



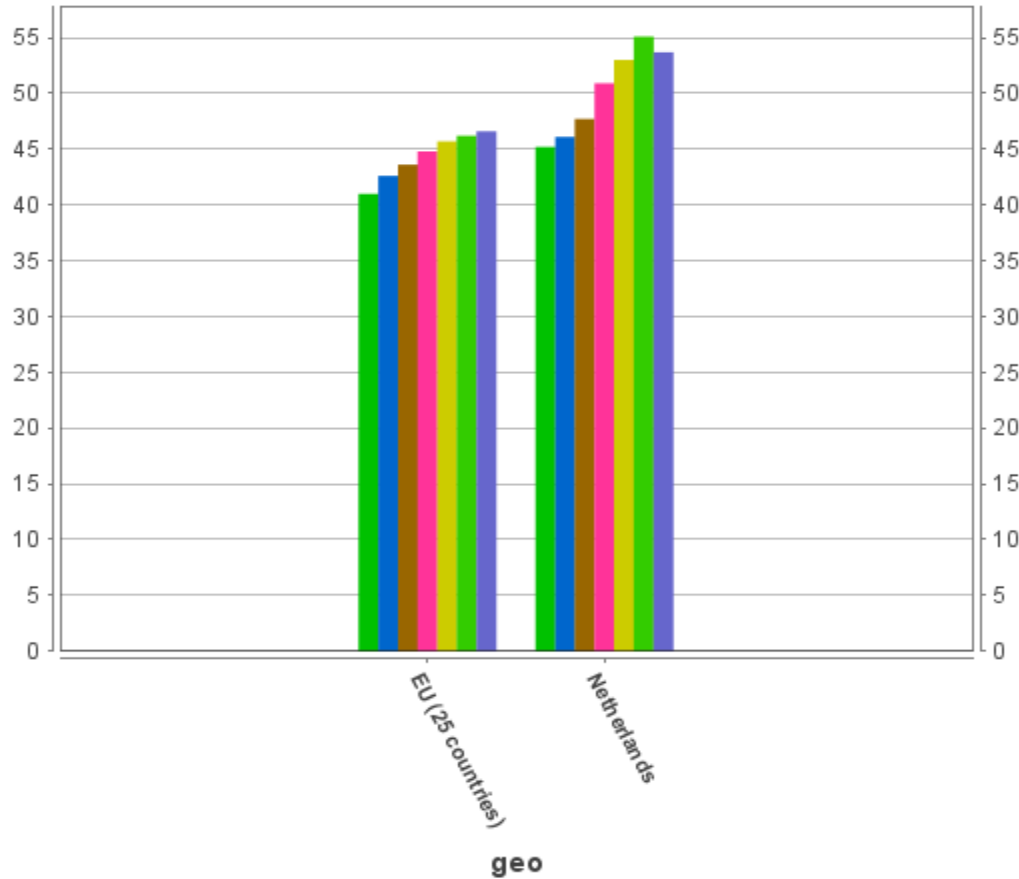
WERKbedrijf

The position of the Elderly Job Seekers

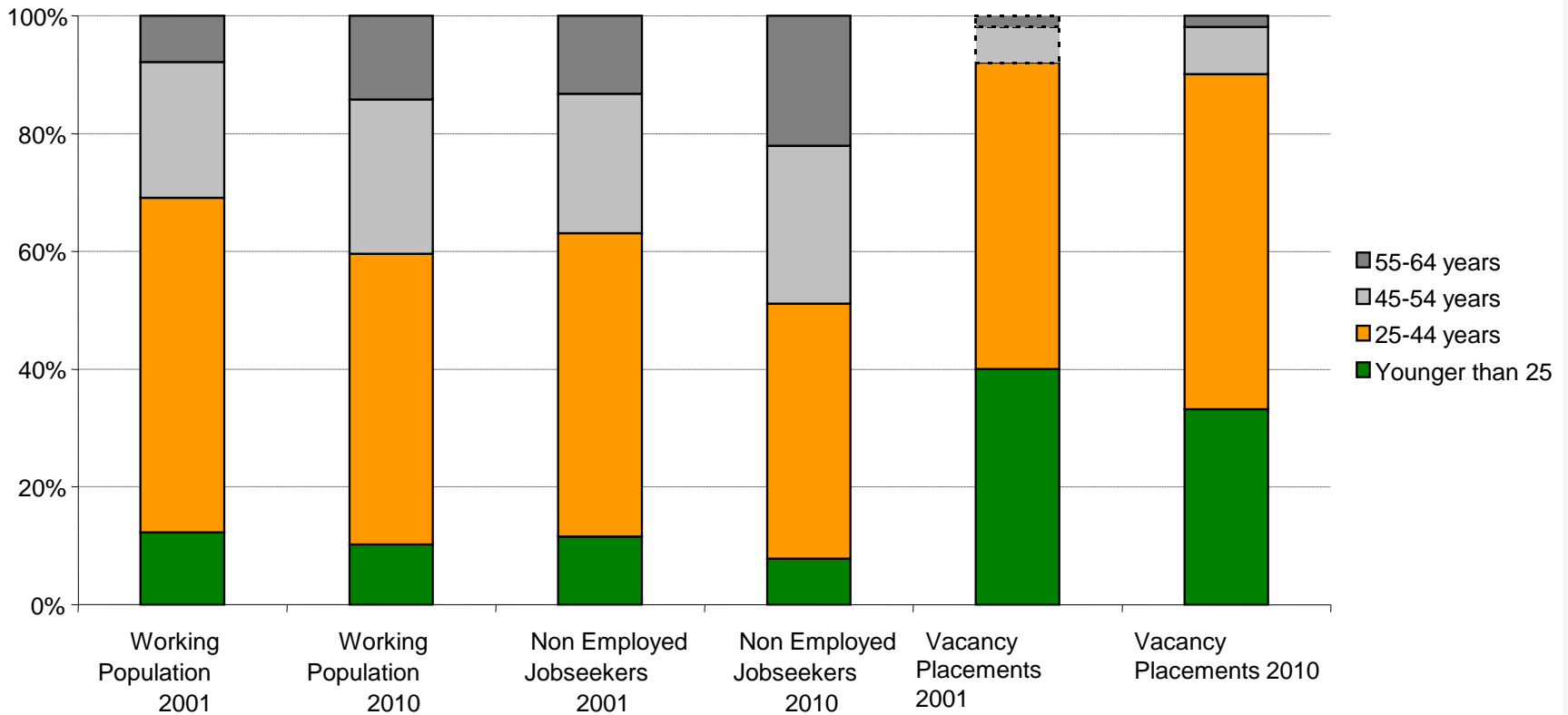
Our approach to improve their participation in the labour market. Special attention is given to jobseekers aged 55+



EU 25 2004-2010: participation elderly 55-64 years: source Eurostat



Comparison Young and Elderly Jobseekers in The Netherlands



Position older jobseekers



- Research shows that only 8% of unemployed people over 55 find work within one year.
 - The duration of unemployment for people over 55 in the Netherlands is 3 years on average.
 - The probability that a 55-year old unemployed jobseeker will return to work is 10%. For a person aged over 60 it is only 3%.
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Measures Promoted



- Continuing to **break down prejudices**
- Encourage **mobility** within and outside organizations
- **Focus** more **on talent** and less on age
- More use of **assessments**
- More use of EVC and EVP (**certificates of acquired skills and competences**)
- Encourage use of **social media**
- **Network groups** at local offices
- Encouraging use **regulations** UWV
- **Cooperation** with private partners

ESF Talent 55 + Project



- **Objective:** Promote labour participation of jobseekers aged 55-60 years

- **Working method**
 - **Services:**
 - Draft Work Plan and analysis
 - Use of Competence tests and earlier acquired skills certificate
 - Targeted approach of preferred employers
 - Utilization of available subsidy opportunities
 - Specific job fairs and speed dating with employers
 - Participation in Networking Groups

ESF Talent 55 + Project (2)



■ Working method

■ 55+ network

- Learn from each other & give advice to each other
- Elevator pitch
- Making CVs
- Practice job interviews
- Looking for suitable jobs or starting their own business

■ National PR campaign

- Change the image that employers have of 55+ jobseekers
- Promote positive self image 55+ jobseekers

ESF Talent 55 + Project (3)



■ The dedicated workcoaches 55+

- The workcoaches are specially trained
 - What does it mean to work with 55+ clients
 - How to work with groups and group dynamics
 - How to explore your own network and the network of others
 - How to find jobs in your network
 - How to present yourself: elevator pitch
 - How to present your competences
 - And so on.....
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ESF Talent 55 + Project (3)



■ Objectives 2011

- We offer job vacancies for 5720 elderly jobseekers
- 500 jobseekers find paid employment
- 30 jobseekers find self employment

■ Results

- From 5720 jobseeker 5662 participated in networking groups
- 1690 Jobseekers found paid employment
- 133 Jobseekers started their own business
- 285 Jobseekers started doing voluntary work

- **Conclusion:** Outflow through networking groups was 32% instead of the usual 6% thanks to Networking Groups. The appreciation from our clients was 7.8.

- The amount of dedicated work coaches will be increased to achieve even better results. From 22 fte to 88 fte.

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- Cooperation and action of all parties on operational level labour supply side
 - Attention and action on all levels (national, regional, local) and on labour demand side
 - Politicians who dare take decisions.
 - A project team with vision, creativity, courage and authority
 - An adequate budget
 - Most important: booming economy and a little luck

Active aging till...65, 66, 67.....?

