



# Reactivate

The European Union (EU) job mobility scheme for jobseekers aged 35+

December 2018

*This document is available in English only*



*This Progress Monitoring Report presents a summary of the implementation of "REACTIVATE" activities funded under the Preparatory Action: "REACTIVATE" Intra-EU job mobility scheme for unemployed jobseekers aged 35+.*

*The report presents:*

- *The results of "REACTIVATE" projects achieved from **1 October/1 December 2017** to **30 September 2018** by the following projects:*
  - *three Reactivate projects supported under the call for proposals VP/2016/011, and*
  - *two Reactivate projects supported under the call for proposals VP/2017/012;*
- *The overall achievements of the Reactivate implementation from November 2016 to September 2018 by the aforementioned projects.*

*Further information on the "REACTIVATE" awarded projects is given in section 0 of the report.*

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## List of acronyms/glossary

**EaSI** - European Union Programme for Employment and Social Innovation (2014-2020). EaSI is a financing instrument at EU level to promote a high level of quality and sustainable employment, guaranteeing adequate and decent social protection, combating social exclusion and poverty and improving working conditions. This EU programme is managed directly by the European Commission. It brings together three EU programmes managed separately between 2007 and 2013: PROGRESS, EURES and Progress Microfinance.

**EU** - European Union. The 28 Member States of the European Union are: Belgium, Bulgaria, Czech Republic, Denmark, Germany, Estonia, Ireland, Greece, Spain, France, Croatia, Italy, Cyprus, Latvia, Lithuania, Luxembourg, Hungary, Malta, Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Finland, Sweden and the United Kingdom.

**EURES** - EURES is the network formed of the Public Employment Services (PES) of the EU-28 countries, Norway, Iceland and Liechtenstein (Switzerland also participates), the European Commission and other EURES Members and Partners who together aim to ensure the transparency of labour markets. Launched in 1993, the EURES network promotes and reduces barriers to workers' mobility by contributing to the development of an open European labour market.

**PES** - In EU countries, public employment services (PES) are the organisations of the Member States, as part of relevant ministries, public bodies or corporations falling under public law, that are responsible for implementing active labour market policies and providing quality employment services in the public interest.

**PrES** - Private employment services (PrES)

**SME** - Small and medium-sized enterprise with up to 250 employees.

**TMS** - A Targeted Mobility Scheme is a tailor-made initiative to address the needs of specific target groups, economic sectors, occupations or countries.

**YFEJ** - YOUR FIRST EURES JOB, a targeted mobility scheme.

## Executive summary

This 2<sup>nd</sup> Progress Monitoring Report presents a summary of the implementation of 'Reactivate' activities funded under the Preparatory Action: "REACTIVATE" Intra-EU job mobility scheme for unemployed jobseekers aged 35+. The Reactivate target groups are nationals **aged 35+** and employers from one of the EU Member States (EU-28).

The report covers the results achieved between October 2017 and the end of September 2018 by the following projects:

- Three Reactivate projects supported under the call for proposals VP/2016/011 (Italy1-led, France-led and Sweden-led projects);<sup>1</sup>

And December 2017<sup>2</sup> and 30 September 2018 by the following projects:

- Two Reactivate projects supported under the call for proposals VP/2017/012 (Italy2-led and Poland-led projects).

Additionally, the report presents the overall achievements of the Reactivate implementation from November 2016 to 30 September 2018 by the abovementioned projects.

To complement the quantitative data, the report includes qualitative data based on customer satisfaction surveys conducted among jobseekers and employers, who have benefited from Reactivate services, and project managers' feedback on the implementation of the projects.

**Error! Reference source not found.** and **Error! Reference source not found.** present the key figures achieved and key findings since the beginning of the Reactivate monitoring, i.e. from November 2016 to the end of September 2018.

Table 1 Overview of key figures achieved

Total number of registered jobseekers	6,267
Total number of registered employers	1,297
Total number of registered vacancies	5,363
Number of countries covered by Reactivate	28
Number of countries receiving mobile jobseekers	23
Average cost per placement	EUR 3,793
Total number of placements	760

1 Projects finishing in October 2018 could provide data on all activities undertaken by the end of their projects and not only on activities undertaken by 30 September 2018 (i.e. SE); projects completed after October 2018 provided data on activities undertaken by 30 September 2018 (i.e. FR).

2 From the start date of the action as specified in the grant agreement, i.e. Day 1.



Table 2 Overview of key findings

<b>Top three sending countries since the start of the projects in 2016</b>	<b>Spain, Italy and France</b>
<b>Top three receiving countries since the start of the projects in 2016</b>	<b>Germany, United Kingdom and Bulgaria</b>
<b>Main reason for jobseekers to register with Reactivate</b>	<b>Unemployed and difficult to find work in country of residence</b>
<b>Jobseekers' level of satisfaction</b>	<b>High</b>
<b>Employers' level of satisfaction</b>	<b>High</b>

The report concludes with findings and recommendations to the European Commission and the projects, which are summarised below.

### Main conclusions

- The number of placements under Reactivate has greatly increased in comparison with the previous period (648 placements to 112 achieved previously). This shows that after a slow start, the projects have gained momentum as the Reactivate brand becomes better known.
- The ratio of male to female job finders is becoming more balanced. In the current monitoring period 60% of job finders were male, as against 68% in the previous period. Overall since the start of the scheme, the male to female ratio regarding persons placed is 61% to 39%.
- The majority of candidates who were placed between November 2016 and September 2018 had completed higher education (55%). However, in comparison with the YFEJ scheme, the share of placed jobseekers with only primary or secondary education is higher.

### Main recommendations

- Currently, the five Reactivate project consortia include partners from 15 countries. The Commission is encouraged to increase Reactivate's visibility and promote it more in the countries which are not part of any consortia so that jobseekers and employers from those countries can benefit equally from the scheme.
- The projects are encouraged to deepen their cooperation to facilitate the exchange of good practices and especially to build a stronger and distinctive identity of each project in order to continue avoiding duplication of work and payments (e.g. candidates often tend to confuse the different Reactivate projects).

## 1. Brief Overview of Reactivate

Reactivate is an intra-EU job mobility scheme which aims to help **people** aged 35 and above from any EU country to find a work placement - job, traineeship or apprenticeship - in a country other than their country of residence. It also assists **employers**, particularly SMEs, to find the workers they need for their hard-to-fill vacancies.

Reactivate is a '**targeted mobility scheme**' (TMS), a preparatory action that draws on the experience of the implementation of the Your first EURES job (YFEJ) preparatory action in 2011 - 2013 and the YFEJ scheme implemented subsequently within the framework of the 2014 - 2020 EU Programme for Employment and Social Innovation (EaSI)<sup>3</sup>. This enables Member States to develop initiatives according to the specificities and needs of national labour markets.

Detailed information about Reactivate is available in the [Annex. The targeted mobility scheme 'REACTIVATE'](#)

### ❖ Reactivate Monitoring System

*Given the 18-month duration of the current Reactivate projects, data on the implementation of the Reactivate scheme is collected approximately twice per project lifetime, once after month 9 and once after the completion of the project (month 18). The corresponding reports are published in the 2<sup>nd</sup> and 4<sup>th</sup> quarters of the year.*

*The monitoring system combines the collection of quantitative data with qualitative data, including a customer satisfaction survey conducted among jobseekers and employers who have benefited from Reactivate services.*

*The overarching aim of the current monitoring system is to improve the efficiency and accountability of the Reactivate activities.*

<sup>3</sup> <http://ec.europa.eu/social/main.jsp?langId=en&catId=1081>

## 2. Reactivate Awarded Projects

Reactivate is implemented through calls for proposals. Lead applicants must be a public or private employment service, or an organisation specialised in work-based placements and the granted projects have a duration of 18 months.

Under the **2016 call for proposals (VP/2016/011)**, **three projects** are supported with a grant of between EUR 800,000 and EUR 1.3 million each. The projects are led by Pôle Emploi (**EURES France**), the Città Metropolitana di Roma Capitale (**Italy1**) and Arbetsförmedlingen (**EURES Sweden**). Implementation of the Reactivate activities began in November 2016. The provisional goal of this call was the placement of at least **860 people**. The France-led project aims to facilitate **400 placements**. The Italy-led project aims to facilitate a total of **160 placements** and the Sweden-led project aims to facilitate **300 placements**.

Under the 2017 call for proposals (VP/2017/012), two projects are supported with a grant of between EUR 500,000 and EUR 1.3 million each. The projects are led by a Polish private university – Wyższa Szkoła Ekonomii i Innowacji (WSEI) in Lublin (**Poland**) and another project led by Città Metropolitana di Roma Capitale (**Italy2**) - Reactivate HUB. The Italy2-project aims to facilitate a total of **200 placements**, while the Poland-led project aims to facilitate **108 placements**.

Under the above calls, each project consortium should be formed by at least four organisations (i.e. lead applicant and at least three co-applicants) established in at least four different Member States. Partner organisations must be a public or private organisation, including social partners whose activities are in the field of information, training, education, career guidance etc.

The Italy1-led and Sweden-led projects were successfully concluded in September and October 2018 respectively.

The Reactivate granted projects involve partners in 15 participating countries<sup>4</sup> (some countries participate in more than one project), with different levels of involvement and responsibility within the projects and provide services to customers from all EU countries covered by the scheme.

The services provided by Reactivate projects include direct funding for target groups (people aged 35+ and employers) for the following purposes:

- **interview trip;**
- **relocation to the country of destination;**
- **language training;**
- **recognition of qualifications;**
- **family relocation grant;**

<sup>4</sup> BE, CY, DE, EL, ES, FI, FR, IE, IT, LU, NL, PL, PT, RO, and SI – some countries participate in more than one Project.



- **integration programme for SMEs** for the new mobile worker(s), trainee(s) or apprentice(s).

Other support services, e.g. training and mentoring, can also be made available by employment services participating in Reactivate projects.

### 3. Progress made between October 2017 and September 2018

This section focuses on the results achieved by projects led by EURES Sweden, Città Metropolitana di Roma Capitale and EURES France under the 2016 call for proposals (VP/2016/011) and two projects awarded under the 2017 call for proposals (VP/2017/012) led by the Città Metropolitana di Roma Capitale and WSEI. Additionally, the section provides a comparative overview between the first monitoring period, i.e. from November 2016 until September 2017 and results obtained between October 2017 and September 2018.

#### ❖ Overview of Results

Reactivate is a result-oriented initiative, focusing on outcomes and results. Consequently, its success rate is to a large extent measured by the actual number of placements (i.e. jobs, traineeships and apprenticeships) achieved.

The three projects under the 2016 call for proposals aim to facilitate 860 placements: 400 placements under the France-led project, 160 placements under the Italy1-led project (IT1) and 300 placements under the Sweden-led project.

In the previous monitoring period (November 2016 until September 2017) the France-led project placed a total of 34 jobseekers (all regular jobs) the Italy-led project (IT1) found placements for 43 jobseekers (40 in regular jobs and 3 in traineeships) and the Sweden-led project placed 35 jobseekers (all regular jobs). In this monitoring period, the three projects placed **613** jobseekers, 246 through the France-led project (241 in regular jobs and five in traineeships), 123 through the IT1-led project (116 in regular jobs and seven in traineeships) and 244 through the Sweden-led project (all regular jobs), which was a significant increase compared to the previous reference period.

The two projects under the 2017 call for proposals aim to facilitate 308 placements: 108 placements under the Poland-led project and 200 placements under the Italy2-led project (IT2). In this monitoring period, the Poland-led project did not place any jobseekers, and the Italy2-led project placed **35** jobseekers (33 in regular jobs and two in traineeships).

The combined target of the five projects awarded under the two calls (2016 and 2017) is **1,158 placements**. The combined number of placements in the current and previous monitoring period is 760, which accounts for 66% of the target.

#### Jobseekers registered

In terms of the demand for Reactivate services, the projects received the following number of applications:

Table 3 Number of registered jobseekers in the monitoring period

	Oct '17 – Sep '18						Nov '16 – Sep '17
	IT1	IT2	FR	PL	SE	Total	Total
Total number of registered jobseekers	1,840	1,446	400	16	382	4,084	2,183

**Of the total registered jobseekers for this monitoring period, there were more male applicants (59%) than female applicants (41%).** In comparison with the previous monitoring period, the gender balance has not changed as previously there were also more male applicants (58%) than female applicants (42%).

The majority of jobseekers' applications in the monitoring period were received through PES project partners (54%), while the rest were received through the lead grant beneficiary (43%) and partnering private employment services (3%).<sup>5</sup> During the previous period the majority of the applications were received through the lead grant beneficiary (73%), while the rest was received through the PES project partners (27%).

Predominantly, the profiles of jobseekers registering with Reactivate projects align with the profiles of those jobseekers who have been placed through this scheme and whose information will be further analysed below in the Job finders' sub-section.

In this monitoring period 45% of all the people registered with the projects are aged between 35 and 40 years old, whereas 38% of registered jobseekers fall in the age group of 41 to 50. The remaining 17% of the jobseekers are in the age group above 51 (between 51 and 59 – 15%; 60+ – 2%). Over half of all registered jobseekers (52%) have higher education degrees, followed by a quarter of jobseekers with basic and secondary education respectively. Compared to the results from the previous monitoring period the youngest age group (35 and 40) accounted for a great majority (82%) and 63% of all registered jobseekers had higher education degrees. Therefore, the mobility programme seems to be still more appealing to the younger and higher educated parts of the target group. However, the share of jobseekers aged between 41 and 50 years is becoming more significant and the educational background is changing as well with a higher percentage of people having basic and secondary levels of education.

### Employers and vacancies registered

The numbers of registered employers and vacancies of the five projects (EURES Sweden, Città Metropolitana di Roma Capitale (IT1), EURES France under the 2016 call for proposals (VP/2016/011), Città Metropolitana di Roma Capitale (IT2) and WSEI Lublin under the 2017 call for proposals (VP/2017/012)) between October 2017 and September 2018 were as follows:

<sup>5</sup> No data available for the IT1 and IT2-led projects

Table 4 Number of registered employers and vacancies in the monitoring period

Oct '17 – Sep '18							Nov '16 – Sep '17
	IT1	IT2	FR	PL	SE	Total	Total
Total number of registered employers	334	264	249	3	258	1,108	189
Total number of registered vacancies	1,240	2,232	358	26	244	4,100	1,263

Among the **employers** registered with the Reactivate projects in the current monitoring period, small and medium-sized enterprises (SME) were more represented (71%) than large companies (29%), which is a significant increase compared to the previous period where only 52% of the registered employers were SMEs. The large majority of the vacancies refer to **regular job vacancies** (98%), while only 2% refer to traineeships and apprenticeships. This is in line with the last monitoring period where regular job offers accounted for 97% of all vacancies.

Similarly to the registered jobseekers' profiles, the profiles of registered employers and the vacancies they register with the Reactivate scheme closely match the vacancies that are filled through the Reactivate projects, which will be further described in the Vacancies Filled and Overview of Mobility Flows parts of this section.

With regard to the number of registered vacancies, the **top three countries** were **Germany (1,293) the UK (867), and France (462)**. It is interesting to note that in the previous monitoring period both Germany and the UK were also the top locations in terms of registered vacancies. This may be the result of the continuous need for workers from other European countries and good visibility of the targeted mobility schemes in these countries. However, while the Netherlands was the third top location in the previous monitoring period, France has now replaced it with the 11% of the vacancies registered there (Netherlands has 7%).

The top three **occupational** groups in which vacancies were registered were **Professionals (57%), Clerks (11%) and Technicians and associate professionals (11%)**, which is in line with the previous monitoring period. The top three **sector** groups were **Human Health and Social Work Activities (40%), Information and Communication (22%) and Administrative and Support Service Activities (7%)**.

## Results indicators

Overall, during this monitoring period the three projects from the 2016 call for proposals and the two projects from the 2017 call for proposals<sup>6</sup> have:

<sup>6</sup> Poland-led project has not made any placements yet.

- filled **648 job vacancies** with jobseekers from another Member State;
- provided **530 relocation grants** to support job finders to settle in another Member State;
- provided **60 family relocation allowances**;
- supported **460 job interviews**<sup>7</sup> in another Member State;
- supported **143** jobseekers for **language training**;
- supported **46 recognitions of qualifications** for Reactivate job finders;
- supported **31 SMEs** to provide **integration training** for Reactive job finders.

*Preparatory training sessions and mentoring support* can also be made available free of charge to Reactivate candidates. For the monitoring period, **84 candidates** benefited from preparatory training, including **language training** (29), improvement of **soft skills** (23) and **technical skills** (25). The largest group (66 jobseekers) were from the IT1-led project.

Table 5 Comparative results between current and previous monitoring periods

Financially supported measures	Comparative results	
	Nov '16 – Sep '17	Oct '17 – Sep '18
Placements in another MS	<b>112*</b>	<b>648**</b>
Relocation grants	<b>108</b>	<b>530</b>
Supplementary relocation allowance	<b>4</b>	<b>60</b>
<b>Financially supported job interviews</b> in another MS	<b>91</b>	<b>460</b>
Financially supported <b>language training for jobseekers</b>	<b>12</b>	<b>143</b>
Supported SMEs for <b>integration training</b> provision	<b>14</b>	<b>31</b>
<b>Financially supported recognition of qualifications abroad</b>	<b>11</b>	<b>46</b>

\* 109 jobs, 0 apprenticeships, 3 traineeships

\*\*634 jobs, 0 apprenticeships, 14 traineeships

As the projects are free to decide the financial amount per support type, *Table 6* summarises minimum and maximum amounts provided by projects to job finders and employers per support type.

<sup>7</sup> Out of the total financed interviews, 33% were reported as having led to a placement, whereas 43% of the candidates who received financial support were unsuccessful. At the time of reporting, 25% of the candidates were recorded as waiting for the outcome of the financed interview. Candidates did not have any online interviews in this monitoring period.

Table 6 Minimum and maximum amount per type of support

Type of support	IT1		IT2		FR		SE	
	Min	Max	Min	Max	Min	Max	Min	Max
Relocation grants	700	1,170	700	1,170	699	1,199	720	1,400
Job interviews	150	500	400	500	34	500	25	550
Recognition of qualifications	400	400	400	400	74	532	52	400
Language training	220	2,000	1,490	1,490	325	1,270	298	800
SME integration training	1,010	1,700	1,010	1,700	940	940	1,390	1,740
Family relocation	500	500	500	500	-	-	350	1,000

The largest amounts of financial support paid out to job finders were for the **Relocation grants**. Overall in the four projects (IT1, IT2, FR and SE) 81% of job finders received the relocation grant above EUR 1,000 and 19% of job finders received the grant in the amount between EUR 501 – EUR 1,000. There were no relocation grants in the amount below EUR 500. Most relocation grants in total have been received by the job finders from the Sweden-led project (46%), followed by France-led project (27%), IT1-led project (23%) and IT2-led project (3%).

The majority of jobseekers (64%) received between EUR 101 and EUR 400 for **job interviews** and 27% of job seekers received support above EUR 400, which is consistent with the results from the previous programming period. For **recognition of qualifications**, the vast majority of the jobseekers (89%) received between EUR 101 and EUR 400, with most recipients from Sweden-led project (61%). Over 50% of jobseekers received financial support above EUR 800 for **language training**, with the majority of recipients from France-led project, which is in line with the previous programming period. The total number of SMEs having received financial support for **integration programme** was 31. The majority of SMEs received support between EUR 501 and EUR 1,500 (62%). All **family relocation allowances** were supported by IT1-led, IT2-led and Sweden-led projects (90% of grants from the Sweden-led project). Over half of job finders received grant between EUR 501 and EUR 1,000 (58%).

### ❖ Job finders' profile

This section introduces background information on the registered jobseekers who were placed in a job/apprenticeship/traineeship through one of the four Reactivate projects<sup>8</sup>.

The profile of job finders closely matches the registered jobseekers' profile. The job finders from the two age groups; between **35 and 40 years old** (43%) and **41 and 50 years old** (40%) had almost the same share of placements, which is consistent with the number of the people registered as jobseekers in those age groups. The remaining

<sup>8</sup> Poland-led project has not made any placements yet.

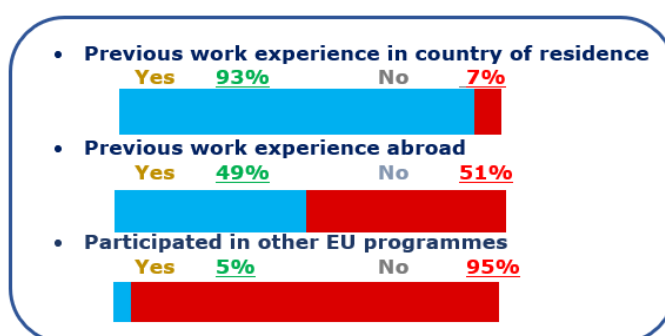


17% of the job finders are in the over-50 age group. Age-wise the job finders' profile is similar to the previous monitoring period.

The majority of job finders in this monitoring period were **men** (60%), which follows the pattern of the previous monitoring period (68% men, 32% women), with a shift towards greater gender balance. Out of the total number of persons placed, 53% of them have completed higher education. There were 36% job finders with secondary education and 11% with basic education. The percentage of job finders that had achieved higher education in the previous monitoring period was 10 percentage points higher than in this period. Additionally, there is an increase of 5% within the profiles with secondary education and 5% increase among job finders with basic education compared to the previous monitoring period.

The distribution of job finders' work status at the time of application was also broadly unchanged. The vast majority of the job finders were **unemployed** (83%) at the time of application. There was a number of job finders already in employment: full-time (12%) or part-time (4%) and the rest had **other status**<sup>9</sup> (1%) **or were in apprenticeship/ traineeship/education** (2%).<sup>10</sup>

The large majority of job finders had **previous work experience in their country of residence** (93%), while nearly a half of them had **worked abroad** (49%) before securing a placement through Reactivate. In addition, only a small percentage of job finders had **participated in other EU programmes** (5%).<sup>11</sup>



These results are consistent with the previous monitoring period.

The **average duration of service provision to the jobseeker up to placement** (i.e. first day of work) was less than three months in 76% of cases, between three and six months in 23% and over six months in 1% of cases. If comparing this to the previous period, where the average duration of service provision was less than three months for 99% of cases, it can be concluded that the speed of processing has slowed down.

(See pages **17 - 18** for a graphical representation of the selected main data mentioned above).

## ❖ Vacancies Filled

This section introduces information related to vacancies filled during the monitoring period.

<sup>9</sup> Other status could include inactive persons - those classified neither as employed nor as unemployed.

<sup>10</sup> Data not available for the IT1-led project.

<sup>11</sup> Data not available for the IT1-led project.

Nearly all the filled vacancies (**634**) were **regular work placements** (98%), with only 14 **traineeships** (2%) and no apprenticeships in the current monitoring period. In comparison with the previous monitoring period the distribution between regular jobs and traineeships was similar (97% and 3% respectively) and no apprenticeships were registered.

In this period, more than half of the vacancies filled were with SMEs (67%) as opposed to large companies (33%). This is an increase from the previous monitoring period, where SMEs' placements made up 60% of the total vacancies filled. There are indications that this data is closely aligned with the type of registered vacancies and the size of companies registered as can be seen in the 'Employers and vacancies registered' part of this report and the corresponding sections in the previous Reactivate Monitoring Report.

The largest group of contracts concluded were **open ended** (50%) followed by 6-12-month contracts (28%), contracts lasting six-months (15%) and longer than 12-month contracts (7%). In the previous monitoring period, most of the contracts were open ended (49%) or lasted between 6-12-months (23%).

The top **occupational groups**, in this period, in which vacancies were filled were **Professionals** (39%), **Service Workers and Shop and Market Sales Workers** (18%), **Technicians and Associate Professionals** (15%) and **Clerks** (12%). The top four occupational groups were the same as in the previous monitoring period: Professionals (46%) ranked first, followed by Clerks (17%), Technicians and Associate Professionals (15%) and Service Workers and Shop and Market Sales Workers (15%).

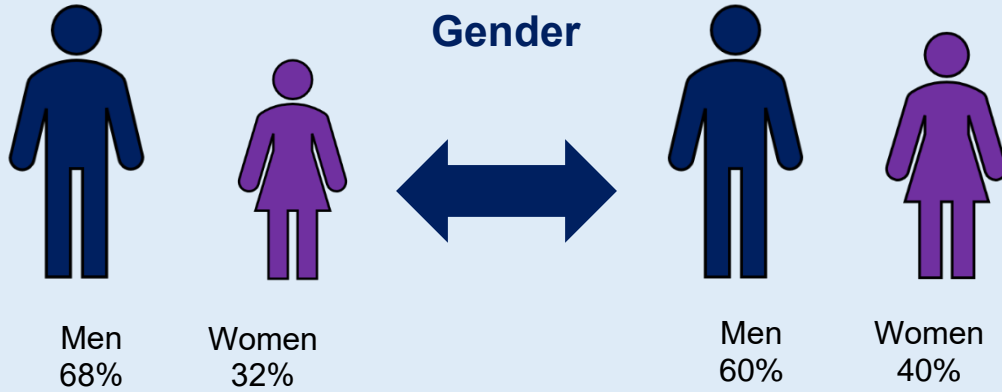
The top four **sectors** with the most vacancies filled were **Human Health and Social Work Activities** (21%), **Transportation and Storage** (16%), **Information and Communication** (12%), **Professional, Scientific and Technical Activities** (9%). In the previous monitoring period, the top three sectors with the most vacancies filled were Human Health and Social Work Activities (24%), Information and Communication (21%) and Professional, Scientific and Technical Activities (10%).

For a graphical representation of the selected main data mentioned above, see the following two pages.

## Overview of Finders and Vacancies Filled Profiles between October 2017 and September 2018

Nov'16-Sep'17

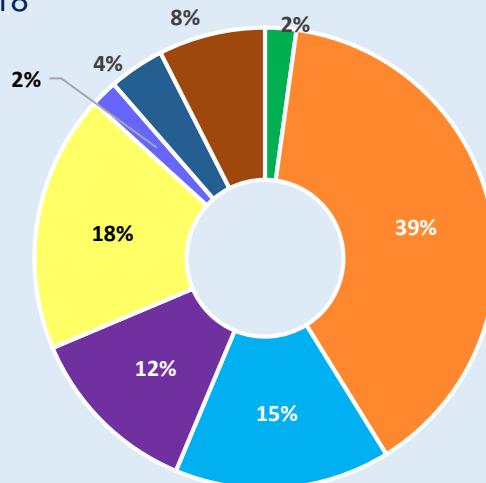
Oct'17-Sep'18



### Occupational Groups

Oct'17-Sep'18\*

- (1) Legislators, Senior Officials and Managers
- (2) Professionals
- (3) Technicians and Associate Professionals
- (4) Clerks
- (5) Service Workers and Shop and Market Sales Workers
- (7) Craft and Related Trades Workers
- (8) Plant and Machine Operators and Assemblers
- (9) Elementary occupations

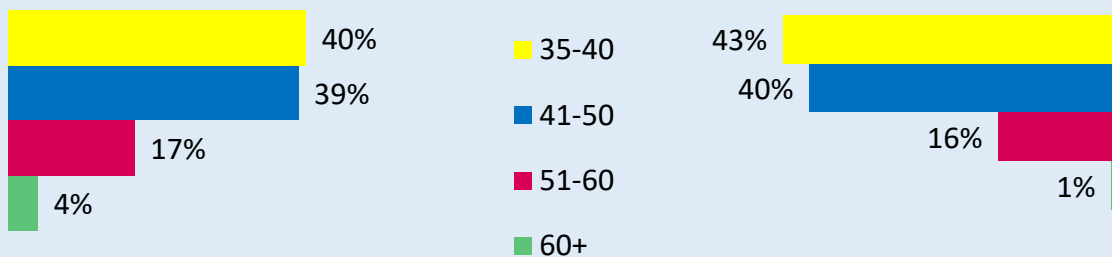


\*Mining and Quarrying workers are not represented in the graph as they make up 0%.

Nov'16-Sep'17

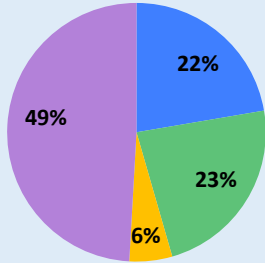
### Age

Oct'17-Sep'18



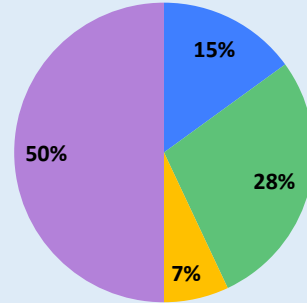
## Duration of Labour Contract

Nov'16-Sep'17



- 6 months
- Between 6 to 12 months
- >12 months
- Open ended contract

Oct'17-Sep'18

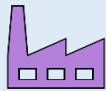


## Size of a Company

Nov'16-Sep'17



SME  
60%



Large  
40%

Oct'17-Sep'18



SME  
67%



Large  
33%

\*Sectors not represented in the graph as their share is close to zero are Mining and Quarrying; Water Supply; Sewerage, Waste Management and Remediation Activities; Real Estate Activities; Public Administration and Defence; Activities of household as employers, undifferentiated goods and services producing activities of household for own use.

## Overview of Mobility Flows

The table below shows the **mobility flows** of jobseekers during the current reference period.

Table 7 Mobility flows in the current and previous monitoring periods

Outflow		Countries	Inflow	
Nov 2016 - Sep 2017	Oct 2017 - Sep 2018		Nov 2016 - Sep 2017	Oct 2017 - Sep 2018
0	3	AT - Austria	2	16
4	22	BE - Belgium	0	12
1	3	BG - Bulgaria	13	<b>34</b>
0	1	CY - Cyprus	0	0
0	2	CZ - Czech Republic	1	7
1	3	DE - Germany	37	<b>263</b>
0	9	DK - Denmark	0	15
0	8	EE - Estonia	2	2
4	7	EL - Greece	0	1
20	<b>263</b>	ES - Spain	6	29
8	20	FI - Finland	0	11
23	<b>91</b>	FR - France	4	27
1	8	HR - Croatia	0	0
1	10	HU - Hungary	0	4
6	26	IE - Ireland	4	18
23	<b>94</b>	IT - Italy	0	5
0	2	LT - Lithuania	0	2
0	0	LU - Luxembourg	2	10
0	1	LV - Latvia	0	0
0	0	MT - Malta	3	26
4	16	NL - Netherlands	3	21
1	5	PL - Poland	1	1
4	23	PT - Portugal	3	13
1	9	RO - Romania	0	0
5	6	SE - Sweden	6	24
2	9	SI - Slovenia	0	0
1	2	SK - Slovakia	0	1
2	5	UK - United Kingdom	25	<b>106</b>

As shown in the table above, the top three sending countries (outflow) were **Spain France and Italy**, which were also the top three sending countries (outflow) in the period November 2016 - September 2017. This can be due both to the fact that three of the projects are located in these countries (France and Italy1/Italy2) as well as to the labour market situation as in all of these countries' unemployment is above the EU average of 6.7%.

The top receiving countries were **Germany, the UK and Bulgaria**, the same as in the previous monitoring period. This could be explained by one or more factors such as existing national bottleneck sectors, and/or the good functioning of partnerships in the destination countries, or in the case of the UK the fact that English is the most widely

spoken foreign language in the sending countries. With regard to placements in Bulgaria, many companies operating in the information and communication sector across Europe are establishing bases in Bulgaria, such as call centres, given the favourable working conditions.

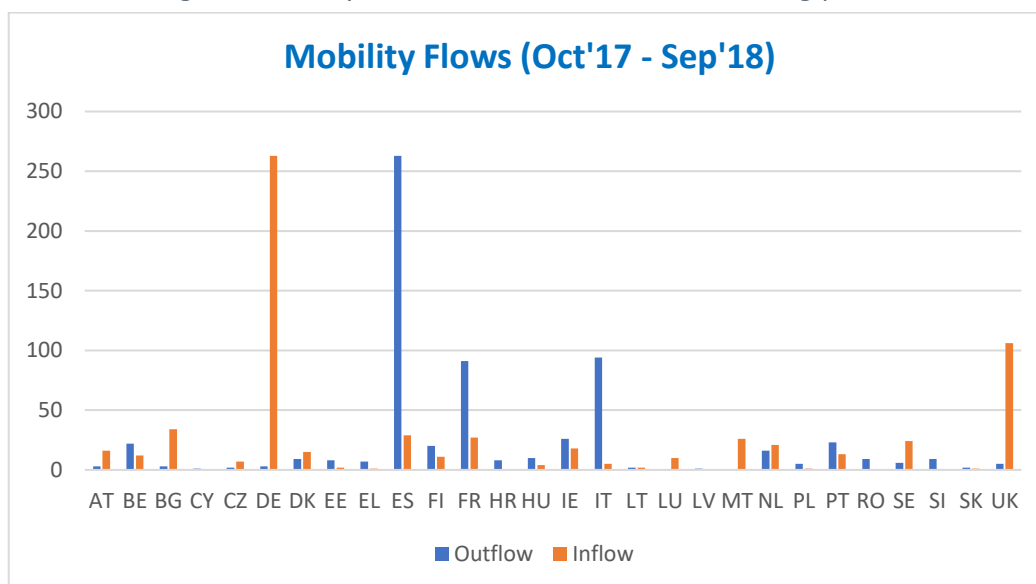
It is worth noting that the top three sending and two of the top three receiving countries (Germany and the UK) were the same in the 6<sup>th</sup> YFEJ Monitoring Period which might suggest that despite being two distinctive programmes, the overall idea of targeted mobility schemes is well accepted in these countries, as well as the partner networks are well developed and trusted.<sup>12</sup>

Regarding the main sectors where Reactivate may have helped filling job vacancies, the broad picture is as follows:

- **Germany:** most jobseekers were hired in Transportation and Storage sector (bus drivers, truck drivers, lorry drivers, post-delivery drivers);
- **United Kingdom:** most jobseekers found a job in Human Health and Social Work Activities (healthcare assistants, nurses, community carers, ambulance crew);
- **Bulgaria:** most jobseekers found a job in Information & Communication (contact centre agents).

The abovementioned trends in terms of inflows and outflows of jobseekers in the monitoring period are also presented in the graph below.

Figure 1 Mobility flow trends in the current monitoring period



<sup>12</sup> The French and Swedish projects are led by the same organisations, while the Italian are led by a different organisation.



## 4. Implementation of Reactivate: success factors and challenges

### ❖ Management of the projects

The **implementation** of the Reactivate scheme in the October 2017 - September 2018 period was going as planned for most of the projects. The France-led and Sweden-led projects indicated that, after a slow start, the scheme has gained visibility. The Poland-led project mentioned that it experienced many difficulties as the consortium leader runs this type of project for the first time. The project stated that it was difficult to understand Reactivate guidelines which were not sufficiently developed and often refer to the YFEJ guidelines. Furthermore, their consortium has not been visible on the European Commission websites and in Reactivate dissemination materials.

Both Italy-led projects mentioned that they experienced some difficulties. The Italy1-led project indicated that these difficulties were due to a) the specificities of the target group (aged over 35) which requires stronger one-to-one support, and b) the delays in payment of the YFEJ 5.0 project, which reduced the general level of satisfaction of those employers who participate in both projects. The Italy2-led project explained that its project phase overlapped with the Italy1-led project, so that the numbers of contracts and services provided were slightly below the targets.

Most projects did not report any problem regarding the **volume of human resources**. The only exception was the Poland-led project which indicated that the volume of human resources was not adequate as more efforts would be required to organise work at the national level. This might, again, be due to the fact that the consortium leader runs this type of project for the first time.

The projects provided a mixed picture on the adequacy of the **level of financial support**. The France-led and the Sweden-led projects considered the level of financial support inadequate, especially as the target group is mainly composed of married candidates with children who have additional financial obligations, hence, the relocation grants seem to be insufficient, especially when moving to countries with higher cost of living. The two Italy-led projects, however, considered the financial support as adequate, pointing out that the level of financial support provided under Reactivate had been levelled on YFEJ financial contributions. The extension of the flat rate to the recognition of qualifications was particularly appreciated.

The **functioning of the partnerships** appeared to be satisfactory. The two Italy-led projects pointed out that the coexistence of public and private, as well as national and local bodies, represents a strong added value for the project by ensuring the involvement of a large variety of stakeholders.

Regarding the **communication activities** carried out by the projects, all projects, except for the Poland-led project, were satisfied with the fulfilled objectives. The Poland-led project expressed disappointment at the lack of visibility of the Reactivate consortium on the European Commission's websites.

Direct contacts, notably face-to-face meetings, were seen as the most effective communication activities to mobilise employers.

In terms of **matching and recruitment services**, it was reported that both employers and jobseekers value fast and accurate support and matching services, along with a timely payment of financial allowances. The two Italy-led projects pointed out that a one-to-one relationship with employers and individual support for jobseekers are key success factors for successful recruitment services.

### ❖ Customer satisfaction

The collection of quantitative data on the results of Reactivate from the project managers was combined with a customer satisfaction survey. This was sent out to candidates placed in regular jobs, apprenticeships or traineeships, as well as employers who have received at least one Reactivate support measure after registration of a vacancy (i.e. at least an online/onsite interview opportunity with a candidate) between September 2017 (or the start of service provisions<sup>13</sup>) and the end of June 2018.

The main findings of the customer satisfaction survey are summarised in the following sections. A methodological note is also provided below.

#### Jobseekers

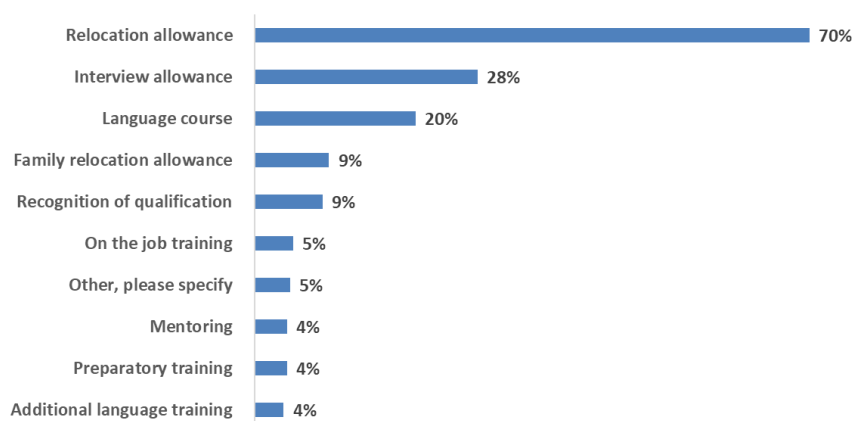
Based on the results of the survey, the most commonly identified drivers for jobseekers to apply to Reactivate were:

- unemployed and difficult to find work in my country;
- wanted to move and settle permanently in another EU country;
- interested in the service package and financial support provided by Reactivate;
- wanted to gain additional experience and wider knowledge to help advance my career;
- wanted to learn a new language or improve my language proficiency.

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<sup>13</sup> This means for IT2 and PL from December 2018.

Figure 2 Reactivate service/support provision to jobseekers



The figure above shows the services received by the respondents through the Reactivate scheme. The services/support that was by far most frequently provided by EURES staff to jobseekers enrolled in Reactivate was relocation allowances (70%), followed by interview allowances (28%) and language courses (20%). Jobseekers could receive more than one service at a time.

The Reactivate support received was rated positively, regardless of the type of support. Relocation allowance support was rated as “very good” (49%) and “good” (39%). Similarly, interview allowance support was rated as “very good” (41%) and “good” (48%). A slightly lower level of satisfaction was reported by jobseekers who received language courses but still rated the service as “good” (45%).

About **54% of the jobseekers** responded that they **would have looked for work in another EU country without any Reactivate support**, while 31% of the jobseekers would not have looked and 15% of them did not know.

Regarding their professional situation today, about half of the responding jobseekers (52%) continue to work at the same company where they were placed through Reactivate, 17% are unemployed and 12% have changed their employer but are still working within the same country where they were placed through Reactivate.

The respondents found the Reactivate application process “neither easy nor difficult” (40%), “easy” (36%) or “very easy” (12%). The highest share of respondents reported that they have learned about Reactivate through EURES advisers, the Public Employment Service or the EURES website.

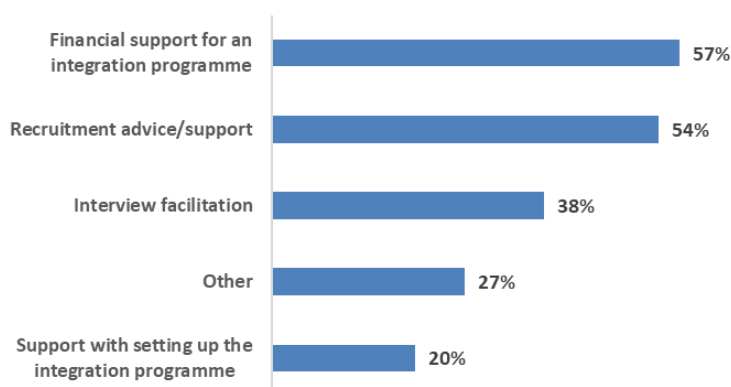
Overall, a large majority of jobseekers who completed the survey reported to have been either “**satisfied**” (46%) or “**very satisfied**” (36%) with the provision of services in the framework of Reactivate.

## Employers

Employers reported to have heard about Reactivate either through EURES advisers, acquaintances or other channels (employees, candidates, PrES).

The figure below shows the services received by employers through the Reactivate scheme. The services that were most frequently provided by EURES staff to employers enrolled in the Reactivate scheme were financial support for an integration programme and recruitment/advice support. Among other services provided to employers were also interview facilitation and support with setting up the integration programme. Employers could receive more than one service at a time.

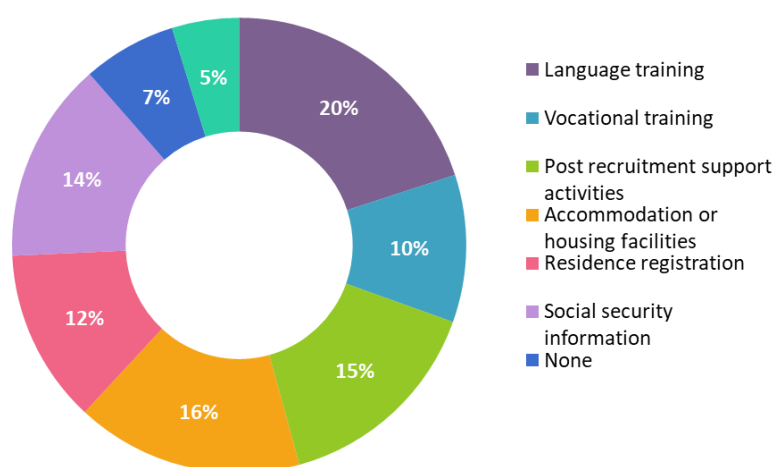
Figure 3 Reactivate service provision to employers



The Reactivate support received was rated positively, regardless of the type of support. Financial support for an integration programme was rated “good” (48%) or “very good” (38%) and recruitment advice/support was rated “very good” (52%) or “good” (36%).

About 89% of the respondents have hired a jobseeker through Reactivate. The figure below shows the integration services provided by employers following the recruitment of a jobseeker. Language training, accommodation or housing facilities and post recruitment support activities were the most frequently provided integration services.

Figure 4 Employers’ integration services provision



Out of all responses, 50% of the respondents would have searched for an employee/trainee/apprentice in another EU country without any Reactivate support, 23% would have not searched and 27% did not know.

Finally, the overall **level of satisfaction** reported was high as 40% of the respondents were "very satisfied" and 48% were "satisfied". About 90% of the respondents would recommend the Reactivate scheme to other employers, while only 2% would not.

#### **Reactivate-TMS satisfaction survey: methodological note**

*As part of the monitoring system of Reactivate, a customer satisfaction survey was launched in the last week of October and was open until the middle of November 2018. The methodology for the survey was revised and harmonised further across projects following the lessons learnt from the YFEJ surveys.*

*The link to the survey was sent out to candidates placed and employers who have received at least one Reactivate support measure after registration of a vacancy (i.e. at least an online/onsite interview opportunity with a candidate) between September 2017 (or the start of service provisions) to the end of June 2018 in the framework of three projects under the call VP/2016/011 and two projects under the call VP/2017/012.*

*Specifically, Città Metropolitana di Roma Capitale sent the link (for both IT1 and IT2 projects) to 125 job finders and 80 employers. The response rate for the Italy-led projects was 26% for job finders and 28% for employers.*

*EURES Sweden sent the survey to 139 job finders and 169 employers. The response rate for job finders was 82%. Also, 15% of the employers contacted replied to the survey.*

*EURES France sent the survey to 249 job finders and 4 employers. The response rate for job finders was 37%. Also, 25% of the employers contacted replied to the survey.*

*Given that the Poland-led project did not make any placements in the monitored period, the survey was not distributed to them.*

*To ensure anonymity of the respondents, the responses were assessed in an aggregated form.*

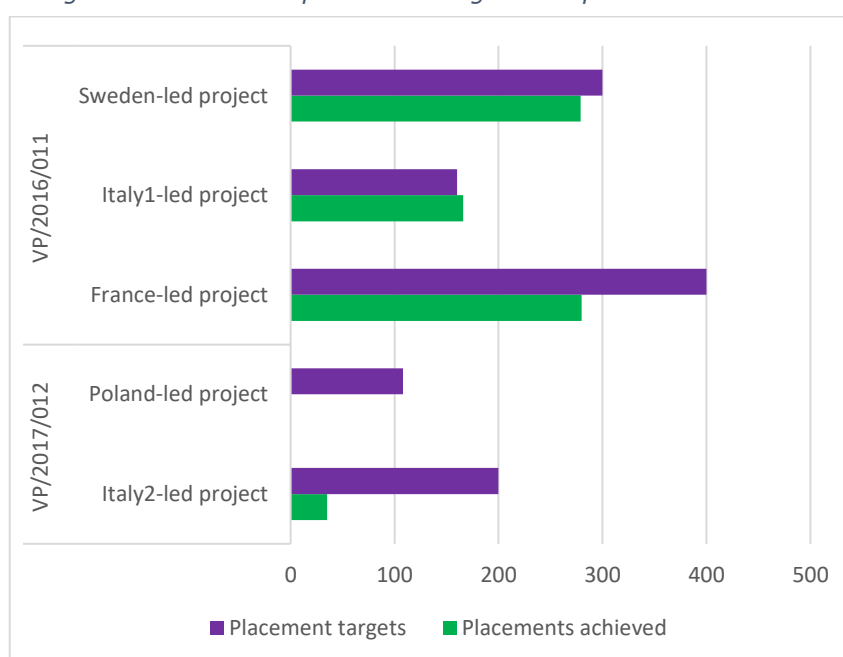
## 5. Overview of Reactivate results: November 2016 – September 2018

### ❖ Overview of results

Three projects under the call VP/2016/011 made in total **725** placements which corresponds to **84%** of their combined target of 860 placements. Under the call VP/2017/012, **35** placements have been made by September 2018, which so far makes up **11%** of the overall target under this call (308 placements).

The figure below provides an overview of target placements per project and actual number of placements achieved by the end of September 2018.

Figure 5 Overview of placement targets and placement achieved



### ❖ Key performance indicators

#### Total jobseekers registered, November 2016 – September 2018

The table below presents the total number of registered jobseekers in the period from November 2016 to September 2018.

Table 8 Total number of registered jobseekers

November 2016 – September 2018	
Total number of registered jobseekers	6,267

Since the start of the projects, the proportion of **male registered jobseekers** has always been larger than the **female** counterpart. When the results are combined for the



whole period 2016 - 2018 they come to an unequal split between the two genders (58% male, 42% female). The overall highest share of registered jobseekers was recorded in the **35 to 40 age group** (58%), followed by the 41 to 50 age group (29%) while the 51 to 59 and 60+ age groups registered fewer jobseekers (11% and 1% respectively). The largest share of registered jobseekers had completed **higher education** (56%), followed by candidates having completed basic education (23%) or secondary education (21%).

Overall, since the beginning of the monitoring in November 2016, 94% of registered jobseekers had **not participated in any EU Programmes before** such as Erasmus+.<sup>14</sup> About 93% of registered jobseekers had gained **previous work experience** in the country of their residence and 55% of them had **previous experience of working abroad**.<sup>15</sup>

About 82% of all registered jobseekers were **unemployed** and 10% were **employed full-time**. Out of the remaining candidates 3% were employed part-time, 2% were either apprentices/trainees or in education and, lastly, 2% of the overall registered number of jobseekers were long-term unemployed.<sup>16</sup>

### Total number of employers and vacancies registered, November 2016 – September 2018

The number of registered employers and vacancies of the projects from November 2016 to September 2018 were as follows:

Table 9 Total numbers of registered employers and vacancies

November 2016 – September 2018	
Total number of registered employers	1,297
Total number of registered vacancies	5,363

Since the beginning of the monitoring, **64% of the registered employers were SMEs**. Moreover, there were 5,255 registered vacancies for regular jobs whereas only 170 for traineeships and eight for apprenticeships.

From the start of the projects **Germany** (31.9%), **the United Kingdom** (20.3%) and **France** (9.9%) are the three countries with most vacancies available. The three countries have registered the highest share of vacancies in both monitoring periods (i.e. from November 2016 to September 2017 and from October 2017 to September 2018).

**Professionals** (56%), **Clerks** (13.9%) and **Technicians and associate professionals** (12.2%) are the top three occupational groups in which vacancies were

<sup>14</sup> Data not available for the two Italy-led projects under the VP/2016/011 and VP/2017/012 calls.

<sup>15</sup> Ibid.

<sup>16</sup> Ibid.

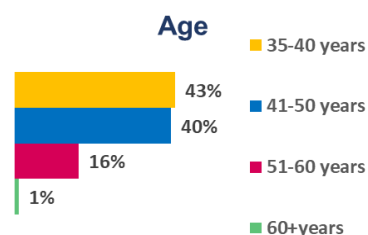
registered. As in the previous monitoring period, the largest number of registered vacancies is in the following three sectors: **Human Health and Social Work Activities** (42.5%), **Information and Communication** (18.8%) and **Administrative and Support Service Activities** (8.3%).

### Total job finders' profiles, November 2016 – September 2018

This subsection highlights background information on the registered jobseekers who were placed in a job/apprenticeship/traineeship based on the overall figures from four projects<sup>17</sup>.

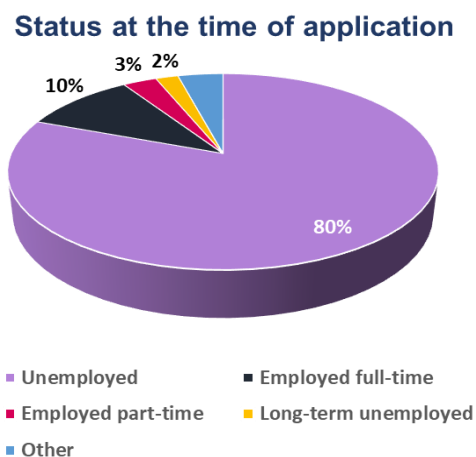
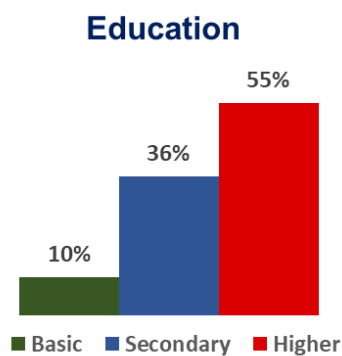


Overall, the share of **male job finders (61%) was larger than the female one (39%)**. Most of the candidates that found a placement were either aged between **35 and 40 years (43%)** or 41 to 50 years (40%).



The majority of placed candidates had completed **higher education (55%)**, while only a small proportion had finished basic education (10%).

At the time of the placement, 80% of the candidates were **unemployed** and 10% were **employed full-time**.<sup>18</sup>



<sup>17</sup> No jobseekers were placed under the Poland-led project.

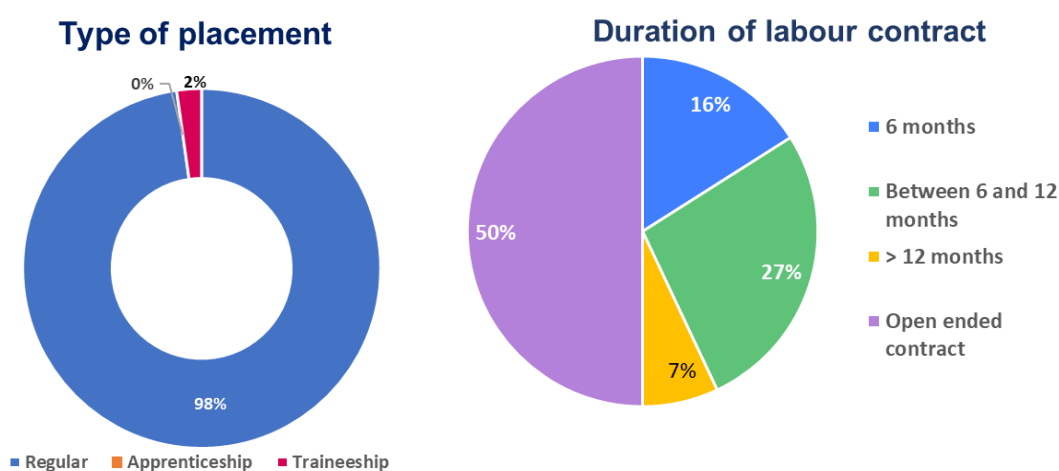
<sup>18</sup> Data not available for the Italy-led projects under the VP/2016/011 call.

Since the beginning of the monitoring, 93% of placed candidates had **previous work experience** in the country of their residence, 49% had previous experience in working abroad and only 3% of job finders had previously **participated in other EU programmes**.<sup>19</sup>

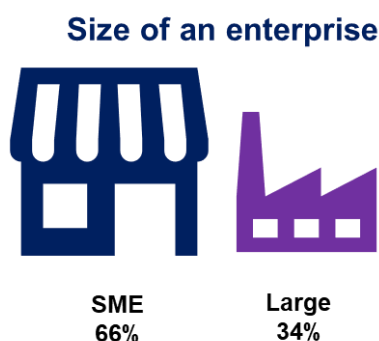


### Total placement effectiveness, November 2016 – September 2018

Between November 2016 and September 2018, the majority of job finders (79%) were placed **within three months of registering for Reactivate**. Nearly all filled vacancies were **regular work placements** (98%), with only 17 traineeships. Overall, 50% of job finders had an **open-ended contract**, while 27% had a 6-to-12-month contract.



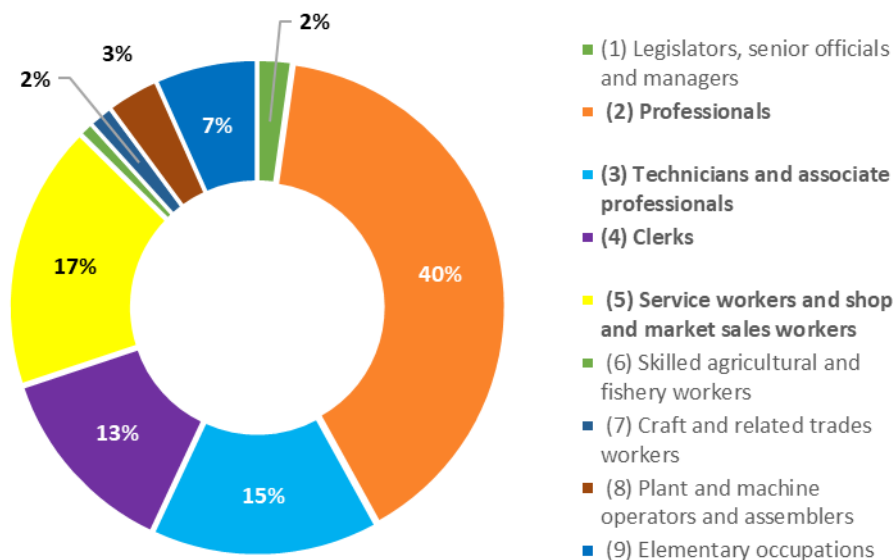
All in all, job finders filled more vacancies with SMEs (66%) than with large companies (34%).



<sup>19</sup> Data not available for the Italy-led projects under calls VP/2014/013 and VP/2016/009.

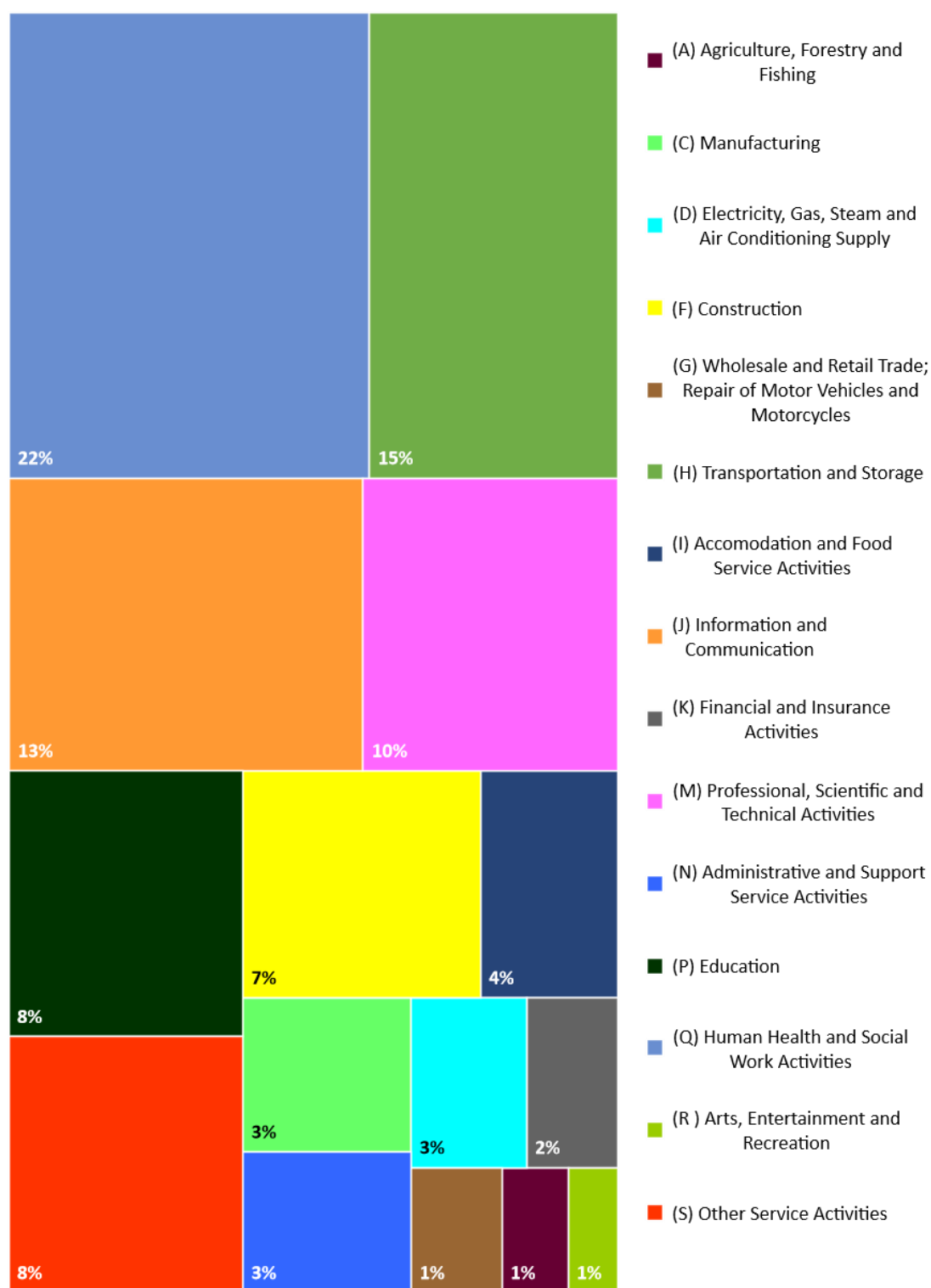
Since November 2016, the overall **top four occupational groups** were Professionals (40%), Service Workers and Shop and Market Sales Workers (17%), Technicians and Associate Professionals (15%), and Clerks (13%).

## Occupational Groups



The **top three industry sectors** were Human Health and Social Work activities (22%), Transportation and Storage (15%), and Information and Communication (13%).

## Sectors\*



\* Mining and Quarrying (B), Water Supply; Sewerage, Waste management and Remediation activities (E), Real Estate activities (L), Public Administration and Defence; compulsory Social Security (O), Activities of Household as Employers, Undifferentiated Goods and Services Producing activities of Household for own use (T), Activities of Extra Territorial Organisations and Bodies (U) are not represented in the graph as their share is negligible.

## ❖ Reactivate support measures

Since the beginning of the monitoring in November 2016, the four projects have:

- filled *760 job vacancies* with jobseekers from another Member State;
- provided *638 relocation allowances* to support job finders to settle in another Member State and *64* job finders received supplementary *family relocation grant*;
- supported *551 job interviews* in another Member State;
- supported *155 jobseekers* for *language training*;
- supported *57 jobseekers* regarding the *recognition of qualifications* for Reactivate;
- supported *45 SMEs* to provide integration training for Reactivate job finders;
- supported *89 jobseekers* with *preparatory training* sessions.

Table 6 Overview of financially supported measures



Financially supported measures	Overall results
Placements in another MS	760*
Relocation allowances	638
Supplementary relocation allowances	64
Financially supported job interviews in another MS	551
Financially supported language training for jobseekers	155
Financially supported recognition of qualifications abroad	57
Supported SMEs for integration training provision	45
Supported preparatory training sessions for jobseekers	89

\* 747 regular jobs, 17 traineeships

## ❖ Mobility flows

The table below shows the mobility flows of jobseekers since the beginning of monitoring in November 2016 to end of September 2018. The top recruiting sectors per country are also presented.

Table 7 Overview of mobility flows and top recruiting sectors, November 2016 – September 2018

Outflow	Countries	Inflow	Top recruiting sectors
3	AT - Austria	18	- Transportation and Storage (39%) - Manufacturing (28%)
26	BE - Belgium	12	- Professional, Scientific and Technical Activities (33%) - (Q) Human Health and Social Work Activities (33%)
4	BG - Bulgaria	47	- Information and Communication (100%)
1	CY - Cyprus	0	/
2	CZ - Czech Republic	8	- Professional, Scientific and Technical Activities (25%) - Other Service Activities (25%)
4	DE - Germany	300	- Transportation and Storage (31%) - Human Health and Social Work Activities (21%) - Education (9%)
9	DK - Denmark	15	- Information and Communication (27%) - Professional, Scientific and Technical Activities (27%) - Human Health and Social Work Activities (27%)
8	EE - Estonia	4	- Construction (25%) - Accommodation and Food Service Activities (25%) - Information and Communication (25%)
11	EL - Greece	1	- Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles (100%)
283	ES - Spain	35	- Professional, Scientific and Technical Activities (20%) - Other Service Activities (17%) - Human Health and Social Work Activities (11%)
28	FI – Finland	11	- Other Service Activities (36%) - Human Health and Social Work Activities (27%)
114	FR – France	31	- Information and Communication (19%) - Education (19%) - Human Health and Social Work Activities (13%)
9	HR – Croatia	0	/
11	HU - Hungary	4	- Financial and Insurance Activities (50%) - Construction (25%) - Information and Communication (25%)
32	IE - Ireland	22	- Professional, Scientific and Technical Activities (27%) - Human Health and Social Work Activities (18%) - Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles (14%) - Other Service Activities (14%)
117	IT - Italy	5	- Accommodation and Food Service Activities (40%) - Agriculture, Forestry and Fishing (20%)
2	LT - Lithuania	2	- Information and Communication (50%) - Administrative and Support Service Activities (50%)
0	LU - Luxembourg	12	- Financial and Insurance Activities (33%) - Information and Communication (25%) - Other Service Activities (25%)
1	LV - Latvia	0	/
0	MT - Malta	29	- Construction (52%) - Information and Communication (10%) - Professional, Scientific and Technical Activities (7%)
20	NL - Netherlands	24	- Human Health and Social Work Activities (25%) - Construction (21%) - Transportation and Storage (13%)
6	PL – Poland	2	- Professional, Scientific and Technical Activities (50%) - Administrative and Support Service Activities (50%)
27	PT - Portugal	16	- Other Service Activities (31%) - Information and Communication (25%) - Administrative and Support Service Activities (13%)
10	RO – Romania	0	/
11	SE – Sweden	30	- Information and Communication (17%) - Professional, Scientific and Technical Activities (17%) - Human Health and Social Work Activities (17%)
11	SI – Slovenia	0	/
3	SK – Slovakia	1	- Construction (100%)

Outflow	Countries	Inflow	Top recruiting sectors
7	UK – United Kingdom	<b>131</b>	<ul style="list-style-type: none"> <li>- Human Health and Social Work Activities (45%)</li> <li>- Education (13%)</li> <li>- Professional, Scientific and Technical Activities (10%)</li> </ul>

As shown in the table above, the top three sending countries (outflow) since the start of the projects were **Spain, Italy** and **France**. As mentioned in the 'Overview of mobility flows' part of Section 3, this can be due both to the fact that three of the projects are located in these countries (France and Italy1/Italy2) as well as to the high levels of registered unemployment.

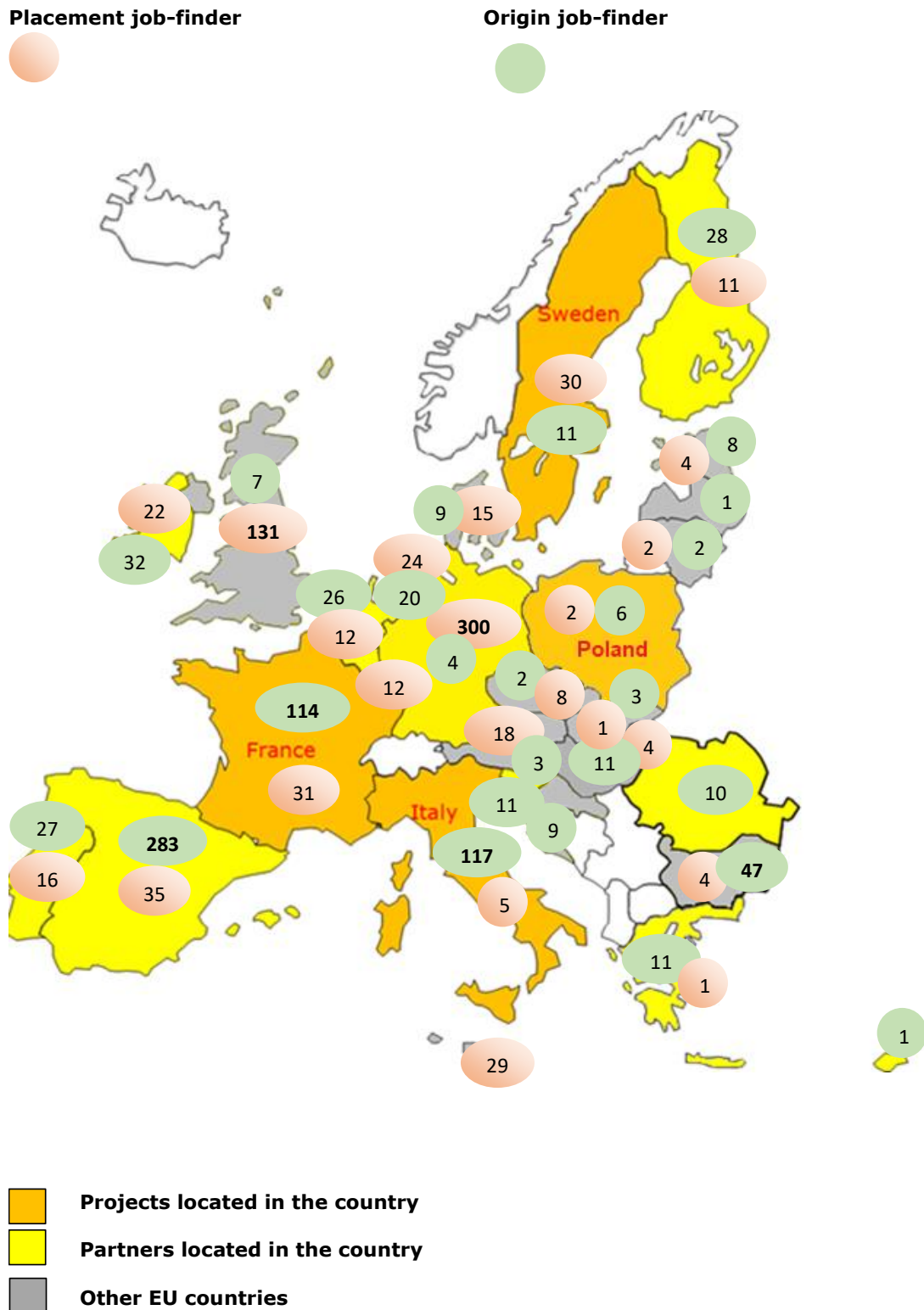
The top receiving countries since the start of the scheme to the end of October 2018 were **Germany**, the **United Kingdom** and **Bulgaria**. This may be a result of factors such as existing national bottleneck sectors, good functioning of partnerships in the destination countries, as well as in the case of the UK the fact that English is the most widely spoken foreign language in the sending countries. Furthermore, these were the countries where some of the highest numbers of vacancies were registered:

- Germany: most jobseekers filled in positions in the Transportation and Storage sector (e.g. bus drivers, truck and lorry drivers, post delivery drivers);
- United Kingdom: most jobseekers found an occupation in the Human Health and Social Work sector (e.g. community carers, healthcare assistants, nurses, ambulance crew);
- Bulgaria: most jobseekers were hired in the Information and Communication sector (e.g. call and contact centre agents).

The above-mentioned trends in terms of inflows and outflows of jobseekers are also presented in the map on the following page.



Figure 6 Map of mobility flows since the start of the projects in 2016



## 6. Budget expenditure

The Reactivate projects receive an EU co-financing rate of maximum 95% of the total eligible estimated costs. The total **budget expenditure** for the five projects under appraisal from November 2016 to September 2018 has been slightly less than **EUR 2,458,000** (i.e. 49 % of the overall estimated budget of these projects). This translated into an average **cost per placement of approximately EUR 3,793**.

In comparison to the YFEJ's average cost per placement of approximately EUR 2,216 the Reactivate figure is significantly higher and this appears to be due to the particularities of the target group (e.g. married candidates with children) and the concomitant need for more financial support in order to be mobile. Additionally, as Reactivate is still a preparatory action, it is a less well-known brand than YFEJ.

The total amount of hidden costs<sup>20</sup> indicated by the projects was **EUR 135,881.84**. The Sweden-led project indicated around EUR 49,882 of hidden costs while France-led project indicated hidden costs amounting to EUR 86,000 spent under Heading 4, related to administrative costs, including IT Infrastructure/software development costs. The other projects did not indicate any hidden costs.

The analysis of the budget expenditure between November 2016 and September 2018, showed that the Italy1-led project devoted 80% of its budget to direct financial support to jobseekers and employers, Sweden-led 50%, France-led 28%, Italy2-led 41% and Poland-led none<sup>21</sup>. The expenditure took the form of financial support measures, such as integration support to SMEs and interview support and relocation allowance for jobseekers. Country relocation, language training, and interview support were the most frequently requested measures triggering financial support. The largest share, around two-thirds, of the budget spent on jobseekers during the reference period went towards supporting relocation of jobseekers and their families.

In terms of operational costs, the share of budget spent on management was 36% for the Poland-led project, 13% for the France-led project, 7% for the Sweden-led project, 5% for the Italy1-led project and 1% for the Italy2-led project.

Most of the projects assigned low shares of their budget to partner organisations, with the Italy-led projects assigning a slightly higher share of their budgets to partners (Italy1-led project: 11%; Italy2-led project: 9%) than the Sweden-led project (7%) and the France-led project (3%). The only exception is the Poland-led project which assigned 42% of its budget to partner organisations.

The table below provides an overview of the budget allocations of the projects.

<sup>20</sup> Hidden costs for these projects mean costs incurred in relation to the implementation of the projects which were not budgeted for in the initial budget submitted to the Commission, such as additional training of staff, provision of additional preparatory training, etc.

<sup>21</sup> This is connected to the fact that the project did not make any placements yet.

*Table 11 Share of the project budgets*

	VP/2016/011			VP/2017/012	
	FR-led	IT1-led	SE-led	IT2-led	PL-led
<b>Share of budget spent on management</b>	<b>13%</b>	<b>5%</b>	<b>7%</b>	<b>1%</b>	<b>36%</b>
<b>Share of budget invested in jobseekers and employers</b>	<b>28%</b>	<b>80%</b>	<b>50%</b>	<b>41%</b>	<b>0%</b>
<b>Share of budget assigned to partner organisations</b>	<b>3%</b>	<b>11%</b>	<b>7%</b>	<b>9%</b>	<b>42%</b>

## 7. Conclusions and recommendations

This section summarises the findings of the 2<sup>nd</sup> Reactivate Monitoring Report and provides recommendations to the European Commission and the Reactivate projects.

### ❖ Main conclusions

1. The number of placements under Reactivate has greatly increased in comparison with the previous period (648 placements to 112 achieved previously). This shows that after a slow start, the projects have gained momentum as the Reactivate brand becomes better known.
2. No major problems were reported in the implementation of the Reactivate scheme in the monitoring period October 2017 – September 2018.
3. The most frequently financially supported measures in the monitoring period October 2017 – September 2018 were relocation allowances and job interviews.
4. The ratio of male to female job finders is becoming more balanced. In the current monitoring period 60% of job finders were male, as against 68% in the previous period. Overall since the start of the scheme, the male to female ratio regarding persons placed is 61% to 39%.
5. The top three industry sectors where placements were made since the start of the scheme were Human Health and Social Work activities (22%), Transportation and Storage (15%), and Information and Communication (13%).
6. The majority of candidates who were placed between November 2016 and September 2018 had completed higher education (55%). However, in comparison with the YFEJ scheme, the share of placed jobseekers with only primary or secondary education is higher.
7. The top three sending countries were Spain, Italy and France from the beginning of Reactivate monitoring in November 2016 to the end of September 2018.
8. The top three receiving countries were Germany, the United Kingdom, and Bulgaria from the beginning of Reactivate monitoring in November 2016 to the end of September 2018.

### ❖ Recommendations to the European Commission

- The level of financial support available under some of the measures should be increased, in particular relocation allowance support and family support. This is due to the fact that actual costs are often higher than the financial support provided, and this may have a negative effect on the jobseekers' motivation to move abroad particularly for those who have family members dependent on them. Family support is very important under the Reactivate scheme as the target group is mainly composed of married candidates with children and additional commitments.
- Currently, the five Reactivate project consortia include partners from 15 countries. The Commission is encouraged to increase Reactivate's visibility and promote it more in the countries which are not part of any consortia so that jobseekers and employers from those countries can benefit equally from the scheme. The consolidation of YFEJ and Reactivate in one overarching scheme, as

planned by the European Commission, will facilitate the promotion of the TMS in general.

### ❖ Recommendations to the projects

- The questionnaire surveys are useful channels reflecting customer satisfaction. In that regard, the projects are encouraged to highlight the importance of the surveys to their clients in order to improve the response rates and gather more inputs on provided services. The particular focus should be on employers whose response rates should be higher to capture more robust feedback.
- The projects are encouraged to provide additional clarification and advice to employers. The information provided could contribute to better designed services such as integration programme or increase the quality of traineeships which often lack structure and mentoring processes.
- The projects should continue mainstreaming Reactivate into PES/EURES services wherever possible and promote synergies with other European programmes and projects to strengthen the visibility of Reactivate and its services.
- The projects are encouraged to deepen their cooperation to facilitate the exchange of good practices and especially to build a stronger and distinctive identity of each project in order to continue avoiding duplication of work and payments (e.g. candidates often tend to confuse the different Reactivate projects).

## Annex. The targeted mobility scheme 'REACTIVATE'

**Reactivate** is a European Union targeted job mobility scheme to help EU citizens aged at least 35 to find a job, traineeship or apprenticeship opportunity in another EU country and to help employers find qualified workforce. It aims to match jobseekers, and in particular unemployed and long-term unemployed people, with remunerated employment offers across Europe.

The Reactivate target groups are **adult jobseekers 35+** and **employers** from one of the EU Member States (EU-28). Small and Medium-sized Enterprises (SMEs) or equivalent organisations may receive additional services, including financial support.

Built on the features of the "Your first EURES job" (YFEJ) targeted mobility scheme, Reactivate aims to be a pilot extension of that scheme.

The examples and lessons learnt from YFEJ demonstrated the relevance of the scheme, notably its EU added value and complementarity with EURES. Tested by the Commission during three consecutive budget years (2011-2013) as a preparatory action<sup>22</sup> and following an interim evaluation, the YFEJ continued from 2014 onwards as a Targeted Mobility Scheme under the EU Programme for Employment and Social Innovation<sup>23</sup>, covering the EU/EFTA countries (EU 28, Norway and Iceland) and the age group 18-35.

Both Reactivate and YFEJ are created as inclusive schemes, playing the role of EU active labour measures in support of workers and employers and aiming at:

- More effective implementation of the EURES Regulation;
- Improving access to intra-EU labour markets;
- Offering the 18 to 35-year olds (YFEJ) and the 35+ age group (Reactivate) an opportunity to benefit from tailor-made employment support, acquire diversified knowledge and skills, learn new languages and strengthen their EU citizenship values.

As a preparatory action, Reactivate projects are financed through calls for proposals under budget line 04 03 77 23. Projects must involve a minimum of four organisations (i.e. lead applicant and at least 3 co-applicants) established in at least four different Member States.

Up until now, there have been three calls for proposal – VP/2016/011, VP/2017/012 and VP/2018/014. The first call awarded three projects and the second call resulted in two projects. Results of these project are summarised in the pages above. The awarding of the third call, VP/201/014, is to be published by end of December 2018.

The box below summarizes the YFEJ preparatory action's features which serve as a template for the Reactivate preparatory action.

<sup>22</sup> The text box below provides more information on the YFEJ preparatory action

<sup>23</sup> EU Programme for Employment and Social Innovation (EaSI), available at <http://ec.europa.eu/social/main.jsp?catId=1081&langId=en>

### How it started: YFEJ preparatory action / Budget years 2011-2013

For intra-EU labour mobility, the Commission tested a mobility scheme called "Your first EURES job" (YFEJ) during three consecutive financial years (2011, 2012, 2013). This scheme aimed to help young EU citizens aged 18-30 to find a job, traineeship or apprenticeship in another EU Member State (remunerated, minimum six months' contract). It also supported employers to find workers in another EU country for their hard to fill vacancies.

YFEJ was implemented as a preparatory action in the framework of the "Youth on the Move" flagship initiative<sup>1</sup> and the Youth Opportunities Initiative<sup>2</sup>. Activities were funded by calls for proposals and were implemented by public and private (for-profit and not-for-profit) employment services.

Between 2011 and 2013, a total of 15 projects were selected through three calls for proposals. All projects together resulted in **4,251** job placements. Other relevant indicators on support given are the following: **1,733** job interviews in another Member State, **607** language training sessions and integration training by **405** SMEs.

An interim evaluation (2014) highlighted the YFEJ relevance (it addresses labour market needs), added value (it provides an enhanced Europe-wide service package) and complementarity to EURES and other EU mobility schemes. A 12-month ex-post evaluation of the YFEJ preparatory action was concluded at the end of 2016 to ascertain the findings of the interim evaluation and to also examine the costs, benefits and impacts of different options for future development of the scheme.

Since 2014, YFEJ continues as a Targeted Mobility Scheme under the EU Programme for Employment and Social Innovation, covering the EU/EFTA countries (EU 28, Norway and Iceland) and the age group 18-35.

<sup>1</sup> COM(2010)477 final

<sup>2</sup> COM(2011)933 final

More info at:

<https://ec.europa.eu/eures/public/reactivate-js>