**POLAND**

The Green Line practice is part of the government's efforts to facilitate contact between the unemployed, job changers, employers and PES; to improve the image of PES among employers and the unemployed; to professionalise PES services by using more advanced technologies; and to reduce the workload of PES case workers and to improve the efficiency of resources invested.

By dialling '19524', a client obtains comprehensive information about labour market issues. In 2011, the online portal targeted migrants and return migrants were integrated into a Green Line system. Currently, 90% of all local PES offices in Poland are using a joint Green Line system and a client’s call can be easily transferred to the corresponding PES office.

| Name of the PES                      | Centrum Rozwoju Zasobów Ludzkich  
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<td>When was the practice implemented?</td>
<td>October 2007 – on-going</td>
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<td>Which organisation was involved in its implementation?</td>
<td>The prototype of the Green Line was the System 7/24 which was established in the Podlaskie Region (an area with low population density and large distances to PES offices) by the local PES office in Białystok as an answer to the need of delivering complex labour market services for unemployed people in remote locations.</td>
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| Which social groups were targeted by the practice? | ▶ Jobseekers: All unemployed people  
▶ Job changers  
▶ People seeking training  
▶ All employers |
| What were the practice’s main objectives? | The goal of the practice is to integrate, modernise and improve accessibility to PES services. |
| What activities were carried out?    | The development of new integrated services (phone, e–services) and delivery of complex information on:  
1. Current job offers (in Poland and abroad),  
2. Professional licenses,  
3. Sources for business financing,  
4. Opportunities for vocational (re-)training,  
5. Trial periods, vocational training at the workplace, public works etc.,  
6. Registration of the unemployed and those seeking employment,  
7. Benefits from district PES offices.  
The practice supports work with databases available at PES and employment agencies and it is constantly revised and improved to take into account developments in IT systems. |
| What resources and other relevant organisational aspects were involved? | The practice is run by four managers and three unit coordinators. Twenty-eight consultants and one trainer implement the practice using the following tools: website (combined with online services), call and contact centre. |
| Source(s) of funding                 | European Social Fund              |

Information review: October 2015

**INTEGRATING, MODERNISING AND IMPROVING ACCESSIBILITY TO PES SERVICES**

The Employment Services Centre for Information and Consultation ‘Zielona Linia’ (Green Line)
What were the outputs of the practice: people reached and products?

**People reached:**
- Expected 20,000 telephone calls to the call centre per month. Actual: average 7,850 per month in 2012;
- Expected 2,000 e-mails per month sent to clients from the contact point. Actual: 3,520 average per month in 2012;
- 40,000 website visits per month (goal achieved); and
- 40 employers registering vacancies per month (goal achieved).

**Products:**
1. The website Green Line www.zielonalinia.gov.pl
2. Call centre (28 consultants; open 8 a.m. to 6 p.m.)
3. New reports on various aspects of the labour market
4. Campaign of Green Line PES service; a summary report of the campaign (with samples of billboard posters)

What outcomes have been identified?

The evaluation survey (686 unemployed people out of a sample of 6,475) showed that 88% of respondents evaluated the Green Line as an improvement in PES services; 85% said that this is a preferred way of getting information about the labour market.

The employers' survey (79 employers out of a sample of 1,712 sample) showed that 89% evaluated Green Line as a factor contributing to a change in the image of PES; 71% improved their knowledge of the labour market; 85% evaluated the Green Line as an improvement for Polish PES; 86% said that this is a preferred way of getting information about the labour market.

What are the lessons learnt and success factors?

Both the unemployed and employers evaluated the remote access to labour market information through the Green Line very positively, especially:
- Access to a central labour market databases in relation to job offers from all local PES offices and directly from employers registered on the Green Line portal;
- Access to training opportunities and to a CV database;
- Access to (brief) labour market analysis available on the portal.

However the number of contacts, website visitors and employer registrations to the Green Line did not match the expected outcomes. Compared with the second half of 2010, the number of calls received by the consultants did not increase, but they even decreased slightly in comparison with one year before (from 18,368 to 15,387). A positive sign was the increase of visits to the website, which almost tripled from 113,352 in 2010 to 327,471 in 2011. The number of phone calls with call centres was lower than anticipated; indicating wider publicity and better involvement of local PES is needed.

The PES publicity campaign, conducted in 2011, was also evaluated (based on correlations between campaign activities and usage of the Green Line services). Various campaign activities had different impact on the intensity of Green Line usage. During the campaign the website visits increased, however the call centre did not experience any significant change.

More information on the practice


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