



USING LOCAL COMMUNITIES AND A LOCAL COMMITTEE FOR EMPLOYMENT TO CREATE JOBS FOR LONG-TERM UNEMPLOYED PEOPLE

“Employment as a right”: new ways of integrating long-term unemployed people in sustainable jobs at the territorial level

Publication date: December 2022

FRANCE

The pilot project “Expérimentation Territoriale contre le Chômage de Longue Durée” (ETCLD) (Territorial experiment against long-term unemployment) aims at providing employment to long-term unemployed people. This project builds on the twin assumption that (a) every person has skills and know-how for which local jobs can be created and (b) there is a lack of jobs that address local needs. Frequent examples of activities can be recycling and repairing (second-hand) objects, social groceries, maintenance of parks and gardens, etc.

Name of the PES

Pôle emploi, the French Public Employment Service

Scope of measure (a pilot project or a national reform)

Pilot project.

When was the practice implemented? (including start and end date for pilot projects)

The pilot project is being implemented in a step-by-step approach. In the first pilot phase, between 2016 and 2021, it was implemented in ten local communities. A second phase from 2021 to 2026 is continuing the project in the first ten local communities and extending the approach to at least fifty new communities.

What was the driver for introducing the practice? Was it internal or external?

The project is based on a range of moral and practical convictions: everyone has skills and know-how and thus no one is unemployable, while at the same time there is a lack of jobs, as local needs are not addressed. Considering that the authorities every year bear the costs of unemployment and social welfare, resources may be allocated to such an initiative. There is also a legal framework in the Preamble of the French Constitution (1946) that says: “Everyone has a duty to work and the right to get a job”. Further, in September 2019, the French Government started to implement its political strategy against poverty (“Lutte contre la Pauvreté”) to which the pilot project contributes.

Which organisation was involved in its implementation?

Although Pôle emploi is the French PES, it contributes as a stakeholder among others. There is a wide range of partners involved in the implementation of the project including different stakeholders such as policy makers, public administrations and institutions, associations, NGOs, social and economic partners, citizens, project groups, local committees for employment (LCE) and other partners.

Which groups were targeted by the practice?

The target group are long-term unemployed people, be they registered with the PES or not.

What were the practice’s main objectives?

The main objective is to integrate everybody into the labour market.

What activities were carried out?

At the local level, committees are set up with the objective of integrating long-term unemployed people into the labour market. Representatives from Pôle emploi’s local office take part in these local committees. After identifying jobseekers who are motivated to participate in the project and after assessing their skills and know-how, suitable jobs are found, training is offered and the jobseekers are placed in these jobs. Employers who create jobs for the target group or specific enterprises created for offering jobs to the target group (so-called enterprises creating employment) (“Entreprise à but d’emploi/EBE”) are financially supported by a specific fund (the ETCLD, see above). Jobs within EBEs are financed by this specific fund (coming from both French state and Territories), but the EBE as such functions as an ‘ordinary’ private company.

What resources and other relevant organisational aspects were involved?

Pôle emploi is a partner in this experiment and takes part in national and local governance. Pôle emploi is committed to preparing, supporting and training volunteers before they are recruited by a company (EBE). Pôle emploi can intervene to help EBE’s employees with a new professional project.

What were the source(s) of funding?	State funding. Two laws authorising the pilots were passed in 2016 and 2020.
What were the outputs of the practice: people reached and products?	<p>The following outputs were achieved in the first phase:</p> <ul style="list-style-type: none"> ▶ 2 391 permanently unemployed people were identified (up until 31 December 2020). ▶ By 30 June 2021, 873 employees had been recruited by the specific enterprises created for offering jobs to the target group. ▶ By 30 June 2021, 459 volunteers had participated in the project. ▶ The specific enterprises created for offering jobs to the target group who participate in the pilot project comprise eight non-profit associations, four cooperative societies of collective interest and one public limited company/social utility enterprise. ▶ Of the full-time jobs created, 22% are located in the field of development of the local economy, 16% in the field of social cohesion, 43% in the field of the ecological transition and 19% in back-office positions. ▶ As of 31 December 2020, total revenue of €3,1 million has been generated. This revenue is the global turnover generated by the EBEs' activities (products or services sales).
What outcomes have been identified?	<p>There have been various positive outcomes of the projects, such as open-ended contracts, flexible working times, autonomy and financial security at the individual level, participation in local life, finding a place within society, dignity, citizenship and the fight against prejudice.</p>
What are the lessons learnt and success factors?	<p>The following key elements can be regarded as success factors:</p> <ul style="list-style-type: none"> ▶ The engagement and potential of local communities in developing targeted and efficient solutions. ▶ The construction of the national framework of the right to employment ensures access to the same right to employment for all. ▶ Funding is guaranteed by the state and communities. ▶ A positive outcome of the first period is that the TZCLD as an association in charge of preparing territories to be candidates for this ALMP wishes to get involved. <p>From the project's implementation, we have learnt that hiring all volunteers is a challenge. Another challenge is the integration of new communities in the project.</p>



Contact details for further information
Expérimentation Territoriale contre le Chômage de Longue Durée (ETCLD)
Name: Clementine Hodeau (Executive Director)
Telephone: + 33 2 85 52 49 56
Email: clementine.hodeau@tzclld.fr
Name: Sophie Hermant (CEO)
Telephone: + 33 2 85 52 49 56
Email: sophie.hermant@etclld.fr
Pôle emploi
Name: Laurence Salter
Telephone: + 33 6 20 12 23 00
Email: laurence.salter@pole-emploi.fr