

Services for employers in Finland: some examples

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Services for employers in Finland

General information

- The demand-led approach is a key priority for the Finnish PES -> services for employers have an important role to play
- In the large and medium-sized PES offices, there are special units dedicated to employer services
- About 15 % of the PES staff in local PES offices are specialised in work with employers
- PES market share is 60 %



Services for employers in Finland

Main areas which we would like to improve:

- wider service approach, wider assessment of the service needs of companies to find suitable solutions
- better knowledge of labour market and situation in different sectors
- proper knowledge of PES customers
- better organised service delivery (including multi-channelling)
- customer planning (define key customers, key sectors, resources, customer visits, new customers to contact)



Labour Market Training (LMT)

- The focus is to provide workplace-oriented training opportunities for unemployed jobseekers and *personnel training for employers*.
- It covers all educational levels, generic and vocational skills development, entrepreneurship training, short-term skills updating, as well as longer examination-based education.
- Funding: 200 -250 M€ / year
- 6 000 0000 training days



Special Labour Market Training (LMT) for Employers (Joint Training Procurement)

- To better integrate training measures and the requirements and development needs of employers, in particular in SMEs
- 8 % of the whole volume of labour market training (measured as training days)
- Three products for different situations of employers:
Recruitment training, Refresher training, Change management training
- Co-financed and planned in cooperation with employers



LMT: joint training procurement

- The employer can train its current or new employees in cooperation with PES.
- The training is based on joint planning
- The employer plays a key role in selecting the students
- Joint purchase of training products has been developed for three different labour market situations:
 - Recruitment Training to recruit new staff if the employer cannot find employees with suitable qualifications (PES subvention 70%)
 - Refresher Training to update the skills of current staff if some crucial changes are going to take place in the company (25-80%)
 - Change Management Training to train employees for the new jobs in a redundancy situation (80%)



LMT: joint training procurement

- Participants receive either pay for the training period or a training allowance and maintenance support for labour force training.
- PES participates in financing the joint purchase training, if this will help secure the availability of workforce, promote the employer's operating conditions, and contribute towards prolonging working lives, maintaining jobs and preventing unemployment.



Special chargeable services for employers

- Additional services to employers in order to cover all employers' service needs
- Since 1994, a network of the larger PES-offices has offered employers paid staff recruitment, development and dismissal services
- This is a fully commercial service, which the user will be charged for and is always based on a specific service order
- All costs (salaries, rents etc.) are covered by the employer's business (no PES subvention)
- Supervised directly by the Ministry



Special chargeable services for employers

- **Job application and interview service:** the PES-office deals with the entire application process on the company's behalf, job notifications, handing the applications, interviewing applicants and making a suitable shortlist, feedback to the applicants.
- **Aptitude assessment:** to analyse a person's aptitude for a certain task, his/her capacity of succeeding, motivation, personal characteristics, competence and working methods.
- **Relocation coaching for employees after redundancy:** individual or group coaching programme to find a new job and to improve qualifications
- **Team building training for the staff**



What about results

- The main target of PES employers' services is to meet the needs of employers – to ensure the availability of a skilled labour force in appropriate time
- Important requirements
 - quality of services, well functioning service delivery
 - skilled PES staff
 - wide range of services for employers



Are special services successful?

Joint training procurement (JTP)

- a good tool to provide tailored training for real employers' needs
- most participants will have been recruited, but others will be existing employees and improve their qualifications
- PES is willing to increase the volume of JTP

Chargeable services

- the quality feedback very good (4.3/5), the volume small
- main purpose to widely meet the service needs of employers
- there are different views on whether PES should provide chargeable services

