



EURES GUIDELINES FOR 2010 – 2013

Table of contents

1. Introduction.....	1
2. EURES Objectives.....	2
3. Purpose of the Guidelines	3
4. The EURES Guidelines 2010-2013	4
Guideline 1 – Improving access to EURES.....	4
Guideline 2 – Ensuring services to employers.....	5
Guideline 3 – Providing services to jobseekers, job changers and the unemployed .	6
Guideline 4 – Networking with other stakeholders	7
Guideline 5 – Functioning of the network	7
Guideline 6 – Implementing cross-border activities.....	8
5. Activity plans.....	11
6. Conditions for financial assistance	12

1. Introduction

EURES is a European network between the European Commission and the Public Employment Services (PES) of the EEA Member States (the EU countries plus Norway, Iceland and Liechtenstein) and partner organisations. Switzerland also takes part in EURES co-operation. The network is responsible for developing the exchange of information and cooperation provided for in Part II of Regulation EEC No 1612/68, namely the clearance of vacancies and applications for employment. The services of EURES consist of information, advice and assistance for placement, recruitment along with matching CVs and vacancies. The services are delivered by the EURES advisers and other relevant staff of the EURES members and the partner organisations involved.

EURES is efficiently addressing the need for information and advice on the labour market situation and the living and working conditions in the EURES countries. Thanks to the EURES network, information and advice is generally secured in all Public Employment Services and in partner organisations. Permanently updated information sources also need to be secured for the coming period of time. Mobility should be promoted whilst ensuring the concept of "fair mobility", particularly fighting undeclared work and social dumping, which is to ensure that labour standards and legal requirements are always fully respected

The Public Employment Service facilitates and stimulates the use of EURES for the client groups (jobseekers, workers and employers etc.) as an additional European wide opportunity to find work or workers and relevant information attached to these processes. In general, EURES activities do not replace actions carried out at the national level. Thus EURES actions continue to be complementary to the activities carried out by the member countries. EURES can thus show a great European added value. However, EURES must take into account the great diversity of its partners, the political circumstances in which its activities take place from the point of view of sending and receiving countries.

The changes on the labour market, the economic crisis in particular and the overall modernisation of PES are the main challenges for EURES in the coming years. In order to address these changes a strong further development of EURES is needed. Transparency on the labour market by displaying the PES vacancies on European level is no longer sufficient to address the market and client needs. EURES has to be further developed as a result oriented network showing its added value for the client groups and the PES.

EURES will develop other activities in the field of placement, recruitment and matching. "Recruitment" is from the perspective of an employer, "placement" is from the perspective of a jobseeker and "matching" is the process of bringing together CV's and vacancies based on vacancies and job profiles.

2. EURES Objectives

The objectives for the next three-year guidelines are determined by the situation described above. First and foremost, EURES must keep its strong role as an instrument in promoting mobility. This means that the regular information and advice tasks will remain. The tasks related to recruitment, placement and matching will get more emphasis in order to address real needs of the EURES clients and provide measurable outcomes. PES needs to further include EURES in its service delivery package and client contacts and use the expertise of the EURES advisers to further mainstream and integrate the European dimension in all relevant activities. Mobility within the EEA and Switzerland must be made an attractive option.

Against this background, the objectives of EURES are to contribute to the coordinated clearance of vacancies and applications for employment at European level, to support the European Employment Strategy, and to contribute to the strengthening of the European Single market¹. In particular, for the benefit of jobseekers, workers and employers, EURES promotes:

1. the development of a European labour market open and accessible for all;
2. the transnational, interregional and cross border exchange of vacancies and job applications;

¹ Chapeau of Article 2 of EURES decision of 23 December 2002

3. transparency and information exchange on the European labour markets, including on living conditions and on the opportunities for acquisition of skills;
4. and the development of methodologies and indicators for this purpose².

The three main activities that in practice EURES develops are: information, counselling and job matching. These three activities remain valid in the future because they are essential for the functioning of the network. Nevertheless increased emphasis shall be put on the job matching activities: offering personalised assistance to jobseekers, employers, workers, apprentices, university graduates with regard to mobility. And achieving a better balance of vacancies and applications for employment must be the main goal of EURES.

The services provided by the network have to adapt to changing circumstances. The pace of change in the European labour markets, triggered by the effects of economic crisis, have prompted the need for workers to adapt more systematically to a new working environment. Even in periods of difficult economic circumstances, regions with skill shortages and low unemployment often exist side by side with regions with skill surpluses and high unemployment. It is one of EURES' main missions to contribute to reduce such disparities. The impact of these changes, and the concurrent consequences for employment patterns, require also a regular adaptation of the missions and functionalities of a network like EURES.

3. Purpose of the Guidelines

The EURES Guidelines for 2010 - 2013 are designed to take into account the context in which the operation of EURES takes place (i.e. financial and economic crisis, successive enlargements of the EU, etc.) as well as the need to streamline its financial architecture.

According to the EURES Decision³ the EURES Guidelines are designed to enable the EURES network to draw up their respective three-year activity plans for the period 2010-2013. The guidelines shall also include the conditions for any financial assistance which the Community may provide. In accordance with Article 9 of the EURES Decision, the High Level Strategy Group must be consulted before EURESco can establish the guidelines.

The guidelines will cover the three year period from 1 June 2010 until 31 May 2013.

The purpose of the Guidelines 2010-2013 should be to link more firmly the three-year exercise of the guidelines with the financial assistance. The full potential of the grants under the Call for Proposals should be used as an instrument to steer activities at the national and regional levels.

For measuring the performance of the activities carried out under the 2010-2013 EURES Guidelines indicators need to be agreed. These indicators will be elaborated by an appropriate working group, composed of EURES and PES representative and will be

² Indents - a to - d of article 2 of the EURES Decision.

³ Commission Decision of 23 December 2002 (2003/8/EC)

agreed at a later stage. Indicators for Cross-border activities will be elaborated by a separate working group which will also comprise the social partners.

4. The EURES Guidelines 2010-2013

The operational objectives enshrined in the six following guidelines:

- 1) Improving access to EURES
- 2) Ensuring services to employers
- 3) Providing services to jobseekers, job changers and the unemployed
- 4) Networking with other stakeholders
- 5) Functioning of the network
- 6) Implementing cross-border activities

The chapter hereunder provides a more detailed overview of the achievements expected for each guideline. Below each guideline, there is a list of key and optional activities to be carried out. When key actions are not carried out, a justification should be given. Partners should select all the activities which are relevant for their situation. The selected activities need to be tailored at the national, regional and cross-border level bearing in mind that the main goal of EURES is to promote and facilitate mobility in the EU and in the EEA countries and Switzerland.

Guideline 1 – Improving access to EURES

Visibility of EURES should be developed taking into account two different sets of potential users. On the one hand – the internal visibility – is the awareness-raising and knowledge of EURES services in all parts of the PES organisations. In practice this means that the mainstream PES officers should be aware of the existence of EURES and be able to provide their customers (jobseekers and employers) with basic information about EURES. On the other hand - the external visibility – potential clients must be aware of the existence of EURES and the services that it can offer. Activities should be targeted towards the public which can be EURES potential clients such as jobseekers, unemployed, youth, graduates, employers, employees, etc.

Key actions:

1. Provide EURES training and awareness sessions for non-EURES staff.
2. Produce and implement a national information campaign to inform the clients (jobseekers, unemployed youth, graduates, employers, employees, etc.) on the opportunities offered by the European labour markets.
3. Include information on EURES in PES mainstream publications.
4. Make EURES and mobility part and parcel of the national strategies by including EURES and mobility in national PES plans.
5. Make jobseekers and employers aware of the opportunities offered by mobility.

6. Development of infrastructures providing services and customer relationship management (i.e. provide EURES advisers with the necessary resources for carrying out their tasks to focus on the clients).

Optional action:

7. Establish national help desks to give information to clients.

Guideline 2 – Ensuring services to employers

Employers should be made aware that they have the possibility to recruit staff from all EU Member States as well as from Norway, Iceland, and Liechtenstein and also from Switzerland. Employers should also be informed that EURES can help them to fill their job vacancies in other countries. The emphasis should be put on the following advantages. First, find the right person for the right job: looking abroad offers the attractive possibility of finding the skilled staff they are looking for. Second, discover the motivation of mobile workers. They are ready to start working, often on short notice, are very flexible and willing to adapt to a new work environment. Third, increase innovation and competitiveness of business. Mobile workers bring along a solid background of educational and professional experience that can help business grow. Furthermore they can help in establishing new business contacts in their country of origin.

Key actions:

1. Develop a strategy to enable all employers, in particular SMEs, to access information about EURES and the possibility of advertising their job vacancies on the EURES Portal. Ensure that employers experiencing recruitment difficulties receive a consistent service from the EURES members and partners.
2. Develop and offer "mobility packages" to employers consisting of information, advice and job matching. Systematically seek feedback from employers to measure the impact of EURES in terms of placement. EURES in the host country should help employers in supporting workplace integration, including through the provision of language courses to workers.
3. Develop and implement quality and fair traineeship allowing employers to give the possibility to young people from abroad to work in their companies.
4. Develop and implement a service level agreement between EURES and employers at the appropriate level, or a customer charter to explain what employers can expect from EURES.

Guideline 3 – Providing services to jobseekers, job changers and the unemployed

Jobseekers should be made aware of at least the following benefits. Firstly, the possibility of gaining new skills both professionally and personally. Working in another country strengthens self-confidence and improves the communication skills as a direct result of working in a different cultural environment. Secondly, the possibility of getting new insights and different perspectives. Working abroad gives the possibility of experiencing a new culture, learn or improve a foreign language and become more open to new learning. Thirdly, the possibility of finding temporary or seasonal job. Some sectors, like tourism and agriculture have high seasonal demand and often need to recruit from other countries.

Key actions:

1. Provide comprehensive information and advice to jobseekers and mobile workers (cross-border workers, seasonal workers, migrant workers⁴, and posted workers) in order for them to profit from the advantages of mobility and exclude its disadvantages. This information shall be provided before, during and after the mobility experience.
2. Organise a "mobility package" for jobseekers, job changers, and workers. This should include the provision of EURES services before departure from the home country and after arrival in the destination country. It should also include services for workers willing to return to their home country or to move to another country. This should be organised with other EURES members, the sending country and the host country.
3. Develop a strategy to enable all jobseekers, job changers, and the unemployed, to access information about EURES and the possibility of finding a job on the EURES Portal. These target groups will receive information, counselling and the possibility of placement.
4. Establish bilateral or multilateral recruitment and matching activities, promoting and operating targeted geographical and occupational mobility between Member States and regions.
5. Use multi channelling and self service to deliver basic information advice and job broking services on mobility.
6. Organise European Job Days every year in September/October and/or in April/May.
7. Establish arrangements between sending and receiving EURES partners to support mobile workers before, during and after the move.
8. Develop a customer charter to explain what clients can expect from EURES.

⁴ Third country nationals can be covered as long as they have the right to work in another EU/EEA country (and Switzerland).

Optional action:

9. Encourage the mobility of graduates and young people to SMEs.

Guideline 4 – Networking with other stakeholders

Closer co-operation mechanisms shall be put in place at the local level with other EU networks or instruments (including the structural funds) which promote occupational and geographical mobility. The key stakeholders are the social partners. Local and regional authorities, universities, NGOs, private employment services and other stakeholders are an essential presence in the functioning of EURES. The European Parliament has asked EURES to provide information and assistance for the integration of workers and their families. This should be done in cooperation with NGOs, in particular by host countries.

Key actions:

1. Coordinate EURES activities with stakeholders at European, national, regional and local level that are active in promoting mobility.
2. Coordinate the EURES activities with the relevant Ministries, Agencies dealing with unemployment benefits, etc.
3. Establish systematic cooperation mechanisms with EU networks, such as PLOTEUS, EUROPASS, Europe direct, SOLVIT, EURAXESS, ECAS, etc.
4. Establish cooperation mechanisms with organizations active in the provision of information and assistance for the integration of workers and their families, in particular vulnerable groups. Host countries should carry out this action.

Optional action:

5. Make sure that EURES priorities are respected when related activities are done in cooperation with private employment services.

Guideline 5 – Functioning of the network

The EURES network is built around two main components. The first is the website and the information it contains. Concerning the website, partners must be aware that a job vacancy database that functions effectively is a key tool. Moreover, the provision of information on the labour market as well as on working and living abroad must be a key feature of the website. Its regular update (min. every six months) should be a continued priority. The second is the human network. EURES is built on a strong human network. This is the real driving force for EURES. Thus the network must be nurtured and maintained if EURES shall work effectively.

Key actions:

1. Provide staff resources to EURES, at central level and throughout the territory.
2. National and European training: new EURES advisers, advanced training, Ad hoc training, pre-training and other trainings at national level.
3. Organise at least one national EURES conference involving EURES advisers as well as line managers and stakeholders. This conference should serve to ensure the correct information flow between EURES managers and EURES advisers, involving the line managers.
4. Ensure that all EURES activities have qualitative and quantitative objectives, are evaluated and reported.
5. Provide an independent, external evaluation of the results achieved by the three-year activity plans at the end of the three-year period.
6. Evaluate on an annual basis the annual activity plans and submit the results in the annual reports to EURESCO.
7. Contribute to the regular provision and updating of job vacancies available; cooperate to improve the quality of the information available, in particular the flagged job vacancies which could be translated in the relevant language.
8. Ensure collection of data to identify and anticipate surpluses, shortages and bottlenecks on labour markets. Make use of this data in the design of activities.
9. Financial audit.
10. Participate in meetings, seminars conferences, etc. at EU level. Members holding the EU Presidency to organise working party meetings.

Guideline 6 – Implementing cross-border activities

A cross-border partnership comprises the Public Employment Services of all the regions involved, together with trade union, employer organisations, as designated by the EURES members, in line with the relevant national rules and practices. Other partners can include: regional and local authorities or associations of these; organisations dealing with vocational training, universities and institutes of higher education; other relevant actors on the cross-border labour market. All partners are committed to the objectives of the partnership and contribute to the financing of its activities. Cross-border partnerships are considered as permanent networks with clearly defined objectives to which financial support is granted on a temporary basis. Financial support might be phased out once the objectives as defined in the grant agreements and three-year activity plans have been reached. EURES cross-border

partnerships are a service provider covering a particular cross-border area in the EEA and Switzerland. They act under the strategic guidance of one EURES member which they determine in own responsibility. The concerned EURES member is also member of the cross-border partnership's Steering Committee.

The main tasks of a cross-border partnership are:

- To offer through the EURES advisers and other staff of the partnerships' member organisations client services to actual and potential cross-border commuters and their employers by providing and exchanging information and advice on job vacancies and job applications as well as on living and working conditions and other relevant information related to the labour market in the cross-border region, such as social security, taxation and labour law;
- To facilitate the job matching process on the cross-border labour market and develop joint placement projects;
- To ensure a constant flow and exchange of information by direct and regular contacts between the EURES advisers in the region;
- To monitor mobility obstacles in the cross-border region and propose suitable solutions on how to remove them to regional, national and European decision makers;
- To coordinate, contribute to and develop projects aimed at improving the functioning of the labour market in the cross-border regions, including co-operation with other relevant programmes, with the objective of making the cross-border partnership self-sustainable at the end of the 2010-2013 period.

For the implementation of their activities that need to correspond to the above-mentioned main tasks, cross-border partnerships apply the general EURES guidelines 1-5 with the following focus:

Guideline 1: the cross-border partnerships may promote their partnership and their services as part of EURES; their promotion and communication activities are synchronised with the communication strategy of the EURES member which ensures its strategic guidance. The main objective being to coordinate the offer of services provided by the partners in the region facilitating an easy access to these services for all clients.

Guideline 2: the cross-border partnerships offer services in the field of information, advice and matching to employers; the EURES advisers from EURES partner organisations are focusing their activities in the area of information and advice.

Guideline 3: the cross-border partnerships provide services to jobseekers, job changers, unemployed and cross-border workers. In this respect the EURES advisers and other suitable staff of the different member organisations of the partnerships are working closely together; the PES EURES advisers are focusing on information, advice and matching activities while the EURES advisers of EURES partner organisations are contributing to the EURES objectives by providing information and advice in fields such as social security, taxation and labour law.

Guideline 4: the cross-border partnerships are establishing contacts, coordinate their activities and develop co-operations projects with relevant regional stakeholders.

Guideline 5: the cross-border partnerships may ask for financial support for their coordination, the training of its staff, and the organisation of meetings necessary for the running of the partnership. The independent external evaluation of their activities is carried out in the frame of the evaluation of the activities of the EURES member which ensures its strategic guidance. Cross-border partnerships will collect relevant information on mobility flows, identify and anticipate surpluses, shortages and bottlenecks of workers.

The implementation of EURES cross-border activities may take place in different forms. In all cases, the concerned EURES member ensures the strategic guidance of the co-operation/partnership. The forms in which the cross-border co-operation/partnership could be implemented are four.

Option 1: As a cross-border co-operation between the involved EURES members and partners, and then included in the respective three-year national activity plans of the EURES members. For the cross-border activities of the EURES members included in their national activity plans all provisions of the EURES guidelines 1-5 apply. Option 1 is the only case in which a cross-border partnership does not exist, for the other three following cases a cross-border partnership should exist.

Option 2: As a cross-border partnership with co-operation activities between the involved EURES members, complemented by other partners activities and then included in the respective three-year national activity plans of the EURES members. The involved EURES members take care of the coordination of the activities. All other provisions of option 3 apply.

Option 3: In the form of EURES cross-border partnership that applies directly under the EURES call for proposals for partnership 2010-2013. In order to receive financial support cross-border partnerships need to apply under the forthcoming EURES call for proposals for partnership 2010-2013. Their application will be assessed on the basis of the following criteria⁵:

- Quality of the three-year activity plan in relation to a needs analysis for the client services delivered by the cross-border partnership. The three-year activity plan need to provide clearly defined objectives and expected results including appropriate indicators to measure the results.
- Existence of a network of EURES advisers from all participating countries and partner organisations.
- Quantitative parameters⁶: There must be a sufficiently large target group of cross-border commuters and/or a huge potential for cross-border commuting in the cross-border region.

⁵ More information on the criteria will be available in the EURES call for proposals for partnership 2010-2013.

⁶ The applicant cross-border partnership has to deliver this data on the basis of data from official sources or reliable academic research.

- I. Number of cross-border commuters in 2008 (or most recent figures).
- II. Number of cross-border commuter in 2008 in relation to the overall population of the cross-border region.
- III. Estimated number of cross-border commuters and potentially interested in cross-border commuting in 2013.
- IV. Number of unfilled vacancies on all sides of the border (most recent figures, preferably 2006-2009).
- V. Percentage and number of unemployment on all sides of the border (most recent figures, preferably 2006-2009).

Option 4: As formal cross-border partnerships without financial support by EURES. The candidate cross-border partnerships need to submit a three-year activity plan that the partnership implements in own responsibility and with own financial means. If the European Commission endorses the plan, this partnership is still part of the EURES network. The partnership will be receiving all relevant information, will be allowed to use the EURES logo and will be invited to EURES meetings and conferences at their own expenses.

5. Activity plans

In line with the provisions set forth in Article 9 on the EURES decision, the EURES members and partners shall present their activity plans for the period 1st June 2010 – 31 May 2013 in replying to the EURES call for proposals.

The activity plans must be established on the basis of a common model provided by EURESco, which includes the following parts.

- I. Specification of the main activities to be undertaken by the EURES member within the framework of the network, including the transnational, cross-border and sectoral activities defined and carried out by the EURES partners.
- II. Specification of the human and financial resources allocated to the clearance of vacancies and applications for employment, as specified in part II of Regulation 1612/68.
- III. Description of the arrangements for monitoring and evaluation of the activities planned, including the information to be sent to the Commission on an annual basis.
- IV. A short assessment of the activities and progress achieved during the period 2007-2010.

6. Conditions for financial assistance

Article 9 of the EURES decision states that "the Commission may grant financial assistance for the implementation of the activity plans subject to the rules governing the relevant budgetary resources".

In order to comply with the above mentioned objective, the Commission will publish a call for proposals with a view to selecting organisations to work with the Commission and receive Community support on a stable and regular basis for the period 2010-2013. Such support will be given through the conclusion of framework partnership agreements aimed at establishing long-term cooperation with the Commission.

The call for proposals will specify the objectives pursued, especially concerning the envisaged partnership, eligibility, selection and award criteria for signing framework partnership agreements, the expected duration of the partnership and any plans to award grants (award conditions, arrangements for financing) under this arrangement. The three year activity plans will be an annex to the Framework partnership agreements.

Following the signature of the framework partnership agreement, the Commission will invite all organisations selected to provide the Commission an annual activity plan and the corresponding budget for one year. The Commission will then proceed to an assessment of these proposals received from the selected organizations. Specific grant agreements, based upon the framework partnership agreements, will then be signed. The specific agreements contain the specific provisions governing the subject of the grant, since the general provisions are contained in the framework partnership agreement.