

Attica Broadcasting

Reference	EGF/2014/018 GR Attica Broadcasting
Member State	Greece
Submitted to European Commission	4 September 2014
Total budget planned (€)	8 410 000
EGF contribution (€)	5 046 000
Intervention criterion	Article 4.1.(b) Regulation (EC) No 1309/2013
Period of reference	12.9.2013-12.6.2014
Redundancies during period of reference	928
Active employment measures	To be provided for 928 workers and include: <ul style="list-style-type: none"> - occupational guidance , job-search assistance and promotion of entrepreneurship, - vocational training, - contribution to business start-up, - different allowances, such as mobility allowance, job-search allowance and training allowance.

BACKGROUND

- The mass media sector suffered considerably the negative effects of the financial and economic crisis in Greece as the substantial drop in purchasing power led to significant drop in purchase of goods and services that are not essential. Thus the enterprises in the sector of programming and broadcasting activities had to cut their production and subsequently their staff.
- The events giving rise to the redundancies were: (1) the decrease of available household income — due to the increase in the tax burden, decreasing salaries (of both private and public employees) and rising unemployment as a result of the economic and financial crisis — resulting in a huge drop of purchasing power; and (2) the drastic reduction of loans to enterprises and individuals due to the lack of cash in the Greek banks. These two events combined made it impossible for the programming and broadcasting enterprises to keep their turnover and led to substantial cut in employment in this sector.
- The territory mostly concerned by the redundancies is the region of Attica where in Q1 2014, the unemployment rate was 28 %. Furthermore, there is a constant lack of job offers on that territory compared to the high number of job seekers.

