



EU Programme for Employment and  
Social Innovation (EaSI)

## Workshop #2: EURES Axis

Background note



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### What is the aim of the workshop?

This workshop paper has been prepared for the EaSI 2019 Annual Conference "From EaSI to ESF+: supporting the sustainability of social and employment projects" (30 September 2019, Brussels). The conference is structured in three workshop sessions addressing the issue of sustainability in the EaSI programme across the PROGRESS, EURES, and Microfinance/Social Entrepreneurship axes.

This workshop concentrates on the EURES projects. It is designed as an interactive session with presentations of three projects funded under the axis followed by an open-floor discussion. The workshop is intended to provide the opportunity to beneficiaries of the EURES axis to exchange practical experiences relating to sustainability of their projects, discuss lessons learned and ideas on how to best take forward these lessons into the future ESF+.

The workshop paper serves as a background document in which an overview of the features, sustainability criteria, challenges and opportunities of the specific axis are provided to facilitate the discussion.

### EURES axis in a nutshell

The EURES<sup>1</sup> axis is one of the three axes of the EU Programme for Employment and Social Innovation (EaSI). This axis aims to strengthen a European job mobility network of EURES and provide information, guidance and recruitment/ placement services to employers, jobseekers and any citizens wishing to take advantage of freedom of movement for workers. This is achieved through the following activities:

- Transparency of job vacancies, job applications and any related information for applicants and employers
- Development of services for the recruitment and placing of workers in employment
- Cross-border partnerships

The total amount allocated to the EURES axis represents at least 18 % of the total EaSI budget of € 919 million for the period from 1 January 2014 to 31 December 2020. EURES axis is open to national, regional and local authorities, public and private employment services, social partner organisations and other interested parties.

### Contributing to the transparent labour market information

EURES axis fund the following actions with the aim of ensuring:

- EURES Job Mobility Portal becoming a relevant instrument for ensuring transparency of vacancy and job information and for recruitment and placement;
- EaSI-EURES funded mutual learning events, training activities and policy evidence are improving the understanding of key actors and other stakeholders of EU policies, objectives and legislation related to geographical mobility as well as awareness about successful new practices.

In 2014, a new version of the EURES portal was released with a series of new features and services to jobseekers and employers. In the recent years, the portal has experienced a significant increase in the number of visitors, as well as the number of jobseekers, search profiles and companies registered on EURES (see Table 1). The EURES portal has clearly expanded more than twofold as a tool for matching jobseekers and employers.

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<sup>1</sup> <https://ec.europa.eu/social/main.jsp?catId=1083&langId=en>

Table 1 - Increase in the use of EURES portal

Key aspect of EURES use	2014	2017	2019 (September)
Number of monthly visits (millions)	0.85	1.76 (end 2015)	n/a
Number of CVs registered	146 500	303 443	457 765
Search profiles	1 006	4 039	4860
Companies registered	3 508	8 326	14 685

Source: EaSI Performance Monitoring Report 2017; <https://ec.europa.eu/eures/eures-apps/cvo/page/statistics?lang=en>

An important development has also been a continuous publication of vacancies from public employment services on the EURES portal. On average, EURES participating countries share around 60 % of their Public Employment Services (PES) national vacancies on the EURES Portal (a consistent trend since 2015).<sup>2</sup>

### Contributing to the provision of services for recruitment and placing of workers

The EURES axis also supports services to recruit and place workers in quality and sustainable employment through the clearance of job vacancies and applications. Support funded by EURES services extends to various phases of placement, ranging from pre-recruitment preparation to post-placement assistance with a view to the applicant's successful integration into the labour market. Such services are varied and include the targeted mobility schemes to fill job vacancies in a certain sector, occupation, country or a group of countries or for particular groups of workers.

Between 2015 and 2016, the targeted mobility schemes (TMS) financed under the EURES axis facilitated 1 469 placements, which is 35 % of the overall placement goal (4 300) for the four projects which started in 2015 and 2016. The average cost per placement in the first semester of 2016 was € 2 017, which marked a 22 % increase from 2014. The increase was mostly because the number of trainings has increased as well as the number of other activities such as financing jobseeker interviews abroad or recognition of qualifications abroad.

Table 2 - The interaction of EURES advisors with employers and jobseekers

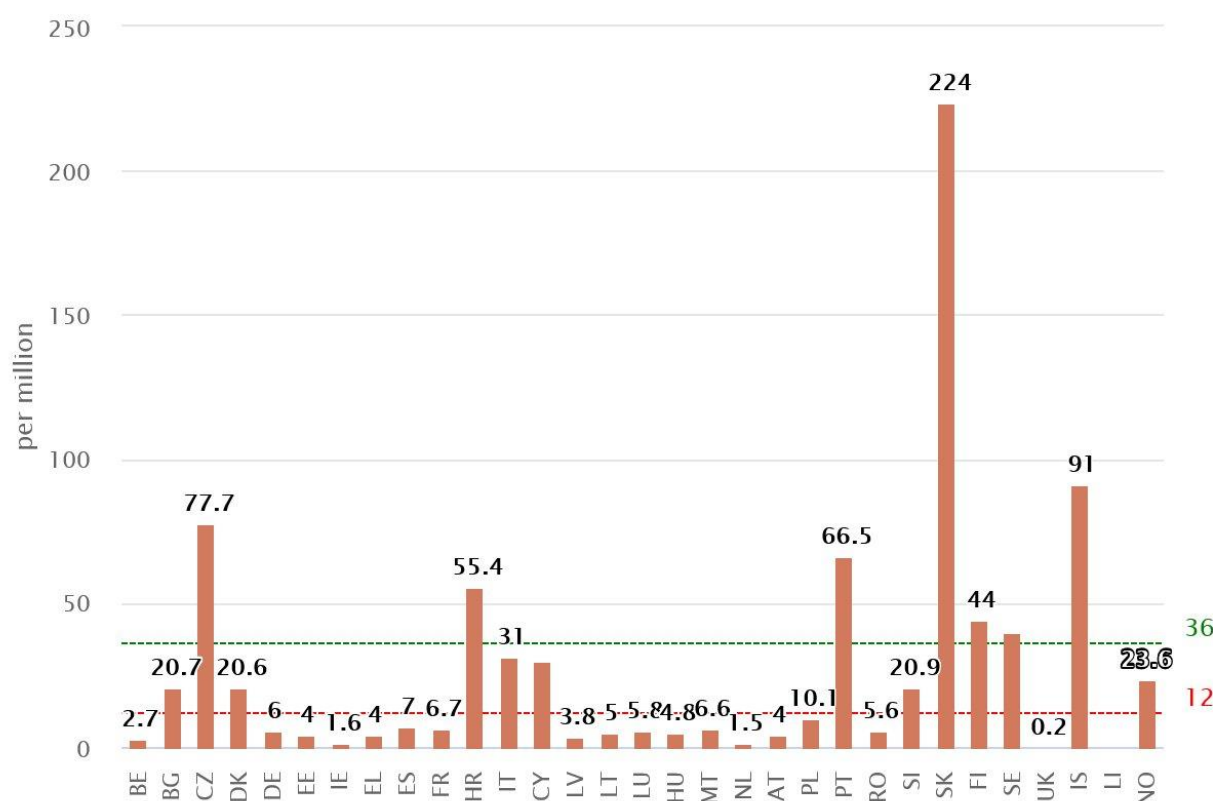
Key aspect of EURES use	2014	2015
Total number of contacts	947 489	866 536
Contacts with jobseekers	852 842	760 234
Contacts with employers	94 647	106 332
Number of contacts per EURES advisor with employers	n/a	127
Number of contacts per EURES advisor with jobseekers	n/a	847
The number of people per EURES adviser	n/a	606 456

Source: EaSI Performance Monitoring Report 2017

Importantly, especially in several Member States, a significant amount of placements reported as a direct result of the work of EURES advisers contribute to flows of workers in and out of the countries (see Figure 1).

<sup>2</sup> End 2017, EaSI Performance Monitoring Report 2017. [https://ec.europa.eu/internal\\_market/scoreboard/performance\\_by\\_governance\\_tool/eures/index\\_en.htm#facts-figures](https://ec.europa.eu/internal_market/scoreboard/performance_by_governance_tool/eures/index_en.htm#facts-figures)

Figure 1 - People who found a job with the help of a EURES adviser, 2017



Source: Single Market Scoreboard<sup>3</sup>

This is the ratio per thousand between the number of people who have found a job in another country as a direct result of EURES advisers and the total flows of 20 to 64 age EU-citizens from or into another EU country.

## EURES projects

The European Commission has selected three projects from the EURES axis to share their experience and efforts to guarantee the sustainability of the activities during and after the implementation of the projects.

### *EURES Cross-Border Partnership Galicia-North Portugal*

(VP/2016/005 - Cross-border partnerships and support to cooperation on intra-EU mobility for EEA countries and social partners)

The EURES Transfronterizo Galicia-Norte Portugal<sup>4</sup> is supported by a wide cross-border partnership. In addition to the Public Employment Services (PES), the project involves social partners (both trade unions and employer representatives), universities, municipal associations and other stakeholders (labour inspectorates and social security). Project activities benefit from a broad range of expertise and connections, with the partnership based on well-established working relations and a long-standing tradition of cooperation.

**Project Sustainability:** Whilst lack of financial support would be a barrier to continuing project activities, a lasting result of the partnership is that a natural European cross-border region has emerged, where on both sides it is considered natural to look at vacancies on both sides of the border. The project has helped to develop the support needed to facilitate cross-border working and it is now built into the way the partners operate.

<sup>3</sup> [https://ec.europa.eu/internal\\_market/scoreboard/performance\\_by\\_governance\\_tool/eures/index\\_en.htm#facts-figures](https://ec.europa.eu/internal_market/scoreboard/performance_by_governance_tool/eures/index_en.htm#facts-figures)

<sup>4</sup> <http://www.eures-norteportugal-galicia.org/>

### *Targeted Mobility Scheme - Your first EURES job – Sweden*

(VP/2018/009 - Targeted mobility scheme "Your first EURES job")

The 'TMS-Your first EURES job' is led by the Swedish PES, alongside over 10 partners in other European countries. The support focuses on job-matching and placement for young jobseekers. The quality of the partnership enables the delivery of integrated and targeted support packages to jobseekers, ranging from financial support to language courses and recognition of qualifications. The partnership also covers several types of geographical mobility flows, thus broadening the scope of the EURES project.

*Project Sustainability:* Given the continuing budgetary pressures on the national PES to deliver more services with less funding available, EURES is key to ensure the depth and breadth of the support needed to sustain project activities (including the high cost language or financial support).

However, the project may lead to sustainable outcomes for the organisations involved. The project is resulting in better co-operation between the participating PES, and helps in building trust and respect, and improvements to recruitment processes as a result of participation in the project. This is likely to continue even if the EaSI project activities themselves were ended.

At an individual level, the EaSI funding has led to more sustainable placements. In the context of this project, support for families of jobseekers was proven to be particularly important to ensure sustainable placements. This was particularly the case of older jobseekers (30-35) where if the families can travel with them the placement leads to more sustainable results.

### *EURES Cross-Border Partnership Scheldemond*

(VP/2016/005 - Cross-border partnerships and support to cooperation on intra-EU mobility for EEA countries and social partners)

The EURES Scheldemond project<sup>5</sup> is a cross-border partnership established on the Belgian-Dutch border, coordinated by the respective PES. Like other cross-border partnerships, Eures Scheldemond profits from the framework structure and shared focus on the objectives of the EaSI/EURES programme as well as the European Social Agenda in a wider context.

*Project Sustainability:* The quality and sustainability of project results is underpinned by the fact that both PES are highly developed and place considerable emphasis on digital services and products. Recently, partners developed a mobile application for job-matching, which has the potential to be replicated in other cross-border regions. However, as long as legislation between Member States differs cross border work and/or recruitment will not become mainstream for jobseekers and/or employers. There will always be a need for up to date information and advice due to ever evolving legislation and live register of job seekers.

## Sustainability within the context of the axis

### **What does sustainability mean/look like within the axis?**

Under this axis, sustainability typically refers to lasting mobility outcomes for workers (with a special focus on young people) and their employers, and sustainable macro effects through filling labour market shortages. Sustainability is also achieved when innovative EURES activities are taken up into the mainstream practices of participating organisations.

Activities funded under the EURES axis are expected to facilitate continuing improvements in access to job vacancies and enhance labour market transparency through the EURES job mobility portal, contact between jobseekers and EURES advisors, and better awareness of cross-border European mobility.

### **What are the challenges and opportunities?**

Specific factors supporting effective and sustainable results in projects include supporting the development of strong and inclusive cross-border partnerships and better quality joint activities that are more easily integrated into mainstream institutional processes. In this respect, previous experience of

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<sup>5</sup> <https://www.euresscheldemond.info/home/>

the partners has emerged as being helpful in supporting the institutional capacity and expertise needed to carry out good quality, professional and successful matching and mobility support services.

Strong and continuous engagement of key labour market stakeholders throughout the project duration appears to help to source job placements and disseminate the new products or services developed through EURES projects directly to the key target groups.

A transversal theme across EURES activities seems to be the critical role of good-quality partnerships in ensuring the successful achievement and sustainability of the results. Furthermore, the preliminary analysis shows that the sustainability of the cross-border partnerships without the EaSI funding remains a challenge, as without the continuing funding the partnerships often do not extend their activities. In this respect, ways to further encourage the buy-in and ownership of the cross-border partnerships could be further discussed in the conference (e.g. through asking for a higher co-financing rate).

In order to tackle with these challenges, various opportunities during the EURES project implementation arise. Key labour market stakeholder engagement from the beginning as well as an effective networking strategy are crucial so as to raise the value and the importance of the EURES services. Institutional partnerships between the participating EURES members and national PES are also an opportunity for sustainable development of EURES activities. The creation of tools that can be used after the EURES project completion could also keep a project “alive”.

### Discussion questions to explore during the workshop

- What does sustainability mean within the context of your project (e.g. referring to lasting mobility for jobseekers, new activities scaled up)?
- What worked best for you to ensure project results are sustainable (e.g. strong buy-in from the partners, involvement of key labour market stakeholders)?
- What elements are missing from the EaSI programme to support EURES projects to achieve sustainability (e.g. a higher co-financing rate for the partnerships, stricter award criteria for demonstrating sustainability)?

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