### Compentence-based matching

Based on evidence and feedback, mainly from employers and other partners in the labour market, it became clear that the challenge of providing matching systems could be better addressed by integrating skills and competences in the (automated) matching process.

#### Name of the PES

**VDAB**

Vlaamse Dienst voor Arbeidsbemiddeling en Beroepsopleiding

Flemish employment and vocational training service

#### When was the practice implemented?


#### What were the practice’s main objectives?

The main ambition was to develop an effective and accurate matching system of jobseekers with jobs, in order to meet the challenges outlined above. The underlying reasons for skills mismatches are multiple and complex. Solving this issue is therefore one of the ways forward in order to address the needs and ambitions of the Europe 2020 policy in this area.

A strategy for a successful labour market – social inclusion and competitiveness for individuals, enterprises and society – can only be achieved through a holistic and integrated approach to the problem of skills mismatching, in close co-operation with all stakeholders at different levels. Stakeholders are individual jobseekers and employers (both of small and larger companies) and policy makers at national and European levels.

#### What activities were carried out?

Because the majority of the European enterprises are SMEs (< 50 employees) and don't have a fully developed HR-department, PES matching services need to allow SMEs to manage efficient recruitment themselves (and therefore the description of necessary competences for jobs within their company). That is why the development of an approach and language that is close to their daily business was essential. This language of competences consists of labour market activities and the related know-how and knowledge that are necessary to perform these tasks adequately within the context of the specific job. When this type of data is available as structured data that can be technically manipulated and used, a new dimension is added to the Belgian-Flemish PES (VDAB) services for employers and jobseekers. In effect, by providing real time labour market feedback on the demand and by offering potential employees that can perform a set of tasks correctly.

This helps employers to define a vacancy that is adapted to the specific needs of their company. At the same time this type of required competence information helps jobseekers to understand the tasks that need to be performed within a specific job.

Online services have been developed so far with regard to competence based matching as follows:

- digital vacancy service (employers) and personal portfolio (job seekers) with automated online assistance to ensure quality;
- personal training/development plan.

The automated matching services based on competences from ‘ROME/Competent’ are fully integrated in the mainstream services and management. In addition, a strategic workgroup was put in place to oversee development.
### What outcomes/results have been achieved?

Other partners on the labour market can use the services of Belgian-Flanders PES (VDAB) in a transparent manner (on their website with their own look and feel), so that their vacancies get the same level of quality, and can be used for matching with ‘Elise’ (e.g. companies specialising in temporary employment such as Konvert and Randstad are using these services since December 2013, and are pleased with the results).

A better return on investment achieved for the ICT based services that have been developed, based on ‘ROME/Competent’ (e.g. re-use of technical components and services by partners allow them to be implemented quicker and at a lower cost).

In June 2015, 81% of the vacancies included competences added by employers (voluntary basis). In June 2014 this was about 63%. In addition 65% of published CV’s included competences.

Currently a workgroup of all Belgian PES is undertaking the necessary preparations to make these services operational across the whole Belgian labour market.

### What are the lessons learnt and success factors?

How does the Belgian-Flemish PES (VDAB) know it’s successful?

- The high percentage of spontaneous use by employers and jobseekers.
- The positive response from partners using the open services for job matching based on competences.

Lessons learnt?

To achieve maximum results, make sure to safeguard the usage of a common classification ‘standard’ (ROME/Competent), don’t allow for too many variations.

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### Contact details for further information

**Name:** TIMPERMAN, Els  
**Email:** els.timperman@vdab.be

**Name:** GOETSCHALCKX, Gerd – Policy advisor  
**Email:** gerd.goetschalckx@vdab.be