



REDUCING A PERSON'S
'DISTANCE' TO THE LABOUR
MARKET

Coaching for working life

Publication date: October 2015
Updated: December 2019

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 on teamwork and communication skills. An individual counselling component is also included. The activities are carried out through active learning methods. 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)

When was the practice implemented?

2006-ongoing.

Which organisation was involved in its implementation?

Coaching for working life is organised by private and not-for-profit service providers.

Which groups were targeted by the practice?

The long-term unemployed.

What were the practice's main objectives?

The aim of the practice is to reduce a person's 'distance' to the labour market and to 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.

What activities were carried out?

Coaching for working life services encompass various activities which are tutored by coaches using active learning methods and counselling. The main activities include practising work habits (for example, arriving on time, performing the duties agreed, increasing motivation and the sense of duty), socialisation (cooperation skills, self-establishment) and activation (to activate and motivate, shape self-esteem, attitudes and ways of thinking). Vocational skills are not practised. The content of the counselling/guidance activities varies. It generally includes career counselling, psychological counselling, and in certain cases training for unemployed people (for instance applying for jobs in the labour market), 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, 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.

<p>What were the source(s) of funding?</p>	<p>National budget (tax revenue) European Social Fund</p>
<p>What were the outputs of the practice: people reached and products?</p>	<p><u>People reached:</u> 2 992 people (slightly more women than men) participated in 2017, and 2 426 (slightly more women than men) in 2018. The number of participants was in line with the planned number. Most of the participants were aged 25-54, which was above the share of those age groups among all registered unemployed. Young unemployed people are less likely to participate in the practice.</p>
<p>What are the lessons learnt and success factors?</p>	<p>The individualised service was a key aspect of this practice. The regional UIF offices are responsible for registering the unemployed, drawing and following up individual action plans, as well as counselling and referring the unemployed to ALMP measures.</p>



<p>Contact details for further information</p>
<p>Name: Tamm, Domnika</p>
<p>Email: domnika.tamm@tootukassa.ee</p>
<p>Telephone: +372 6148621</p>
<p>Websites: (in Estonian) https://www.tootukassa.ee/content/teenused/tooharjutus https://www.tootukassa.ee/eng/content/services/work-practice (in English)</p>