



National cooperation

Clas Ohlson AB &  
Swedish PES

Target group: Young long-term  
unemployed people

# National cooperation

## Clas Ohlson AB & Swedish PES

- Our company
- Cooperation agreement
- Procedure
- Challenges and success factors



*Sofie Danielsson, trainee that got a permanent employment at Clas Ohlson, and the store manager Lisa Kärnebro-Berggren*

# Our company

- Established by Mr Clas Ohlson in 1918 in Insjön, Sweden
- A modern hardware store with a broad and affordable range in the product categories: Hardware, Home, Multimedia, Electrical & Leisure
  - 15 000 products in range
- 182 stores in 4 countries in omni-channel structure
  - Sweden, Finland, Norway and UK
  - Entering Germany - Store opening earliest during 2014
  - Entering the GCC\*-region via franchise – First store to open before summer 2014 in Mirdif City Centre, Dubai
- 71 million visitors and 35 million customers
- Strong corporate values - 4 500 service-minded employees
- Sustainability focus - top priority at all levels within the company

\* United Arab Emirates, Kuwait, Saudi Arabia, Qatar, Oman, Bahrain



**Clas Ohlson 1895-1979**



# Cooperation agreement Clas Ohlson & Swedish PES

- Clas Ohlson wants to take social responsibility as a large retail employer in Sweden, while creating an opportunity to meet future recruitment needs. The cooperation is also important from a diversity and inclusion perspective.
- Target group: Young people aged 18-25 enrolled in a job guarantee program
- Pilot: 12 stores and 15 trainees
  - 7 trainees were offered employment at Clas Ohlson after completion of internship
  - 3 trainees have found other employment in other companies, with Clas Ohlson as a reference
- After pilot evaluation a concept framework was developed
  - Trainee requirement specification
  - Accountabilities Clas Ohlson and Swedish PES
  - Procedure
  - Negotiated with the trade union



# Procedure

- Possible training periods:
  - September-November and January-May, 2-3 months of scope
- Local PES contacts stores in the area, to inquire the possibility to accept a trainee
- PES presents 3-5 trainee candidates to the store, according to the requirement specification
- Clas Ohlson conducts job interviews with the candidates, and reconnects to PES which candidate is offered a trainee opportunity at Clas Ohlson
  - Process carried out to resemble a normal recruitment procedure
  - PES reconnects to candidates who are not offered a trainee opportunity
- Induction by checklist and mentorship provided
- Follow-up by Clas Ohlson and PES
- Exit interview



# Challenges and success factors

- Understanding of cooperation between PES and employer
  - Ensure that all involved have understood the agreement and the requirement specification
- Do not force a unit into a collaboration, it is ok to say no
  - Local PES offers a new trainee next coming period
- PES must clarify to the target group that this is an unique opportunity
  - The employer does not want to waste time on people who do not meet the requirement specification
- Clarify extent of training and the store operational tasks
  - Treat the trainee as a prospective employee
- Sometimes challenging to work with the target group
  - They are standing outside the labour market and often going trough a tough time
- Ensure follow-up of framework
  - Avoid shortcuts, important not to damage the employer brand
- Opportunity for PES to gain greater customer confidence on the market



# clas ohlson

