**Estonia**

The aim of 'Coaching for working life' is to prepare long-term unemployed people and unemployed people without work experience to (re)-enter the labour market. 'Coaching for working life' includes simple tasks that do not require specialised knowledge or skills, such as general training (for instance, languages or computer literacy; vocational training is excluded). A small counselling component (amounting to a maximum of 20% of the practice) is also included. The practice has been successful in terms of activating the long-term unemployed, as half of the participants continue in other active labour market policy measures within the context of economic crisis.

| Name of the PES | Eesti Töötukassa  
Estonian Unemployment Insurance Fund (UIF) |
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<td>When was the practice implemented?</td>
<td>2006 – on-going</td>
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<td>Which organisation was involved in its implementation?</td>
<td>Work practice is organised by private and not-for-profit service providers (mainly NGOs).</td>
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<td>Which social groups were targeted by the practice?</td>
<td>Long-term unemployed</td>
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<td>What were the practice’s main objectives?</td>
<td>The aim of the practice is to reduce a person’s ‘distance’ to the labour market and encourage their participation in other active labour market policy measures. The practice facilitates a return to the labour market and increases participants’ readiness to take part in other active labour market policy measures.</td>
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| What activities were carried out? | Coaching for working life’ services encompass various simple activities (the work component of ‘Coaching for working life’) and counselling.  
The main activities include training in practising work habits (for example, arriving on time, performing the duties agreed, increasing motivation and the sense of duty) and socialisation of the participants. Vocational skills are not practised.  
The content of the counselling/guidance activities is varied. It generally includes psychological counselling, but in certain cases it can also cover training for unemployed people (for instance in computer literacy, language training, applying for jobs in the labour market, etc.), as well as debt counselling, etc.  
Participants receive a daily grant (EUR 3.84) and can apply for the reimbursement of travel costs. |
| What resources and other relevant organisational aspects were involved? | 'Coaching for working life' is organised by private or not-for-profit service providers (mainly NGOs), based on a contract with the UIF. The contract specifies the schedule, the skills to be taught, where the coaching will take place, its duration, the cost and the procedure for keeping track of the participants. Service providers are obliged to keep a record of the participants and to submit the relevant data to the UIF at least once every thirty days. The UIF is responsible for supervision. |
| Source(s) of funding | National budget (tax revenue)  
European Social Fund |
What were the outputs of the practice: people reached and products?

**People reached:**
842 people (403 women and 439 men) participated in 2010, and 1,242 (650 women and 592 men) in 2011. The number of participants was in line with the planned number. Older unemployed people tend to participate more often: 75% of the participants were aged 25–54 and around 15% were above 55, which was above the share of those age groups among all registered unemployed. Young unemployed people are less likely to participate in the practice. Furthermore, those with a lower level of education and with previous work experience in agriculture, forestry and fishing tend to participate more often.

Some 78% of participants in 2010 and 2011 were also involved in other ALMP measures – mainly career counselling (around 50%), job-search programmes (38%) and training (28%).

**Products:**
N/A

What outcomes have been identified?

The practice did not establish quantitative targets in terms of post-programme employment levels, wages or share of people participating in other ALMP measures were set in advance. However, the analyses showed that a year after participation, 48% of participants were involved in ALMP measures and 18% were employed.

The result was compared to two other interventions – ‘Work practice’ (Tööpraktika) and general ‘Labour market training’ (Tooturukoolitus) which, taken together, had 40% of people in employment after six months and 62% after twelve months (data was calculated on the basis of the total number of participants in 2010 – 842).

Furthermore, analysis of the stock data showed that six months and a year after participation, 36% and 48% of participants, respectively, had taken part in other ALMP measures, and 18% were employed a year after participating.

What are the lessons learnt and success factors?

The individualised service was a key aspect of this practice. The regional UIF offices are responsible for registering the unemployed, for drawing up and following up individual action plans; also for counselling and referring the unemployed to ALMP measures.

More information on the practice


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