



PROJECT

"ACTION TO FIGHT AGAINST HIRING DISCRIMINATION "

TEP: Brussels Capital

Belgium

TYPOLGY	Training
TRANSVERSAL THEMES COVERED	Insertion
TERRITORIAL AREA INTERESTED	Brussels Capital Region

Key factors having contributed to the launch of the initiative

Under its participation in the group on hiring discrimination of the Territorial Employment Pact in the Brussels-Capital Region, the Brussels Observatory of the Job Market and Qualification was entrusted with a study to put in detailed perspective the situation of foreign workers in the Brussels job market. The purpose of this study was to take part in the general reflection on the integration of foreign or migrant populations in the world of work.

This effort has also served as a technical and informative support for the awareness raising and training campaign on the problem of hiring persons of foreign origin. The seminars organised are called: "Managing diversity: a stake for the company of tomorrow".

ORGANISATION	CONTACT
TERRITORIAL EMPLOYMENT PACT FOR THE BRUSSELS CAPITAL REGION – de facto association	Luc SCHINGTIENNE <i>Official representative</i>
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Project's description

The fight against hiring discrimination is a working plank of the Territorial Employment pact of the Brussels-Capital Region. The action pursued is characterised by an awareness raising campaign geared to companies, through several seminars on non-discrimination in hiring due to ethnic origin. The seminars entitled "Managing diversity: a stake for the company of tomorrow" are intended to raise awareness among the different actors on the employment market about non-discrimination of personnel either when hiring or inside the companies.

Objectives and target groups

The awareness and training campaign has a double objective: it must contribute to improving the understanding of discrimination phenomena relative to access to employment and must also raise awareness about the realities of a multi-cultural economy.

Each seminar was organised on the intervention of employers bearing witness on their experiences with non-discrimination. In a subsequent phase, the participants communicated their reactions and own experiences. Finally, concrete paths were examined on how to fight against hiring discrimination.

The target group consists of all the actors in the "business world." This campaign was clearly design to give renewed impetus that goes much further than merely becoming aware of the problems. The objective is to arrive at concrete proposals and actions.

The objectives pursued at the seminars are as follows:

- ⇒ Turn the challenges of diversity into real opportunities;
- ⇒ Exchange different management practices regarding diversity;
- ⇒ Analyse the opportunities offered by the cultural diversity of persons living in the Brussels Region;
- ⇒ Create a positive professional environment;

Partners: names, type, roles / competencies and contributions

At the heart of this initiative are:

Eddy COURTHEOUX, Coordinator of the Territorial Employment Pact.

Johan LEMAN, Director of the Centre for Equal Opportunities and the Fight against Racism.

Stéphane THYS, Brussels Observatory of the Job Market and Qualifications.

Professors André Nayer (ULB) and Albert Martens (KUL) participated in the preliminary study, the reflection day, and certain presentations during the seminars.

Project's piloting structure

- ⇒ Luc SCHINGTIENNE, official representative for the Territorial Employment Pact is coordinating this action.

⇒ The following sectors organised and cooperated in the seminars: CEFORA - Centre de Formation de la Commission paritaire auxiliaire pour employés [Training Centre of the Auxiliary Joint Committee for Employees]; FEBETRA – La Fédération belge des transporteurs [Belgian Federation of Hauliers], the National Auxiliary Joint Committee for Employees FABRIMETAL (now called AGORIA) for the metallurgy sector and the employers' organisation FEMARBEL, for employers and managers in the Rest Home sectors.

WHAT HAS BEEN ACHIEVED ?

Innovation

This action is based extensively on the “Pact method” and is innovative due to several aspects:

- ⇒ The cooperation between partners (organisations) from widely varying backgrounds who usually do not meet very often
- ⇒ A social topic that is usually evaded and which, in this case, broaches the real questions with frankness
- ⇒ Simple work methods where dialogue between participants is precisely the point
- ⇒ Hiring remains at the centre of the concerns of all: organisers of awareness raising campaign, speakers at seminars, participants to seminars, colloquia, etc.

In the seminars, the recognition of opportunities is examined in greater depth as follows:

- ⇒ Existence of unexploited reserves of skills and talents;
- ⇒ Creation of a team composed of persons of different origin and training;
- ⇒ Improvement of the corporate image;
- ⇒ Preparation of a management of diversity, in view of the demographic trends of the Region;
- ⇒ Mobility in the company and promotion opportunities.

The obstacles are also analysed in greater depth from the following angles:

- ⇒ Preference of customers;
- ⇒ Arbitrary preference of department heads;
- ⇒ Implicit or explicit choice of the personnel manager;
- ⇒ Resistance of workers' representatives;
- ⇒ Refusal to hire on the basis of negative prior experience;
- ⇒ Absence of adequate evaluation of recruiting procedures.

Results realised and expected

Results:

the seminars are attended by about thirty participants: company managers, human resources managers, members of works councils and trade unions. The breakdown is about 2/3 employers and 1/3 workers.

Short-term projects:

- ⇒ Development of an instructional package for employers and personnel managers.
- ⇒ Under the EU's EQUAL programme, a work group composed of TEP partners of the region was put together to identify development partnership projects.

WHAT IS THE COST?

Initial investment (material, immaterial) and financing source :

Total operating budget :

Year 2000 : Euros 136,400

Year 2001 : Euros 139,100

Income

45% European co-financing, ESF

Year 2000 : Euros 61,400 – regional share: Euros 75,000

Year 2001 : Euros 62,600– regional share: Euros 76,500

Additional information concerning the financial mechanisms, and any eventual further financial evolution:

Measures co-financed under the 2000-2006 budget of the Brussels-Capital Region approved on 04 October 2000

IS IT TRANSFERABLE?

Demographic, social, economic, political and cultural characteristics

Territorial surface :

161 km²

Per head GDP :

Euros 45.543 (1998) The application of this localisation concept at regional level entails that productivity is measured in Region in question without taking into account the place of residence of the production factors implemented by the workers and holders of the capital goods. Consequently, the gross income engendered by production inside the borders of a given region is estimated,

	not the revenue attributed to the inhabitants of this region.
Eligible to the Structural funds objective/s :	Objective 3
Total population:	953 175
Active population:	592 007
Unemployment rate :	15%
Other characteristics :	
Urban region	

Conditions

Technical conditions:

This action seems to us altogether transferable in other territories. It must be able to count on:

- ⇒ The results of a good study of the situation of the region on hiring discrimination
- ⇒ The contribution of association(s), observatory and specialised study centre
- ⇒ The participation of the academic world
- ⇒ The motivation of employers' federations
- ⇒ The contribution of the employers – bearing witness positive experiences
- ⇒ A solid partnership where confidence between partners is reciprocal.

Political and legal conditions:

Every region or area with a high percentage of migrant population could approach this type of project.

Transfer procedures and costs

Estimated transfer costs and procedures (in EURO):

To be specified with the interested parties.