

KOMPETENZZENTRUM

Pakt⁵⁰

FÜR NÜRNBERG UND FÜRTH

Joint project of

Jobcenter Nürnberg-Stadt, Jobcenter Fürth Stadt, Jobcenter Schwabach
Jobcenter Nürnberger Land, Jobcenter Roth

Supported and sponsored by



Bundesministerium
für Arbeit und Soziales



Perspektive
50plus
Beschäftigungspakte
in den Regionen

Federal Programme Perspektive 50plus

- "Perspektive 50plus – Beschäftigungspakte für Ältere in den Regionen“ (Perspective 50plus – Employment Pacts for Older Persons in the Regions) is a programme run by the Federal Ministry of Labour and Social Affairs (Bundesministerium für Arbeit und Soziales) to improve the employment opportunities of older long-term unemployed persons.
- Was launched in 2005 and is now in its third programme phase: 2011 to 2015.
- Federal programme based on a **regional approach**; "Perspektive 50plus" forms the umbrella for 78 regional employment pacts. Thus, ample scope for local action.
- In 2011, over 200,000 long-term unemployed persons were activated; of this, 70,000 could be integrated into the regular labour market.
- EUR 350 million are available for this per year (ESF funding).

Pakt50 for Nuremberg and Fürth

- Implementation of the federal programme in the **Kompetenzzentrum Pakt50** (Pact50 competence centre). The participating Jobcenters run it together in their own structures and with their own staff. Focus on the target group 50plus.
- Central location in Nuremberg at the main railway station.
- 15 placement agents and 7 case managers activate approx. 1,600 older persons and support their integration into the regular labour market (in 2011, 493 people were integrated).
- Major foci besides intensive support of job-seekers are public relations activities and cooperation with supporters such as enterprises, chambers and associations. The objective is to raise people's awareness of the employment potential of older persons in enterprises.



Information on Pakt50 at: www.pakt50.de

The screenshot shows the homepage of the Pakt50 website. At the top left is the logo for Pakt50 für Nürnberg und Fürth, with the tagline "Das regionale Netzwerk für Unternehmen und Arbeitsuchende ab 50". Below the logo is a navigation menu with items like "Leistungen für ARBEITGEBER", "Leistungen für ARBEITSUCHENDE", "Projektinformationen", "Regionales Netzwerk", "Good Practice", "Unternehmen mit Weitblick", "Veranstaltungen", "Aktionen", "Informationen zum Pakt50", "Presse", "Referenzen", and "Kontakt".

Two featured quotes are displayed in a row. The first features Oskar Weick, a employer from Schreinerei Weick, with the quote: "Leistung und Persönlichkeit eines Bewerbers sind entscheidend – nicht das Alter." The second features Mahmood Noori, an applicant from Schreinerei Weick, with the quote: "Ich möchte lernen und mich weiterentwickeln – auch mit 55!".

The main content area has a search bar and a navigation menu. The primary headline is "Pakt50 – Das regionale Netzwerk für Unternehmen und Arbeitsuchende ab 50". Below this, the text states: "Unser Ziel ist die Integration von Arbeitsuchenden im Alter von 50 oder mehr Jahren ins Berufsleben. Dazu wenden wir uns an Arbeitgeber und Arbeitsuchende, um ihre Anforderungen und Profile zueinander zu bringen. Wir freuen uns auf Ihren Anruf".

Two news articles are featured. The first is titled "Schreinerei WEICK aus Cadolzburg ausgezeichnet" and mentions that the Federal Ministry for Labour and Social Affairs has designated the workshop as an "Enterprise with a Wide View". The second is titled "Der Pakt50 hat sich erweitert" and reports that the network has expanded to include ARGEN Schwabach, Landkreis Roth, and Nürnberger Land.

On the right side, there are sections for "Kontakt für Arbeitgeber", "Kontakt für Arbeitsuchende", and "Newsletter". The newsletter section includes a small image of the newsletter and text stating: "Der Pakt50 informiert mehrmals jährlich in seinem Newsletter über aktuelle Ereignisse und Entwicklungen im Netzwerk. Um den Newsletter zu abonnieren, klicken Sie bitte hier."

Offers for **job-seekers** in the Kompetenzzentrum Pakt50

- Intensive, individual counselling (staff-to-client ratio 1x60 and 1x85)
- Application centre
- Classes (computer, health) and workshops (application-writing training)
- Fixed small groups
- Qualifications, internships
- Offers on health promotion (JobFIT)
- Pakt50 Jobservice (organisation of applicant days, counselling)

Offers for **employers** in the Kompetenzzentrum Pakt50

- Pakt50 Jobservice (hotline and regular contact persons for employers)
- Receipt of job offers
- Support of employers in staffing through the targeted selection of appropriate and motivated applicants
- Counselling on funding opportunities when hiring older people
- Trial through internships
- Implementation of applicant days and events for employers
- Integration of employers into the image campaign of the Pakt50

Insight from the work with the 50plus target group

- Loss of self-value due to long-term unemployment and unsuccessful applications. What can I do, what am I capable of?
- Openness to change and flexibility in job-seeking must often be supported over longer periods. These processes need time!
- Frequent lack of realistic appraisals of the current labour market conditions and individual employment opportunities. Misinterpretations decrease chances!
- Health restrictions occur more and more frequently and must be considered for job-seeking. What can be done and to what degree?
- There is often need for action in improving the application strategy, application documents and applicant marketing. Which competences can I "sell" and how?
- Frequently no or only very basic computer knowledge.
- Potential for qualification is limited.

Experiences in the Kompetenzzentrum Pakt50

- Trustful and respectful contact in the Kompetenzzentrum Pakt50 promotes motivation and fair cooperation of placement agents and job-seekers.
 - Regular contact person
 - Not working against each other but with each other
 - Individual counselling tailored to the requirements
 - Counselling at eye level
 - Encouragement
 - Starting with strengths and competences

- Participation in the project is not voluntary, but many offers within the project are on a voluntary basis. The focus is on promotion. Sustainable integration is only possible when the motivation is right.

- Kompetenzzentrum Pakt50 is received way more positively than the Jobcenters in connection with "Hartz IV". Thus, higher acceptance with job-seekers and employers can be established.

- Different setting (individual meetings, groups, workshops, application coaching in the applicant centre) promotes an open and more intimate talking atmosphere.