

PES Network
Stakeholder conference

The power of PES partnerships

20-21-22 April 2021



22 April 2021 (Day 3): The Future Employment Service Ecosystem

Day 3 of the PES Network Stakeholder Conference looks ahead to the wider trends of change that are affecting the employment service ecosystem. Four workshops are dedicated to understanding how labour markets are changing, how this affects the role of public employment services, how to orient clients in an increasingly digital world, and how technology is transforming the relationships we build.



Plenary session (9.30–10.30 CET and 14.05–14.30 CET)

The final day of the conference will open with a plenary session featuring keynote presentations from various stakeholders. The speakers will address the trends affecting the labour market and society, trying to outline what the future employment service ecosystem will look like. The presentations will not only address the changing reality in which PES operate, but also how PES are adapting to deliver services that are increasingly relevant for customers and their journey towards employment.

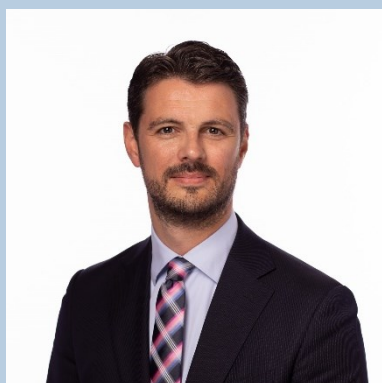
The day will close with a plenary session presenting the key points that emerged from the conference, summarised in closing remarks by **Johannes Kopf**, Chair of the PES Network.

Speakers



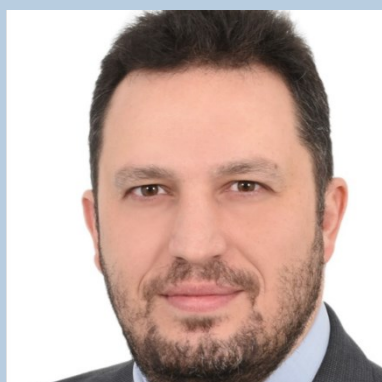
Anne Lauringson

Anne Lauringson works in the Skills and Employability Division of the Directorate for Employment, Labour and Social Affairs in the OECD. She supports countries and PES in designing and implementing evidence-based active labour market policies that improve access to good jobs for jobseekers and other groups in weak attachment to the labour market. Before joining the OECD in 2017, Anne worked as the Head of Analysis Department in the Estonian PES, contributing to the research of labour market policies in Estonia and facilitating mutual learning with other PES.



Menno Bart

Menno Bart is Public Affairs Manager at the Adecco Group. As such, he is responsible for managing the Group's relationship with Global and European policy makers, and for representing the Group in institutional settings. Menno holds a number of mandates at the World Employment Confederation (WEC), the industry federation representing the HR services industry. These include membership of the global Board, the chairmanship of the European Public Affairs Committee and membership of the Executive Committee of WEC-Europe.



George Karachalios

George Karachalios is the Head of the Governor's Secretariat in OAED Manpower Employment Organization since 2019. He has been working in the Greek Public Employment Service since 2008, after graduating from the National School of Public Administration in Athens. He holds an MSc in International & European Economics from the Athens University of Economy and Business and a BA in Public Administration from Panteion University in Athens. He is currently a PhD Candidate in Public Employment Services Performance Management from the University of Peloponnese in Corinth.



Benoît Miller

Benoît Miller is currently responsible for the digital transformation of the PES in Brussels (Actiris). His mission is to improve public services by using the possibilities offered by digital technology. Benoît started his career working for the Government and then worked for several years in a company specialised in the digitalization of support programs for target audiences (job seekers, female entrepreneurs, etc.).



Johannes Kopf

Since July 1, 2019, Johannes Kopf has been chair of the Network of the European Public Employment Services. Since 2006, he has been a member of the board of directors at the Austrian Public Employment Service (AMS). From 2003 to 2006, he worked as the labour market expert in the office of the Minister for Economics and Labour and was a member of the supervisory board of the AMS.

Workshop one: Partnerships and the changing labour market

(11.20–12.20 CET and 13.00–14.00 CET)

This workshop is dedicated to exploring the role that partnerships can play in helping PES to adapt to a changing labour market. Participants will be invited to discuss this using two examples: the Croatian approach to **career advising in higher education**, and the **skills centres** in Wallonia (Belgium).

The “**Career advising in higher education**” practice stems from the need of the Bjelovar University of Applied Sciences to offer adequate career advice to its students before they enter the labour market. The aim is to improve the employability of students and to reduce the time between graduation and finding a job. The practice targets students of bachelor study programmes at the Bjelovar University of Applied Sciences

The Bjelovar University of Applied Sciences initiated the partnership in 2018 building on support from Bjelovar CISOK (Career Guidance centre). The activities include lectures, workshops, individual and group counselling, support in the preparation of the CV and job application, and the preparation of application documentation for international mobility programmes.

This practice has resulted in more students involved in the career advising process, benefiting from advice on how to prepare successful job/placement/mobility applications and a reduced time period between graduation and finding a job after college.

The **Skills Centres** in Wallonia were born from the need to provide high-end information and training in the leading sectors of the Walloon economy. The concept of skills centres is based on the integration of the needs of socio-economic actors and is delivered through partnerships between the public and private sectors. The Skills Centres support the economic growth of areas with high development potential.

The idea behind Skills Centres was to equip Wallonia with "new generation" training centres. These centres therefore aim for quality, creativity and the development of human capital, but also accessibility for all. The objective is to foster economic development and to raise public awareness related to certain professions as well as to lifelong learning.

This was addressed through putting in place an advanced infrastructure with up-to-date equipment, developing pedagogical expertise and innovation, training, creating a network and synergies among the 24 skills centres, ensuring matching with labour market needs; and organising quality systems. The targeted audience includes current and future workers, as well as jobseekers, students, teachers, trainers, etc.

The skills centres are based on formal partnerships including the public employment and vocational training service (Forem), academics (universities, research centres), training providers, enterprises, sectors federations, providers in the field of business creation, Walloon government decision-makers. The centres are funded through regional funding from the Walloon government and by European funds. The first centre was created in 2000, now there are 24 Centres spread out over the Region on 49 sites. Every year 111.000 people receive training.

Centres of excellence serve the training needs of tomorrow's workers with state-of-the-art infrastructure anchored in economic development plans. Training, information and awareness-raising for workers, job seekers, students, teachers, business leaders and executives all contribute to business competitiveness.

Speakers



Gérard Mattia

Gérard is currently an expert in External Relations at Le Forem's International and Institutional Relations Department (Public Employment and Vocational Training Service). A convinced European, he coordinates and participates with Forem's collaborators and numerous Belgian and foreign partners in projects financed by various European programmes (Erasmus+, EASI, EuropeAid...). In addition, he is a deputy mayor in charge of Education, Employment and Sport for the municipality of Morlanwelz.



Jean-Michel Vanderhofstadt

Jean-Michel is currently employed at the TechnoCampus skill centre in Belgium since early 2019, holding the title of Director-General. He is Industrial Pharmacist by background and holds an MBA. He is an Associated Professor at the University of Liège in Belgium as a lecturer in Business Management.



Lucija Večerić

Lucija, an expert assistant at the Lifelong career guidance centre (CISOK) Bjelovar, was born and lives in Bjelovar. She completed her studies in pedagogy and information sciences at the Faculty of Humanities and Social Sciences in Zagreb. Subsequently, she also completed the part-time graduate study programme in library science at the same faculty.



Ivana Jurković

Ivana, a senior lecturer at the Bjelovar University of Applied Sciences, is currently enrolled in the doctoral study programme in Linguistics at the Faculty of Humanities and Social Sciences in Zagreb. Ivana teaches courses in English for specific purposes and has coordinated 13 international projects, many of which have directly or indirectly influenced the future career development of students participating in international mobility for traineeships.

Workshop two: Partnerships for orienting and re-integrating PES clients in a digital world (11.20-12.20 CET and 13.00-14.00 CET)

Life and especially the world of work are changing: digitalisation, demography and unstable employment are keywords for future labour market challenges. In the future, employees will stay in the labour force longer and the likelihood of job changes will increase. They will need support throughout their working lives through professional guidance provided both on and offline. This workshop will look at two examples of measures to orientate and integrate PES clients in this digital world: the **“New Plan”** Self-assessment Tool for Orientation and Counselling developed by the Bundesagentur für Arbeit – the German PES – and the **Job-VEU** model of cooperation between the employment system and the educational system developed in Denmark.

The **“New Plan”** was initiated in 2019 in the context of lifelong career guidance to complete BA’s counselling services. Against the background of the far-reaching changes in the labour market, employees are facing new challenges: on the one hand, they have to think about their career path in a new and more thoughtful way; on the other adults are often unclear about their strengths and professional development opportunities. In other words, people need to reflect on professional development needs. For people in need of vocational (re)orientation and further education the BA has developed the online tool New Plan.

The tool consists of three pillars:

- Testing: Based on psychological tests, self-assessment procedures and information offers, users receive assistance with their professional orientation and statements assessing suitability for specific professions.
- Inspiring: Suggestions inspired by others' employment experiences in similar fields.
- Searching: New Plan supports searches for further training opportunities.

The tool has been online since December 2020. Several partners are providing ongoing feedback. By October 2022, further components such as a test for further training and a strengths-to-weaknesses test will be made available. Furthermore, based on statistical data, the BA’s clients will receive suggestions inspired by others and career ideas beyond their current job.

The **Job-VEU** model in Denmark was developed as a way to coordinate up-skilling education and training for adults (in corporation with the educational system, private companies, job centres, trade unions and employers’ associations). In 2017/2018 a tripartite agreement between the Danish government and the social partners gave the Ministry of Employment and the Danish PES the task to improve the coordination between the educational system and the employment system (jobcentres) for unemployed and employed adults in need of up-skilling education. The project was first implemented in 2018.

The main objectives were to improve the coordination between all the actors providing adult education and training in order to upskill more unskilled unemployed and employed adults. One of the main focus points of the Job-VEU-model was to only initiate education programmes where there is a specific labour market need. The main target groups were unemployed and employed adults in need of up-skilling education in order to stay or become employed. The activities carried out were projects where private companies unable to find employees were able to recruit people with the specific skill set needed. During COVID-19, projects that aimed to retain employees through up-skilling education were also carried out.

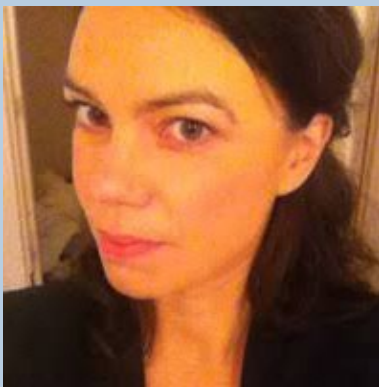
The Danish PES initiated the partnership but had a strong cooperation with the educational system, the job centres, trade unions as well as employers’ associations. Depending on the project, the nature of the partnership can be formal or informal. The three regional divisions of The Danish Agency for Labour Market and Recruitment were given resources to hire consultants to carry out the coordination process.

Speakers



Mark-Cliff Zofall

Mark-Cliff has been division manager in the Labour Market business area since 2019. Likewise, since 2019 he has been in charge of the project "Self-exploration tool for people in working life" of the Federal Employment Agency. This tool completes the service offer of a "lifelong career guidance" with a new online tool ("New Plan"). In addition, he has been leading the Executive Board project "Lifelong Career Guidance" since 2016.



Anja Toxværd Poulsen

Anja is Head of Regional Labour Market Division South at STAR, the Danish PES. She has long working experience in the employment area. Anja has also previously been working in the Municipality of Copenhagen.



Kenneth Vraa

Kenneth is Sales- and Marketing Director at Phønix Roof Materials A/S. He holds an HD-(O) focused on Organization and Leadership from Aarhus University, and an Executive MBA degree in Corporate Entrepreneurship from Business Institute.



Casper Bechgaard Kristensen

Casper is responsible for education and up-skilling at Phønix Roof Materials A/S. He has also previously been working in the Jobcentre at the Municipality of Aarhus.

Workshop three: Impact of technology on future relationships

(11.20–12.20 CET and 13.00–14.00 CET)

This workshop will focus on how technology is transforming the relationship between public employment services and other stakeholders. Two examples will be introduced: the **#COVID-19 VDAB and partners digital ecosystem** in Flanders (Belgium) and the **Job Market Finland** system.

The system introduced by **VDAB** (the Belgian-Flanders PES) allows partners to send vacancies automatically. Partners use VDAB Application Programming Interfaces (APIs). Their vacancies are then highlighted on the VDAB website. Employers who have employed at least 20 people in the past year are legally obliged to report their vacancies to VDAB. The system was introduced in October 2016 and adapted in March 2020 for temporary jobs related to COVID-19, filtering and highlighting them on the website.

The system was developed by VDAB itself as part of its wider business model for open services. Some of the APIs are free while others are not (the CV service for example costs 6000 euro for one year). Some partners are also not granted access to a particular API, for example, employment agencies do not get access to the job vacancy service. As of early 2021, 455 partners are involved in the system. This does not include multiple offices, for example, Randstad only counts as one partner but has 76 offices.

The **Job Market Finland** system stems from a similar need. The Finnish PES –TEM – realised that their old digital system was no longer able to adapt to the changes in the operating environment and support emerging needs in customer service. Overlapping services and processes made it difficult for the customer to navigate through employment services. TEM therefore decided to design a completely new digital service system with a multidisciplinary and partnership-based service, which would benefit both the end-user and the public employment service.

The main objective of Job Market Finland is to promote the matching of supply and demand. This is done by creating a shared platform for job seekers, employers and service providers. For job applicants, the platform will offer improved possibilities to find work as well as information and services for career support. Employers will get better tools for finding new employees. They will also find information and support services.

The platform is developed as part of the Digital PES project initiated by the Government of Finland in 2016. This project aims to design new, efficient services and procedures, and to enable structural reforms with the help of digitalisation. The other part of the project is to renew the electronic services of the Finnish PES. The vision of Job Market Finland was built in 2017 and the development version of Job Market Finland was launched in 2019, with the full version to be launched in the future. There are currently more than 220 services by public, private and third sectors available on the digital platform.

Interestingly, the platform is being built through a collaborative process including a development group of approximately 400 people joined through an informal partnership. The vision of the platform was built together with stakeholders from the public, private and third sectors. The platform has been developed with individuals, employers and labour market actors. Partners have been able to affect e.g. the layout, contents, processes and terminology used in the platform. Joint development takes place interactively at meetings, online workspaces, and feedback. Anyone interested in participating in the joint development is free to join the development group.

Job Market Finland is developed in Finnish, English and Swedish. You can visit the platform at <https://kokeile.tyomarkkinatori.fi/en/>

Speakers



Sointu Kouki

Sointu works as a development specialist with Job market Finland at KEHA Centre. Sointu is responsible for building and developing the partner network of Job Market Finland which is a digital platform bringing together job seekers, employers and service providers.



Tom Kaisla

Tom is the owner and Chairman of the Board of Eilakaisla. Eilakaisla is a family business offering staffing and HR- services and celebrating its 50th anniversary this year. Tom has extensive experience in the industry. Eilakaisla has been involved in the development of Job Market Finland from the early days onwards. They have been actively participating in the development of the digital service and they are also a member of the partner network.”



Ria Deketele

Ria has been working for VDAB since 1998. She was responsible for competence-based matching at VDAB from 2004 also working on a project with the Maltese employment service. She was project manager for Open services from November 2013 until February 2021. Ria has ensured that partners can work in their own systems with the data known to VDAB, and that partners and employers can automatically send vacancies with competences to VDAB.



Koen Kerkhof

Koen is a Business analyst for AXS, an IT company that delivers soft and hardware solutions. In his role, Koen is responsible for managing, coaching and planning a team of 5 developers and acting as a link between business and his team. In the past, he has also worked as a software developer for Belfius Insurance and as a functional analyst for Easypay.

Workshop four: The changing role of PES as part of the future employment service ecosystem (11.20–12.20 CET and 13.00–14.00 CET)

This workshop explores the changing role of PES as an element of the wider employment service ecosystem. Participants will be invited to discuss this theme, using two examples: the JobTech digital infrastructure introduced in Sweden, and the Online Job Search functionality developed by the PES in Slovenia.

The JobTech¹ development is a digital infrastructure for the Swedish Employment and educational ecosystems. JobTech stems from one main issue: the lack of a unified, open and functional digital infrastructure for both the Swedish labour market and the education system. This is accentuated by the need to improve skills development and lifelong learning opportunities and to reduce skill mismatches.

Arbetsförmedlingen, the Swedish Public Employment Service, therefore had the idea to introduce an open and dynamic digital infrastructure for the Swedish employment and educational ecosystems to build stronger bridges between the world of work and the world of education and training and ultimately to better support the labour market.

JobTech was implemented in April 2018 through a lean start-up method. The objective is to develop a dynamic and highly functional digital infrastructure that grows and develops in collaboration with the actors that build their services on the project. Over 500 organisations are involved: from large IT companies to small start-ups, municipalities, other governmental organisations, major banks and insurance companies, universities, schools etc.

JobTech Development is managed and developed by an X-Unit within Arbetsförmedlingen, the Swedish PES. The division consists of around 40 employees. Financial funding comes primarily from Arbetsförmedlingen, the Swedish Public Employment Service), though in future some funding might be available through the Swedish Government Innovation partnership programme. Since 2020 Arbetsförmedlingen has also had a lead role in the Swedish Government Innovation partnership programme²: Skills supply and lifelong learning. Digital infrastructure for lifelong learning is one of the main priority areas.

The **Online Job Search functionality** was developed by ESS, the Slovenian PES, to introduce a modern, simple and efficient tool for searching job vacancies. The tool aims to help both job seekers, through improved searching of job vacancies and employers, through the implementation of positive reference badges.

External suppliers were contracted to develop the search and matching tool and to ensure web page integration. They were chosen through tenders, mainly based on previous experience and references. Three groups from within the PES also participated: the search and match project implementation group with members from the IT, business and analytics departments; a test group involving counsellors from PES local offices; and a working group for the positive reference symbol for employers, including PES members from the IT, business and analytics departments.

The tool was developed between September 2019 and September 2020. Several challenges were faced during the implementation, including the difficulty of cooperating between departments, freeing enough human resources, and dealing with COVID-related work changes such as working from home.

The final tool includes a series of new functionalities. First of all, the job seeker gets results quickly, with just a few clicks, as the search engine offers all functionalities on the same page. Secondly, through new semantic search technology, the user can find an expanded list of vacancies including not only hits that contain the exact search phrase, but content-related jobs based on the search entered. The idea is to provide job seekers with the widest possible insight into the labour market and thus also offer them jobs they had not considered previously. Thirdly, advanced job search through more search categories than previously available. Fourthly, next to each individual category, the

¹ <https://jobtechdev.se/en/>

² <https://www.government.se/government-policy/the-governments-innovation-partnership-programmes/innovation-partnership-programme-skills-supply-and-lifelong-learning/>

number of vacancies within each category is also displayed, which guides the user in the search and thus itself facilitates the search. Finally, employers who are successful, take care of the career development of their employees and are recognised in the wider environment as good employers are marked with a special symbol, allowing the user to only review vacancies from employers with positive references.

Speakers



Gregory Golding

Gregory is head of the JobTech division within Arbetsförmedlingen, the Swedish PES. The division is tasked to facilitate and develop a digital infrastructure for the Swedish labour and education ecosystems. After several years working in the Swedish private sector, Gregory began his career within the Swedish Public Employment Service. Since 2012 Gregory has had various leadership positions within the Swedish PES.



Tina Cerk

Tina is an independent advisor to the Analytical Department of the Employment Service of Slovenia. She has worked for the Slovenian PES since 2011, cooperating in and reporting on ESF-funded projects, working in analytics with the internal database on unemployment and internal and national classifications, as well as producing information materials such as charts, tables and publications.



Breda Taurer

Breda is an independent advisor to the Business department at the Employment Service of Slovenia. She started working as a counsellor with jobseekers and employers, and in the last few years, she also worked as a project coordinator of development and implementation of new services for employers. More recently, Breda has been involved in different teams, defining the new digital service mode, implementing the new “Search and match” tool and new web services.