURES. Vacancies in Liechtenstein on the EURES portal are made available by PES in neighbouring countries.

### 2. overall (all 6 indicators combined)

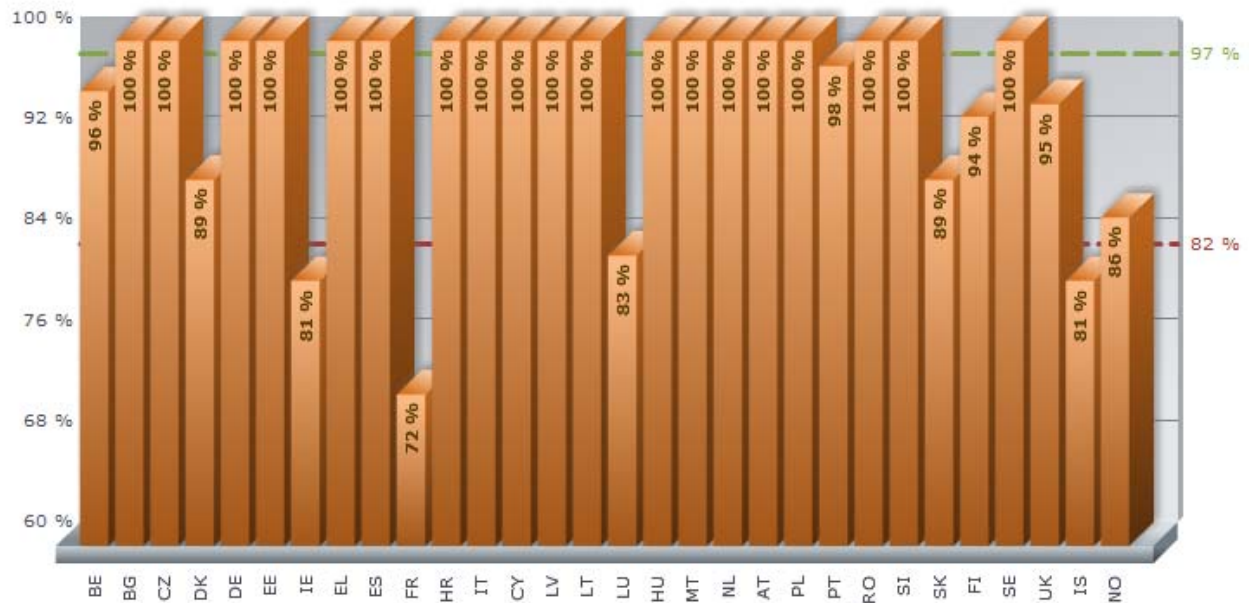


The **overall performance** is calculated on the basis of the points collected on the five criteria. The countries can "earn" 100 points for an indicator marked as "green", 75 points for an indicator marked as "yellow" and 50 points for one marked as "red".

The colours on the map thus represent the **sum of these scores**:

500 higher	or	401 - 499	or	400 less	or
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### Indicator [1]: Quality of job vacancy exchange by employment services

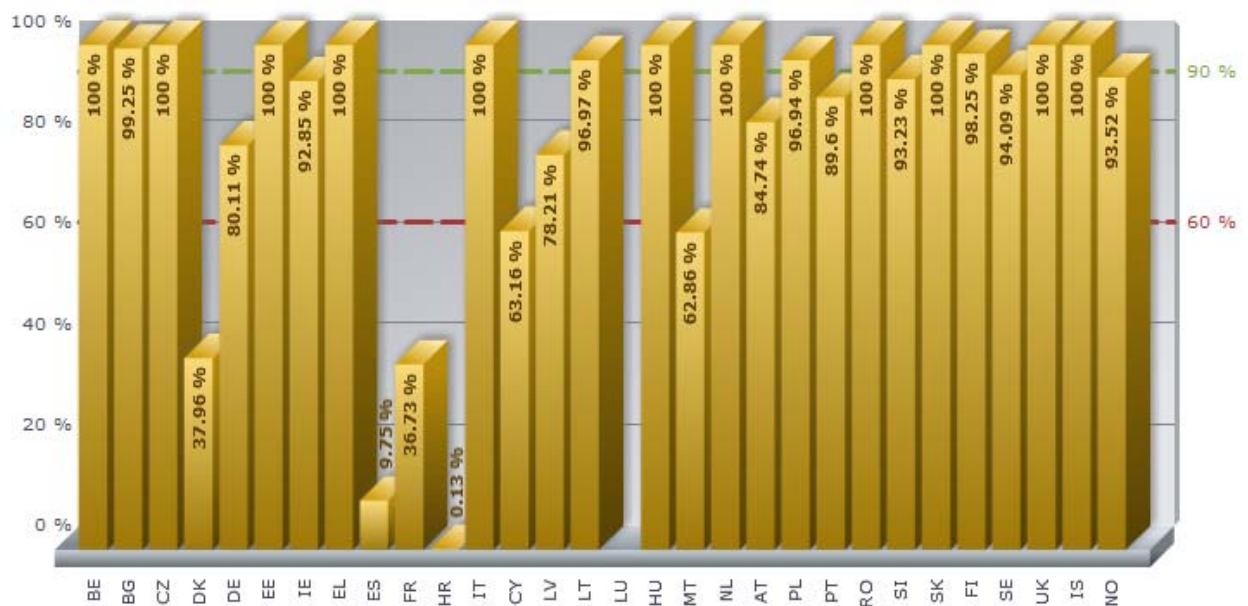


All participating countries are required to **exchange job vacancies** published by their national PES with EURES – through a direct connection from their databases.


The score for this indicator is based on 2 criteria:

- the **connection quality between** the national job databases and EURES
- the **quality of vacancies** exchanged.

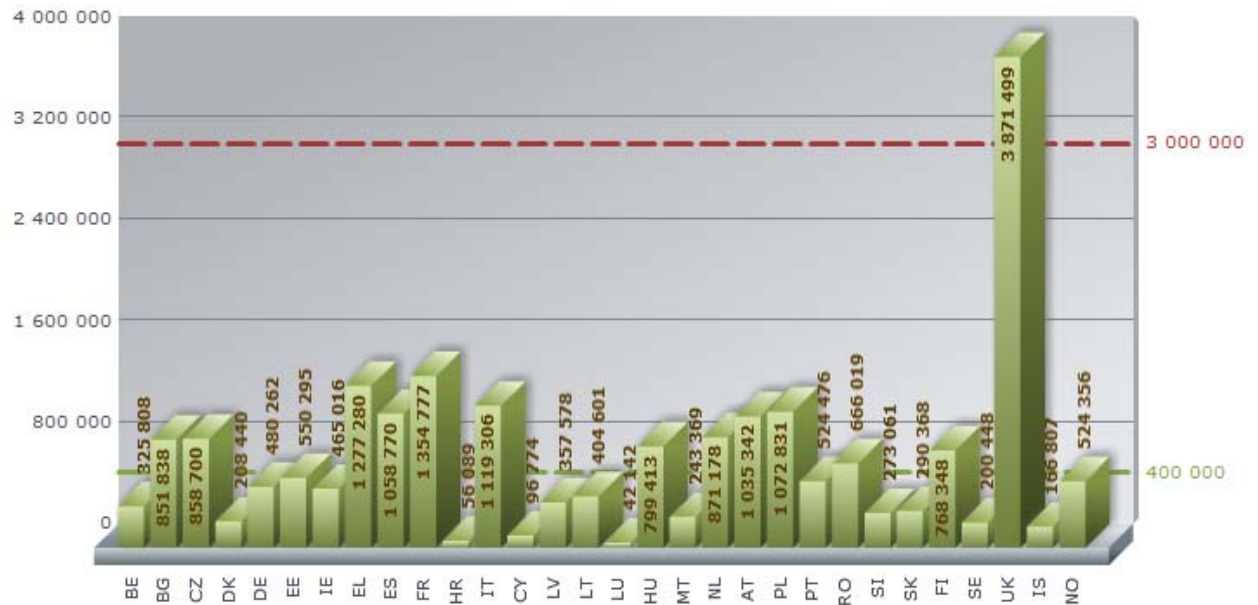
### Indicator [2]: Proportion of national vacancies vs vacancies posted on EURES



*The total number of vacancies on the central national databases divided by the number of vacancies exchanged with EURES.*

 The numbers in the chart do not fully reflect the effort of the countries to provide all their vacancies to EURES as the network is organised in different ways in each country and some member states (like Liechtenstein) do not have a national website where they publish their vacancies.

### Indicator [3]: People covered by each EURES Adviser




*Total national population divided by number of full-time equivalent EURES Advisers in that country.*

EURES Advisers provide specialist guidance to both jobseekers and employers.

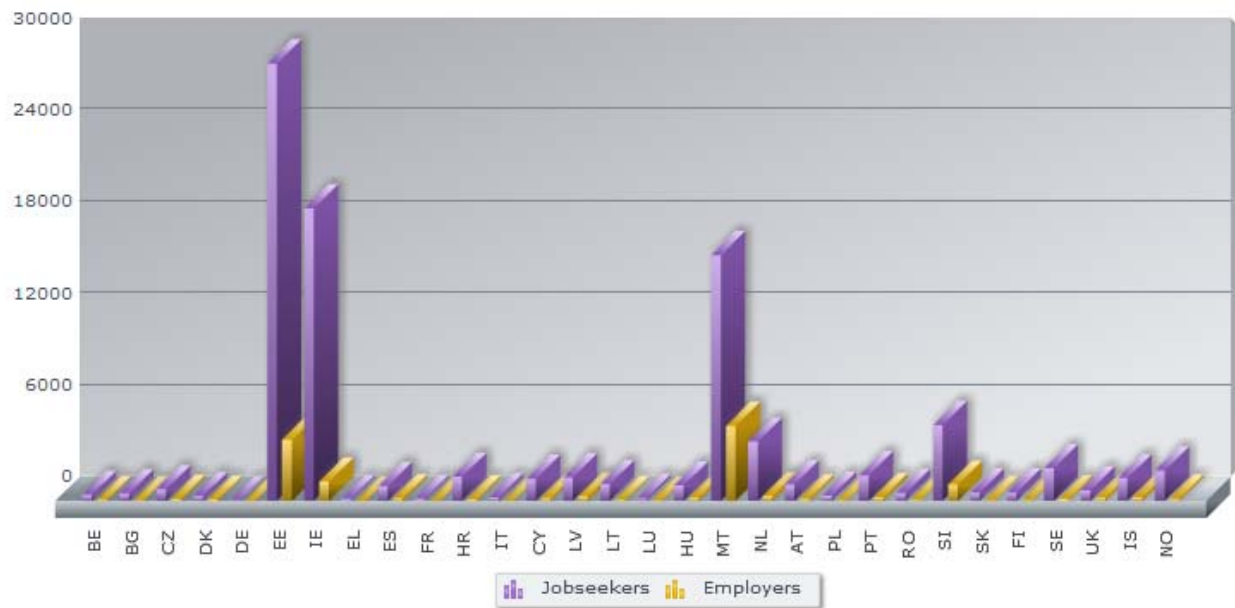
They work in each country's **public employment service** or **other partner organisations** in the EURES network.

Compared to last year, some countries increased the number of EURES Advisers in the framework of the EURES reform (besides Germany, notably France, Spain, Lithuania and Italy).

 The numbers in the chart do not fully reflect national staffing of the EURES network, which is organised differently in each country. In many cases, services are delivered by staff other than EURES Advisers.



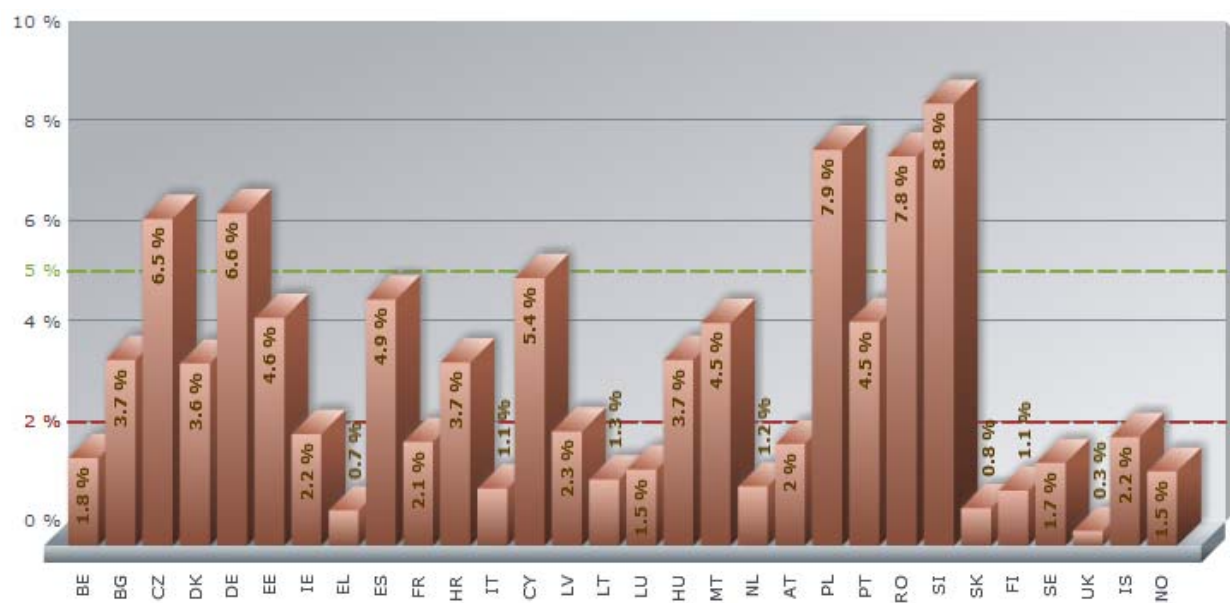
### Indicators [4] & [5]: Number of contacts with jobseekers & employers per EURES Adviser



Includes: **meetings, phone calls** or **e-mail exchanges** in which personal advice is provided.


Source – monthly reporting by the advisers themselves.

### Indicator [6]: Workers who found a job with the help of a EURES Adviser



This chart shows **the percentage of workers who have found a job** as a direct result of contacting EURES Advisers.

Source – monthly reporting by EURES Advisers.


 Please note that the source of the data for Indicators 4-6 is the monthly reports filled in by EURES Advisers. The response rate is on average 55% and data herein is based on estimates.

## Achievements

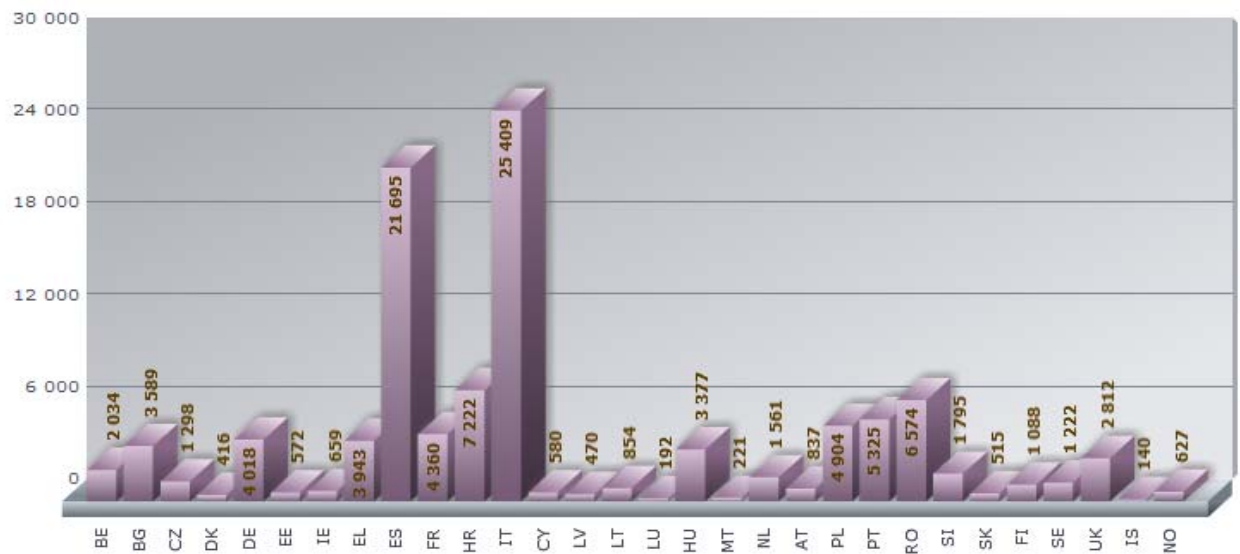
- **EURES reform underway** aiming at a more result driven EURES recruitment tool. Activities, both at national and EU level resulted in:
  - shifting the focus on matching, placement & recruitment activities
  - changes in the service catalogue and national practices
  - setting up National Coordination Offices
  - selecting the EURES member organisations providing services
  - setting up a programming cycle between countries, to improve information sharing across the network and its capacity to report on results.
- By the end of 2014
  - all countries set up a **National Coordination Office** and nominated representatives.
  - all countries participated in the programming of the activity plan for 2015 for a more effective collaboration.
- EURES organised various **recruitment events**, of which 25 were supported through its event management website [europeanjobdays.eu](http://europeanjobdays.eu).
- Implementation of the Your first EURES job **scheme**, helping EU nationals **aged 18–30** find work in other European countries. Over the course of 2013 and 2014 a total of 2994 people were placed through the scheme.

## Facts and figures

### EURES portal

 Due to the migration of the EURES portal to a new system jobseeker and employer accounts needed to be migrated as well. All users needed to reactivate their account at first login. On December 31<sup>st</sup> 2014, 10% of the previous number of registered users had reactivated their account. Per March 15<sup>th</sup> 2015 this already was 15% and continues to increase steadily.

### Jobseekers registered on EURES site to benefit from portal services, by home country



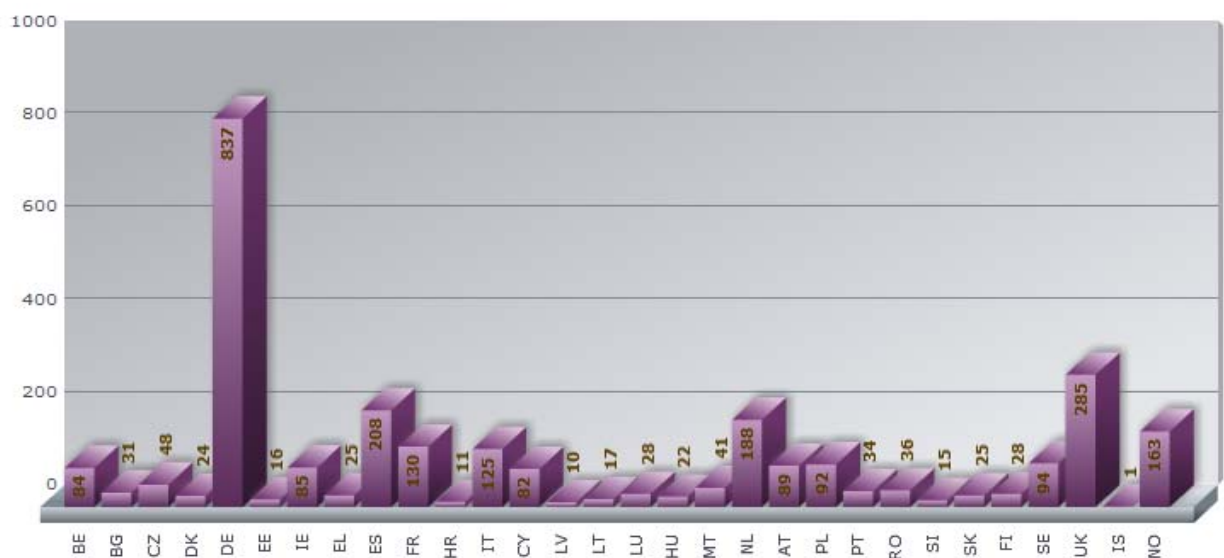
*Reason for visiting – to find a job & information*

*Reason for registering – to find a job, **upload & publish CVs**.*

*Jobseekers registered (on December 31<sup>st</sup> 2014) – around 110 000.*

⚠ The number of job seekers having registered on the portal varies per country depending on factors such as the availability of effective recruitment channels at national level and the interest about mobility among workers. It is particular high for those countries that have a high unemployment rate, in particular among the young people. As in previous years, the highest number of job seekers on the portal is from Spain and Italy.

### Companies registered on EURES site to benefit from portal services, by home country

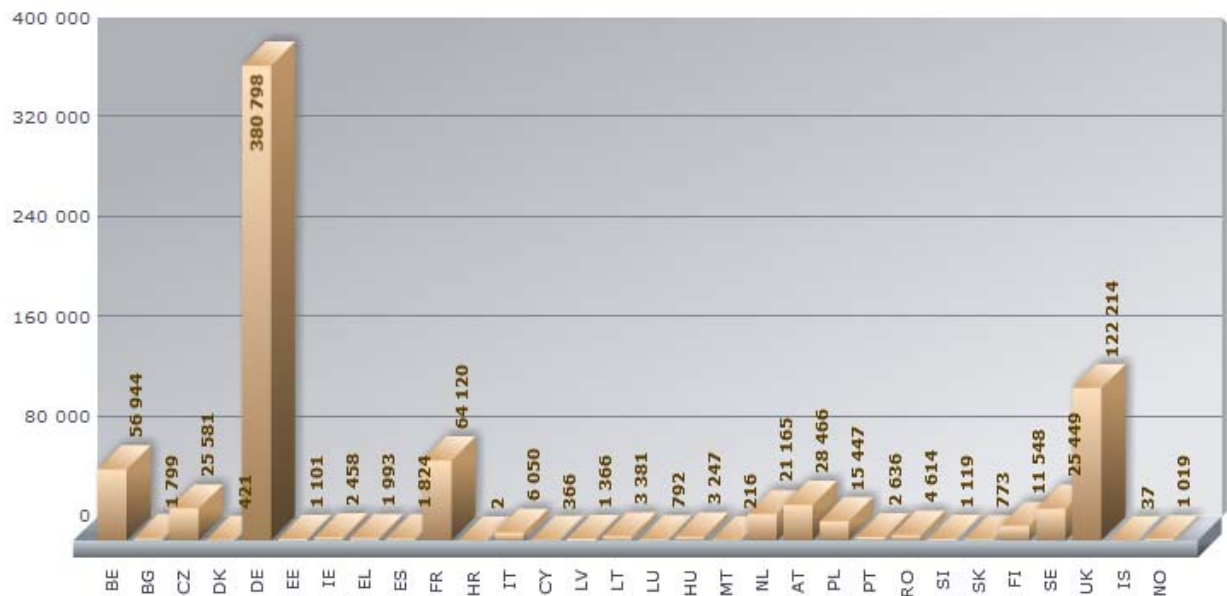




*Reason for registering –to **find & contact** jobseekers who have published their CVs.*

*Employers registered (on December 31<sup>st</sup> 2014) – around **3 000**.*

### Job vacancies on EURES site, by country



The number of job vacancies in a given country depends on many factors, including the size and characteristics of its labour market. The degree of transparency of those vacancies in turn depends on the different labour market actors and how they make the job vacancies available online. In many countries the PES have a role to play in this regard, inviting other actors such as private employment services and temporary work agencies, to share job vacancies on a common site. Where they are considered attractive and performing, they may attract more job vacancies.

The two main factors influencing the degree of transparency of job vacancies from countries on the EURES portal are:

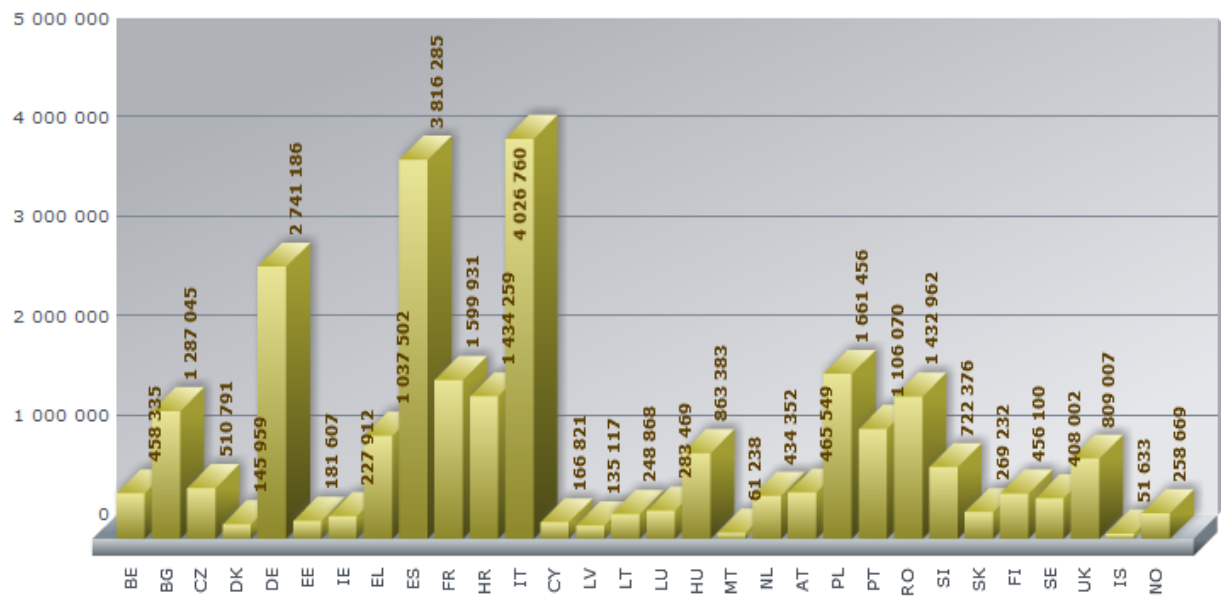
- the share of vacancies available to, or collected by the PES in each country and
- how many of their available vacancies they consider publicly available and subsequently make available on the EURES portal.

Nearly all countries make available 90% or more of their publicly available vacancies also with EURES. However, in many countries the proportion of job seekers who contact PES to find work is falling.

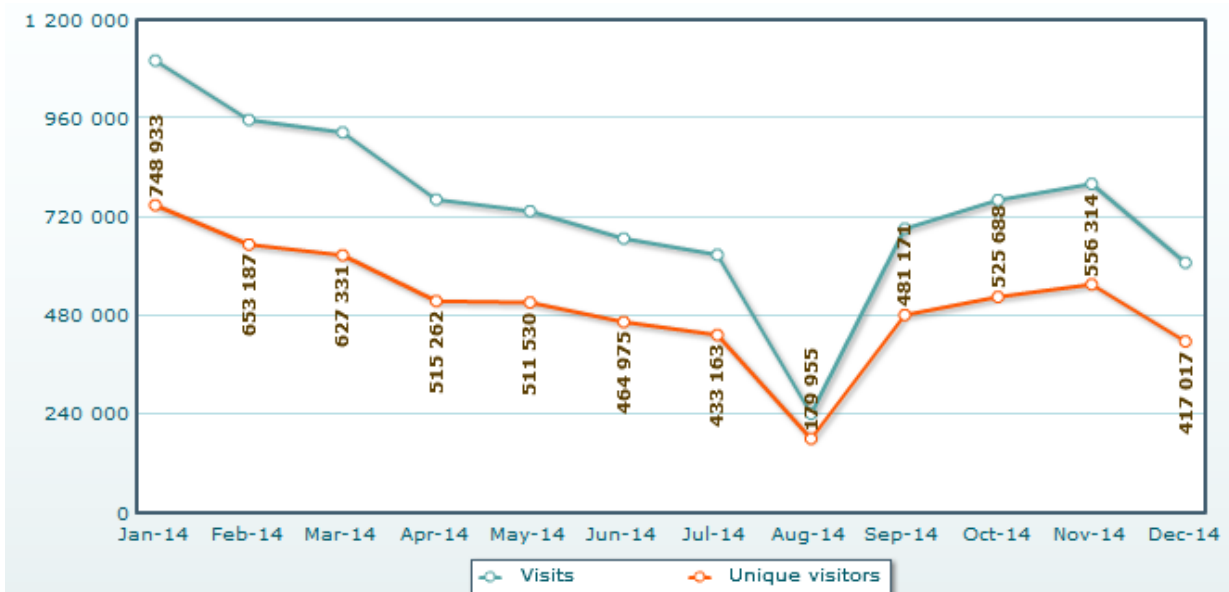
The UK and DE are together providing the bulk of the job vacancies given:

- the size of their labour markets,
- the degree of transparency,
- the capacity of their PES to register available job vacancies online.

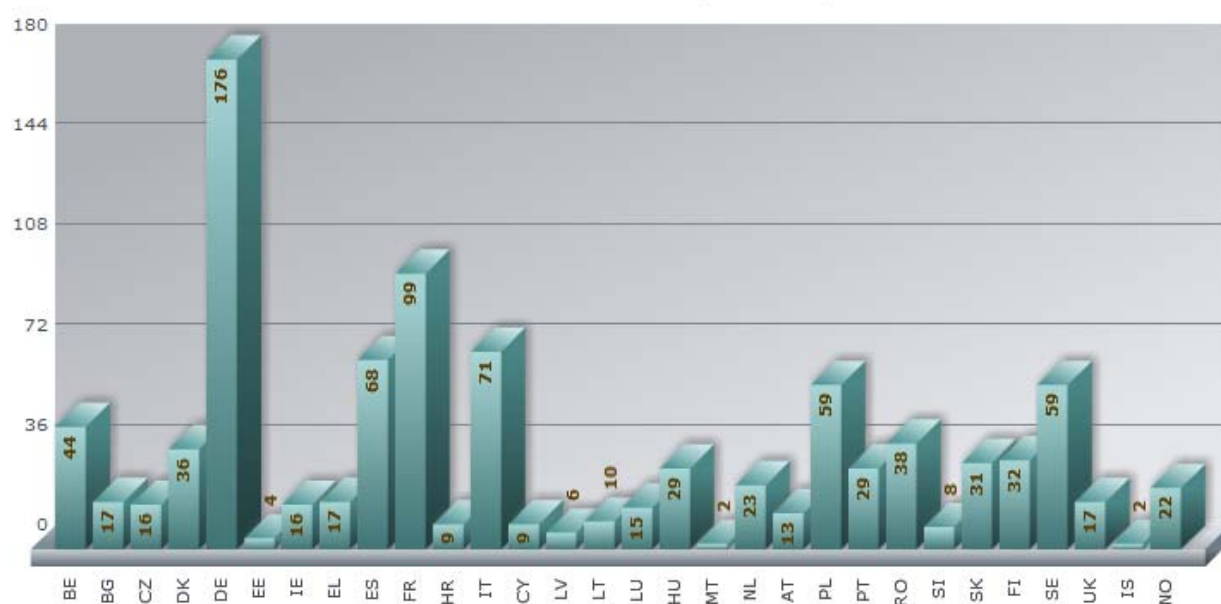
### Average visits to EURES site by country (2014)



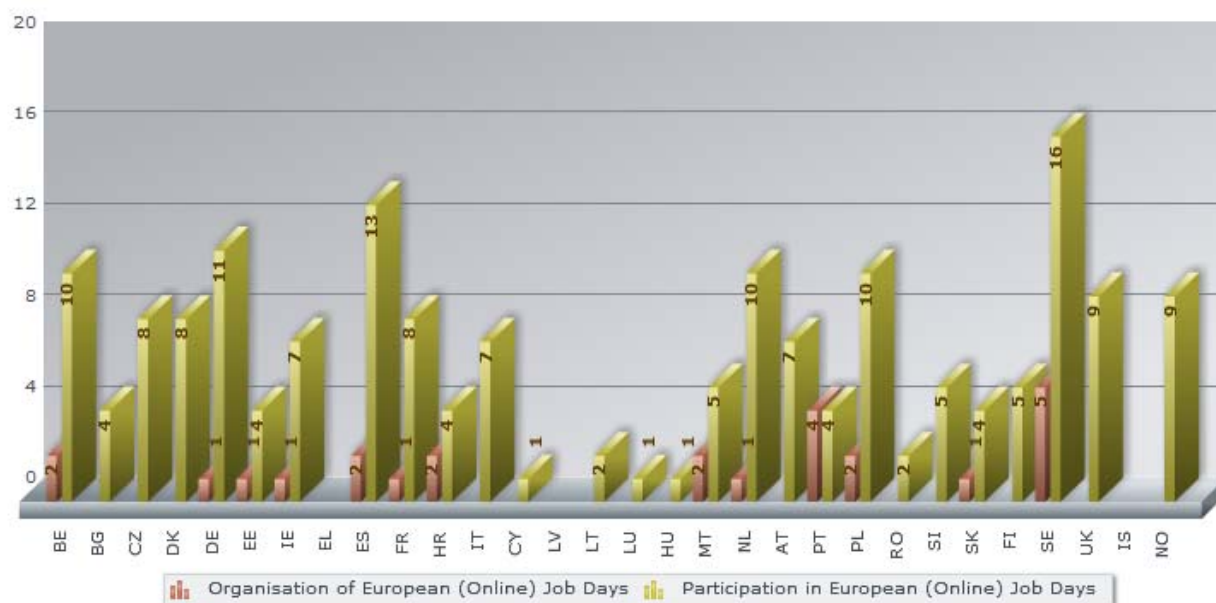
### Monthly visits to EURES website (2014)



Compared to 2013 on average we noticed 800.000 less visitors per month. The downward peak running from June to August and its subsequent recovery can be explained by the implementation of the cookie policy in the portal, which caused users to decline cookies and in result disappear from our Google Analytics tracking system. This was solved in September by installing a new version, with an adapted cookie consent button.

**Human EURES network****Number of EURES Advisers per country**

The high number of EURES Advisers in **Germany** is linked to the size of the labour market, but also to a strong commitment by the German public employment services to incorporate EURES in their mainstream business activities.

**Organisation of and Participation in European (Online) Job Days**

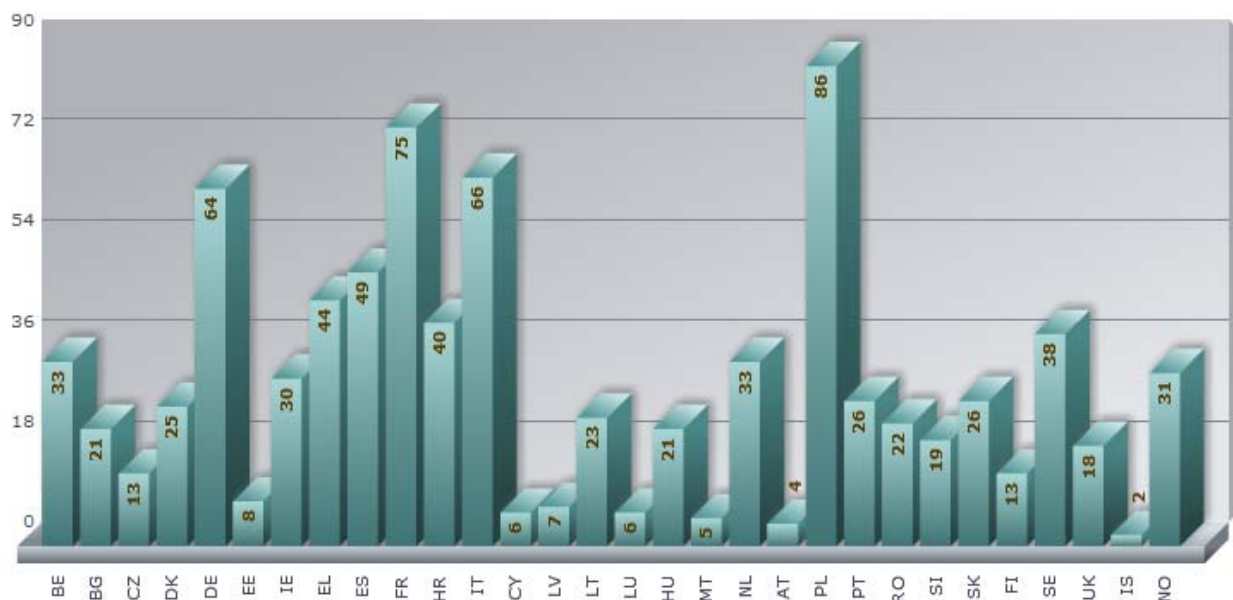
In 2012, EURES launched the [europeanjobdays.eu](http://europeanjobdays.eu) website, allowing EURES Member Organisations to bring some or all of their job day activities online. This helps to overcome attendees' physical, financial and time constraints.

The website offers some technical tools like static content posts such as text, photos and videos, live video streaming (and recording) and live chats (one-to-one and one-to-many). These tools support the direct connection between presenters, advisers and individual viewers (be they jobseekers or employers).

There are also a variety of social media tools to make an online event more relevant, useful and engaging for the target audiences. The event can be promoted across the EURES social media platforms like Facebook, Twitter and LinkedIn.

Over the years, the European (Online) Job Days event management website has grown from being mainly an information tool to become an effective recruitment tool.

**Number of EURES staff participating in training**



The Commission has established a common training programme for EURES staff and supports the development of mutual learning activities at EU and national level. Every year around 1000 EURES staff members follow training paths which are combination of online and classroom courses.

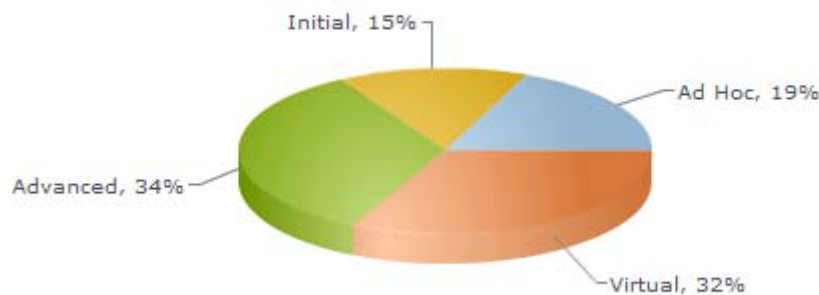
Each EURES Adviser acquires necessary skills for the job through a compulsory Initial Training and can then choose to get a specialisation in the most recent techniques for matching job offers and candidates; communicating and promoting EURES; creating long term cooperation with jobseekers, employers and other stakeholders.

It is fundamental to monitor the participation in trainings from different countries in order to verify if the NCO is equipping its EURES staff with the right skills necessary in their country, EURES staff in a receiving country for example will need to be trained on skills which are not compulsory for EURES staff of a sending country.

Moreover, by monitoring the online fruition of courses, we can verify if, on average, EURES staff from a country is updated on most the recent projects and initiatives of the network.

Goals for the future would be connected to equip every EURES staff member with the right skill for carrying out its role in the network, to increase participation in training of some countries and to create pools of specialists with different backgrounds who can work on EURES relevant issues.

### **Division of participation over the different types of trainings (initial, advanced, ad hoc, virtual)**



## **Priorities**

- Launch first version of an automated matching tool for jobseekers. This aims to provide the best matching job vacancies to online CVs on the EURES portal, with one click.
- Stepping up Your first EURES job activities within the EURES network.
- Launch of the new communication strategy to support the outreach of EURES member organisations to jobseekers and employers.
- Introduction of the new extranet enabling learning, collaboration and connection within the EURES network.
- As the EURES Reform evolves we look forward to seeing more countries make a positive decision on the assignment of new EURES member organisations.