

Success Story:

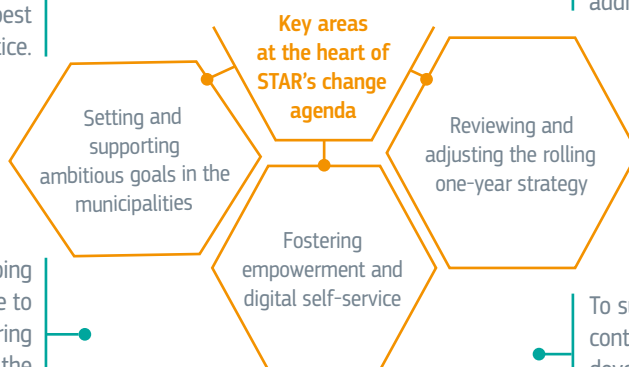
Engaging with peers for continuous change in STAR

Challenge: STAR developments in the context of Benchlearning 2014-2018

The executive agency STAR develops strategic policy and employment initiatives in collaboration with the Ministry of Employment, which are implemented at regional and local level by 94 Job Centres run by 98 municipalities. STAR has engaged with, and supported many PES in the EU in the context of Benchlearning and Mutual Learning, sharing knowledge and practices across a wide range of subjects. In that time, STAR also progressed with key internal changes, which have directly and indirectly benefited from ongoing exchanges with other PES.

STAR developed a set of benchmarking tools to improve how the PES determines results expectations from job centre initiatives. An exchange with the Austrian PES supported this work. STAR continue to set new and improved goals, and want ensure that municipalities learn from each another through best practice.

Every year STAR is reviewing and adjusting its rolling one-year strategy. The strategy outlines objectives for the coming year in view of the overall mission. In 2019 one of the key objectives is to harness opportunities and address challenges linked to digitalisation.



STAR place particular emphasis on developing the Digital Job centre, which will serve to empower citizens and businesses by offering effective self-service solutions targeted at the needs of the individual user.

To support digital self-service, STAR continuously seek to improve matching tools, develop profiling tools and make better use of data on educational qualifications.

Inspiration

Engaging with the PES Network

- Benchlearning activities enabled STAR to place their own policies and practices in a broader context – looking beyond the Danish system.
- Evidence-based studies and research on the effectiveness of specific employment measures helped decide whether measures were relevant and meaningful in the Danish context.
- Exchanges with peers helped to map out opportunities and threats of the future of work and to identify key dimensions which need to be considered.

Key success factors



Carefully selecting staff who engage with PES Network activities – focusing on specialist staff members with overall understanding of the Danish system and the broader European context



Actively sharing knowledge gained from activities - cascading information to managers and colleagues in bilateral meetings, unit meetings and meetings with senior management



Making sure of materials, background papers and toolkits from Benchlearning and Mutual Learning activities are distributed to relevant staff members

Thematic Review Workshop

'Customer satisfaction measurement in PES', Slovenia



JUL 2015

Thematic Review Workshop

'Sustainable integration into the labour market', Denmark



NOV 2016

Working Group

'Tackling long-term unemployment', Poland



APR 2017

Working Group

'Piloting & evaluation methodologies', Denmark



NOV 2017

Thematic Review Workshop

'Being digitally strategic', Estonia



APR 2018

Thematic Review Workshop

'Modernising PES through supportive data and IT strategies', Croatia



JUL 2016

Follow-up Visit

'Modernising PES through supportive data and IT strategies', Belgium



NOV 2016

2nd Benchlearning external assessment

Danish PES with peers from the Netherlands and Romania



NOV 2017

Working Group

'Future of work', Hungary



MAR 2018

Benchlearning assessment visit

In 2017 and 2018 Danish senior staff visited peers in Germany, Italy, Poland and Romania



JUN 2018

[Click here to visit the PES knowledge centre](#)