



A STOCK-FLOW JOB SEARCH ASSISTANCE METHOD DEVELOPED FOR JOBSEEKERS WHO ARE FAR FROM THE LABOUR MARKET, WITH A FOCUS ON IMMIGRANT WOMEN.

Job-matching from day 1 (MD1)

Publication date: February 2022

SWEDEN

One obstacle identified for the effective integration of immigrants into the Swedish labour market is the lack of information that both the job seeker and the employers have about each other. This lack of information can result in employers using discriminatory strategies when hiring people. Another important challenge that is especially relevant for immigrant women is to make visible existing soft skills and characteristics in the job search instead of focusing mainly on primary education and work experiences from paid work. Since a considerable part of the immigrant women who are in Sweden lack formal competences, the method focuses on identifying other types of skills that the employer would value, in some cases just as much or more than formal competence.

'Job-Matching from Day 1' (MD1) ensures that all this relevant information is systematically gathered, analysed and made available for the job-matching process. To achieve this, a team of employment officers is in charge of supporting a limited number of jobseekers. In parallel to the mapping of their competences, skills, qualifications and experiences, potential vacancies and suitable employers are thoroughly mapped in order to ensure a match between the job offer and the jobseeker's profile.

The specific approach of MD1 is that the MD1-team becomes the physical network that is often decisive for finding a job. The MD1-team is aware of the jobseeker's skills (including soft skills), so that potential employers can be contacted in a targeted way and suitable workplaces can be identified on basis of the jobseeker's profile. If needed, team members also follow the jobseeker to the job interview for support. The MD1-team exchanges information on both jobseekers and employers in order to obtain the best match possible.

Name of the PES	Arbetsförmedlingen (Swedish Public Employment Service)
Scope of measure (a pilot project or a national reform)	A project, co-financed by the European Social Fund (ESF) and the Swedish Public Employment Service in form of a randomised controlled trial (RCT) study.
When was the practice implemented?	The project started in 2018 and was carried on until 2021. It is based on experiences gained in the Stockholm area over the previous twelve years. The project was implemented in 16 employment offices with a good spread all over Sweden. Due to a reconstruction process within the Swedish PES, the approach has not yet been rolled out to all employment offices in the country.
What was the driver for introducing the practice? Was it internal or external?	The method was initially developed because local institutions that worked with unemployed immigrants saw the need for a method that was highly focused on work-related initiatives with the goal of supporting immigrants in being an effective and important part of the workforce. There was a lack of initiatives that focused on <i>getting</i> a job rather than <i>preparing</i> the immigrant for work.
Which organisation was involved in its implementation?	Arbetsförmedlingen (the Swedish PES) and Managing Authority of the ESF, placed under the Ministry for Employment and the Ministry for Health and Social Affairs.

Which groups were targeted by the practice?	Immigrant workers, mainly refugees and their relatives, who have been in Sweden for up to four years. Within the project, particular attention was given to the specific situation of immigrant women and men, to promote equality between women and men.
What were the practice's main objectives?	To be able to effectively match immigrant workers (especially women) to available jobs and to achieve sustainable labour market integration for immigrants in Sweden.
What activities were carried out?	Within the project, the 16 employment offices participated in the initial stage. Each office had a team with 3-10 employment officers. They were all trained by a centralised group of methodological experts and researchers. The centralised group then followed each team carefully to make sure that the team carried out the method accordingly. The project was set up as a randomised controlled trial study (RCT). Participants were therefore randomised into two groups: the 'treatment group' receiving the specific support within the project (the 'treatment') or the 'control group' receiving the PES-agency's regular support.
What resources and other relevant organisational aspects were involved?	The centralised group consisted of researchers and analytical experts from Arbetsförmedlingen's Head Office who cooperated with the University of Stockholm. The group also consisted of methodological experts/trainers, a project manager and people who managed and supervised the operational work in the offices. Up to 70 employment officers from local offices with some rehabilitation officers took part in the project.
What were the source(s) of funding?	Funding came partly from Arbetsförmedlingen's budget and partly from the ESF.
What were the outputs of the practice: people reached and products?	More than 3 700 people took part in the project, with another 3 500 people randomised to the control group. In addition, a description of the method was produced for explaining the method, both in an extensive way for future users of the method and a shorter one aimed at decision-makers who could be interested in implementing the method. Project findings and results were published in Swedish and English (see: https://arbetsformedlingen.se/statistik/analyser-och-prognoser/analys-och-utvardering/matchningsinsatser-for-personer-som-nyligen-har-fatt-uppehallstillstand).
What outcomes have been identified?	<p>The study carried out through the project had a total of 7 221 participants. Among them, 3 704 participants took part in 'Job-matching from day 1', while the remaining participants received regular services. The study's objective was to evaluate whether participation in the 'Job-matching from day 1' project increases labour market outcomes for female as well as male newly arrived immigrants compared to ordinary support by the Swedish PES. The result showed that the difference between those who got 'Job-matching from day 1' and the control group started almost immediately. After eight months 26% of the participants in the treatment group had a job or had started to study (control group: 21%). After eleven months that number had risen to 38% in the treatment group but only 30% in the control group.</p> <p>The study shows that the programme increases labour market participation rates among newly arrived immigrants by about ten percentage points, corresponding to a 33% increase, compared to the support otherwise offered at the Swedish PES. The experimental study design allowed Arbetsförmedlingen to draw causal conclusions: it is the intervention that creates the effect on employment.</p> <p>A cost-benefit analysis also suggests that 'Job-matching from day 1' is cost-efficient, under the assumption of 18 months of effect durability. Moreover, the results suggest that the applied and studied method is successful in job-matching female as well as male job seekers into employment. As implied by the study, carefully designed job search assistance interventions can potentially increase labour market participation of newly arrived immigrants.</p>

What are the lessons learnt and success factors?

- ▶ To be able to reach an equal result between women and men, ALMPs should be planned and implemented according to the different needs of women and men. This includes the design of the ALMP, the selection of participants and the distribution of support activities.
- ▶ Teams, in comparison to single Employment officers, can work more effectively in the job-matching process and are more accurate in identifying the customers who need the most support. Working as a team allows to support a larger number of jobseekers so that, by comparing the jobseekers, it is easier to understand who might need more assistance. Since market-ready jobseekers often find a job by themselves, the MD1 team can concentrate its resources on those who stand further from the labour market.
- ▶ The access to information, both about the jobseekers and employers, and different strategies targeted to the specificities of employers related to branches, size and local context have also been identified as key success factors.
- ▶ Supporting the teams in critically assessing their work on basis of a small number of relevant indicators, such as the number of women and men getting offers for practical work experiences and/or an invitation for a job interview in a month, has also proven to be important for ensuring high-quality implementation and equal results between women and men.



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