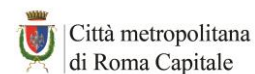


# YOUR FIRST EURES JOB



Your First EURES Job – Targeted  
Mobility Scheme  
YfEj 4.0



*YfEj 4.0 Partnership meeting  
30 January 2017 – Rome (Italy)*

## YfEj 4.0 Project overview

*Marinella Colucci*

EURES National Coordinator



YfEj 4.0: two years of  
experience together

YOUR FIRST  
EURES JOB

*Lead Applicant*

EURES NCO-  
Italy  
(MLPS)

9

CoApplicants

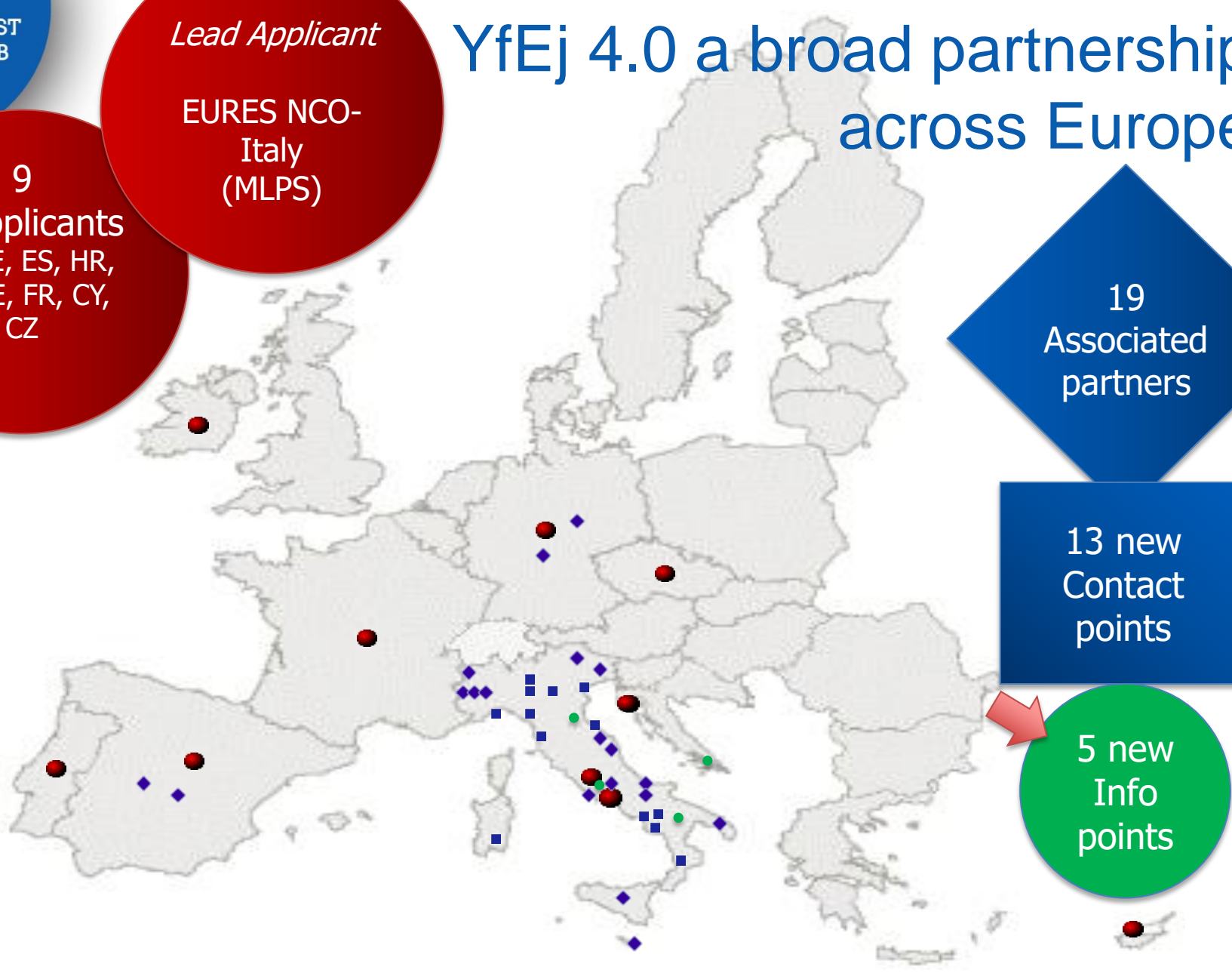
IT, DE, ES, HR,  
PT, IE, FR, CY,  
CZ

# YfEj 4.0 a broad partnership across Europe

19  
Associated  
partners

13 new  
Contact  
points

5 new  
Info  
points



## YfEj 4.0: goals and main results

# Expected Results

## Young people

- Trip flat rate reimbursement to **1200** job or work based **interview**
- Relocation allowance to at least **600 job placements**
- Relocation allowance at least **150 traineeships**
- Relocation allowance at least **150 apprenticeships**
- At least **600 young preselected** jobseekers involved in pre-departure/language **training**
- Financial support **recognition of qualification** costs to **300 young** mobile workers/preselected jobseekers
- **Supplementary** relocation allowance to **100 young** mobile workers

# Expected Results

## European enterprises

- **700 companies** involved in YfEj Services
- Fill in **900 bottlenecks vacancies**
- Financially support SMEs to deliver **integration training programmes** to **500 young** mobile workers

# Overview on the main achievements

- At January 2017 **we overpassed the target and we are at 107% of the goal with relation to young job seekers who found a job through YfEj (969 placements in total). Among these, 933 received a relocation allowance and 36 did not ask for this support measure**
- We are at 60,8% of the target with relation to the activation of **integration programs** involving 304 job seekers
- **Training programs (language courses) have been delivered and we are currently at 39% of the target; job seekers may access, since November 2016, to language and other courses that are e-learning based (Massive Open Online Courses) and it is expected to further develop this strategy in the future**
- **At January 2017 with respect to traineeships we are only at 33%.** It has been activated only one (1) apprenticeship; the project faced obstacles in activating both the contracts, due to diverse legal contexts in the EU countries and a not competitive package of related services offered
- Further, to be highlighted the **important and complementary role of the promotion and communication strategy, who has been essential to support awareness raising among beneficiaries. YfEj is well recognized within the Target Mobility Schemes**



**629** interviews



**969** placements (among  
these **933** received a  
**relocation allowance**)

+ **198** placements *in progress*



**86** recognition of qualifications



**192** language courses  
(residential)

**43** language courses and  
others (MOOC)

# Results

(January 20, 2017)



**304** integration programs for  
young people employed

Activated by  
**69** SMEs in **14** countries

**20** Germany

**8** Italy

**7** Malta, United Kingdom

**6** Spain, France

**4** Netherland

**2** Bulgaria, Belgium,  
Ireland, Czech Republic

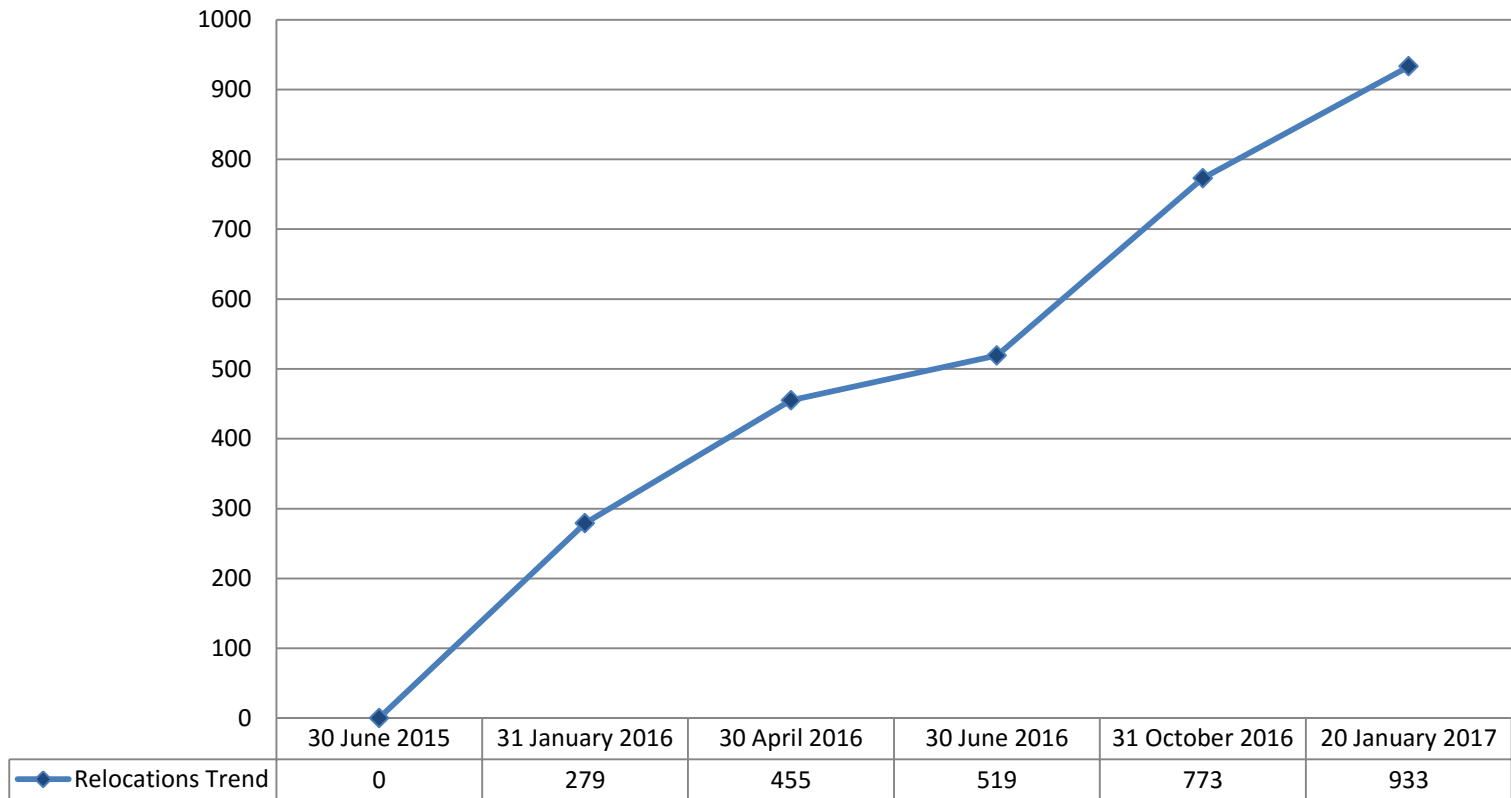
**1** Austria, Poland, Croatia



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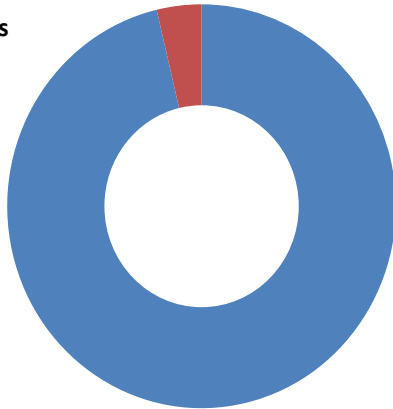
Evidences

# Relocations trend

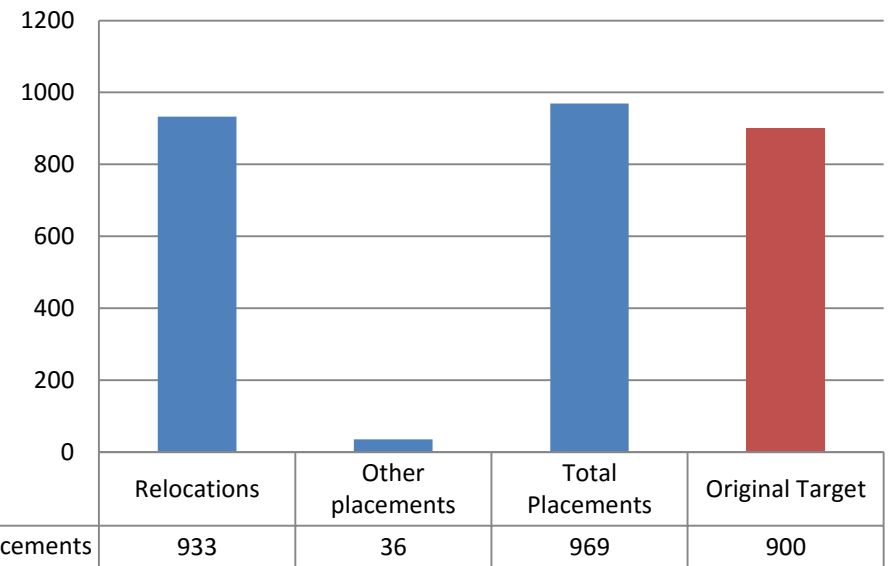


# Focus on placements

Other  
Placements  
4%



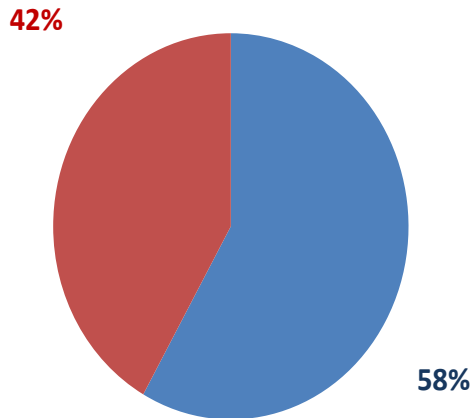
Placements  
with  
relocations  
96%



■ Placements

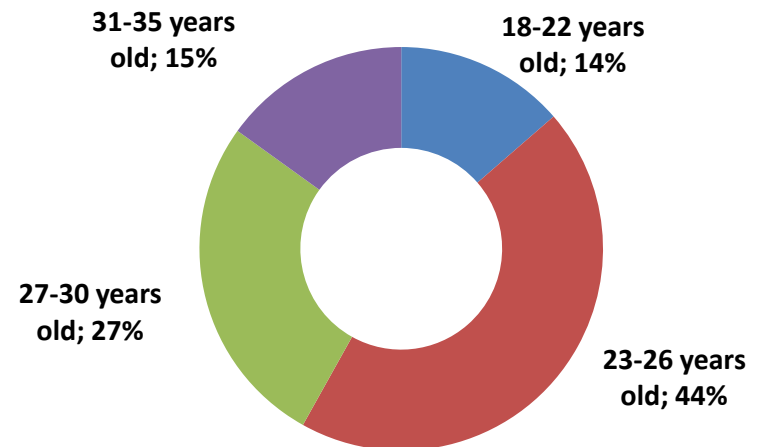
# Gender and age (young placed)

## Gender/placed

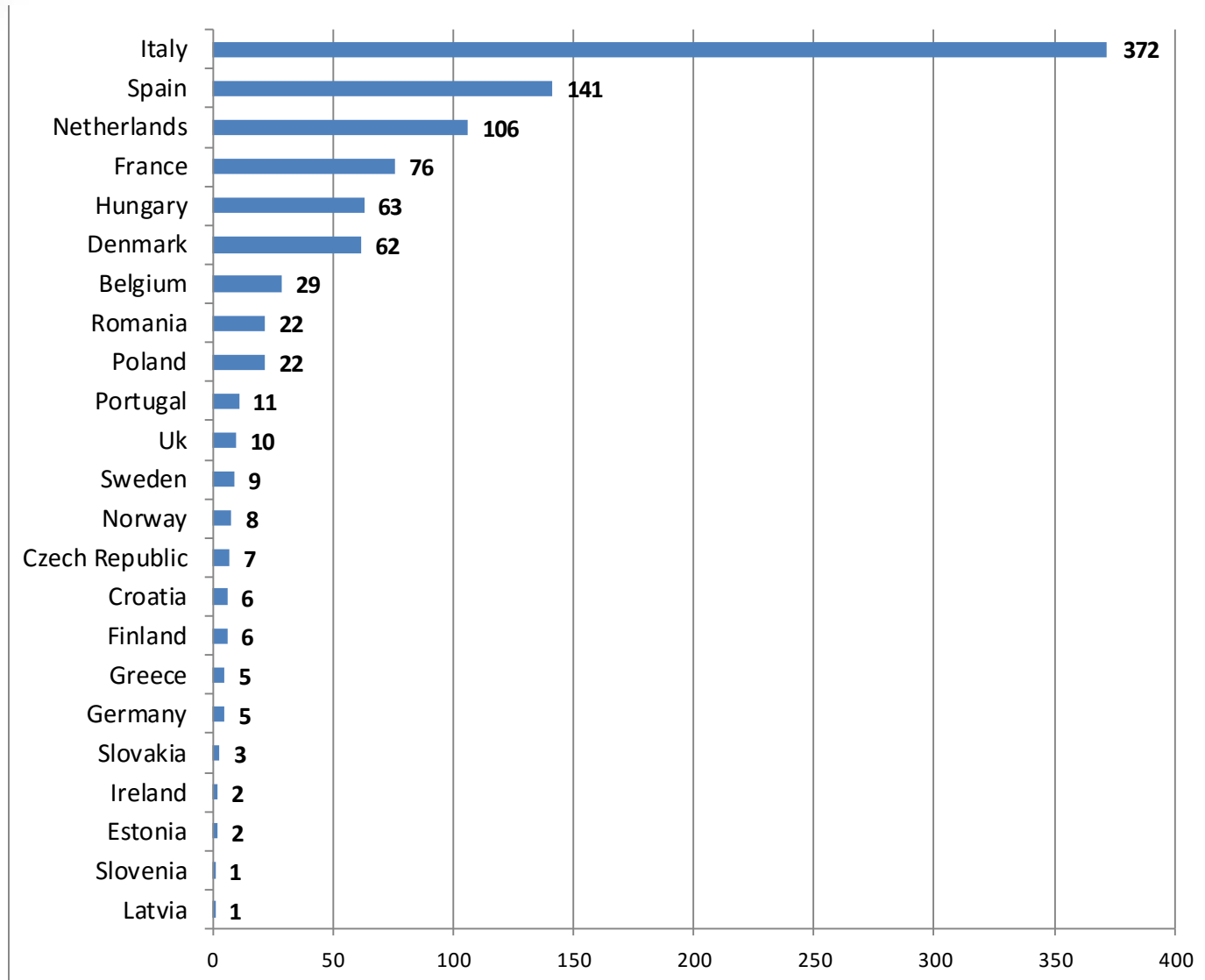


■ 564 Male  
■ 405 Female

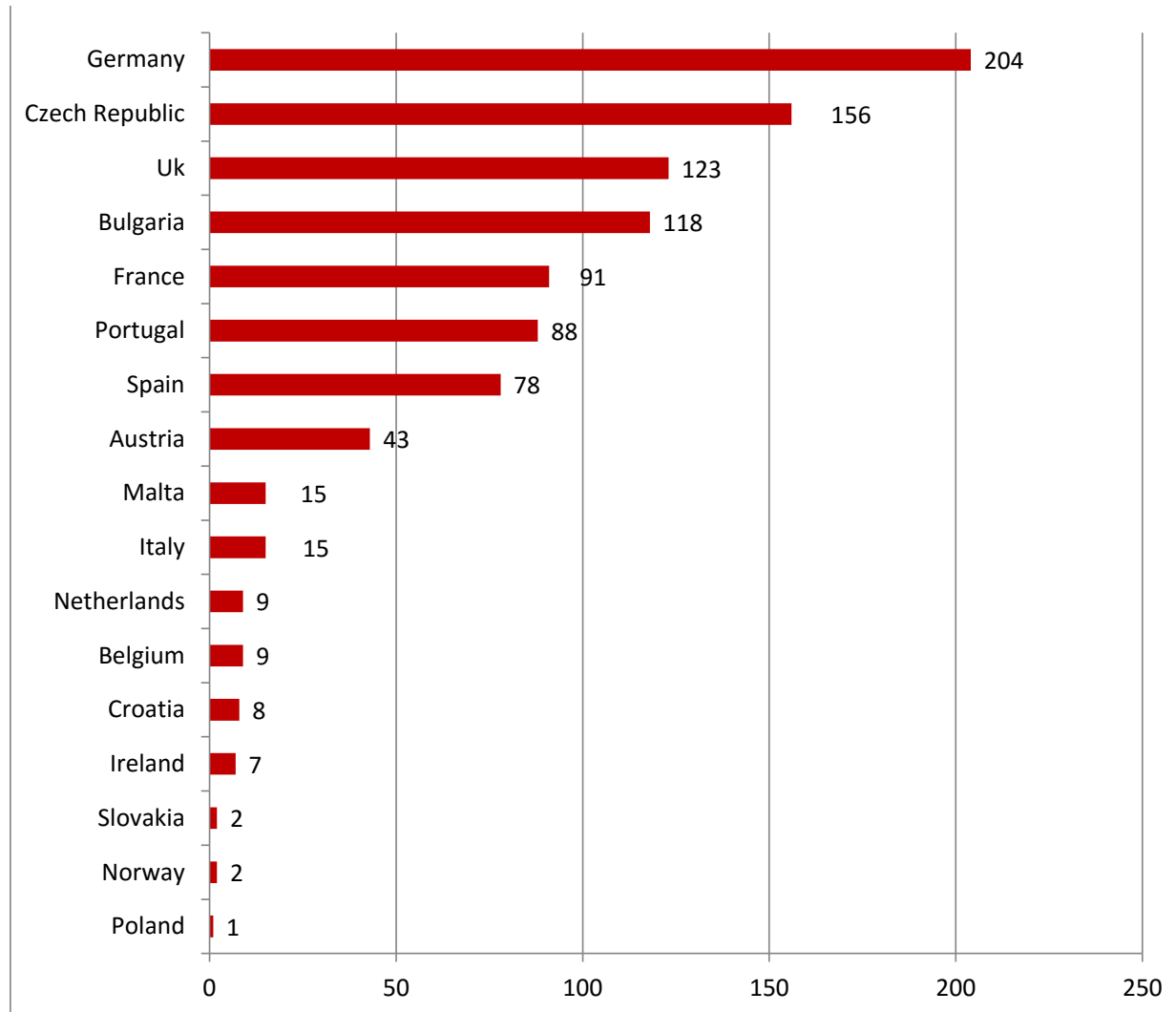
## Age - placed



# Placement: country of departure



# Placement country of destination



# Placements

## mobility flows

Residence	Country of destination																	
	Austria	Belgium	Bulgaria	Czech Rep	Germany	Spain	France	Croatia	Ireland	Italy	Malta	Netherlan	Norway	Poland	Portuga	Slovakia	Uk	Tot
Belgium			24	4		1												29
Czech Republic	1		1		3		1			1								7
Germany	1		1	1			1			1								5
Denmark	1			1	2	57				1								62
Estonia	1									1								2
Greece			1		2					1							1	5
Spain	5	1	7	14	30		18			3		1			62			141
Finland	3			3														6
France	1		3	70						1			1					76
Croatia	1	1		1			2		1									6
Hungary				1			1						1				60	63
Ireland	1		1															2
Italy	18	7	4	14	163	9	48	8	6		11	6		1	26	1	50	372
Latvia							1											1
Netherlands			68	32			3			1		2						106
Norway						8												8
Poland	6		1	1	3		6			2	3							22
Portugal				7	1		1				1							11
Romania	2			2			5			2							11	22
Sweden			5			3				1								9
Slovenia	1																	1
Slovakia	1			1													1	3
Uk			2	4			4											10
Tot	43	9	118	156	204	78	91	8	7	15	15	9	2	1	88	2	123	969

## Work done/achievements (1/3)

- The most attractive **economic sectors** for job seekers were human health and social care, information and communication, logistics, professional scientific and technical activities
- The project seems to reach young people / employers with services that meet their needs in terms of **providing targeted support and concrete opportunities**
- There are already **positive indications** that young people that started to work through YfEj 4.0 are continuing their job after 6 months (minimum duration of the contract under YfEj 4.0). The 68% of the contracts activated within the project last more than 6 months and, among these, many are permanent contracts



## Work done/achievements (2/3)

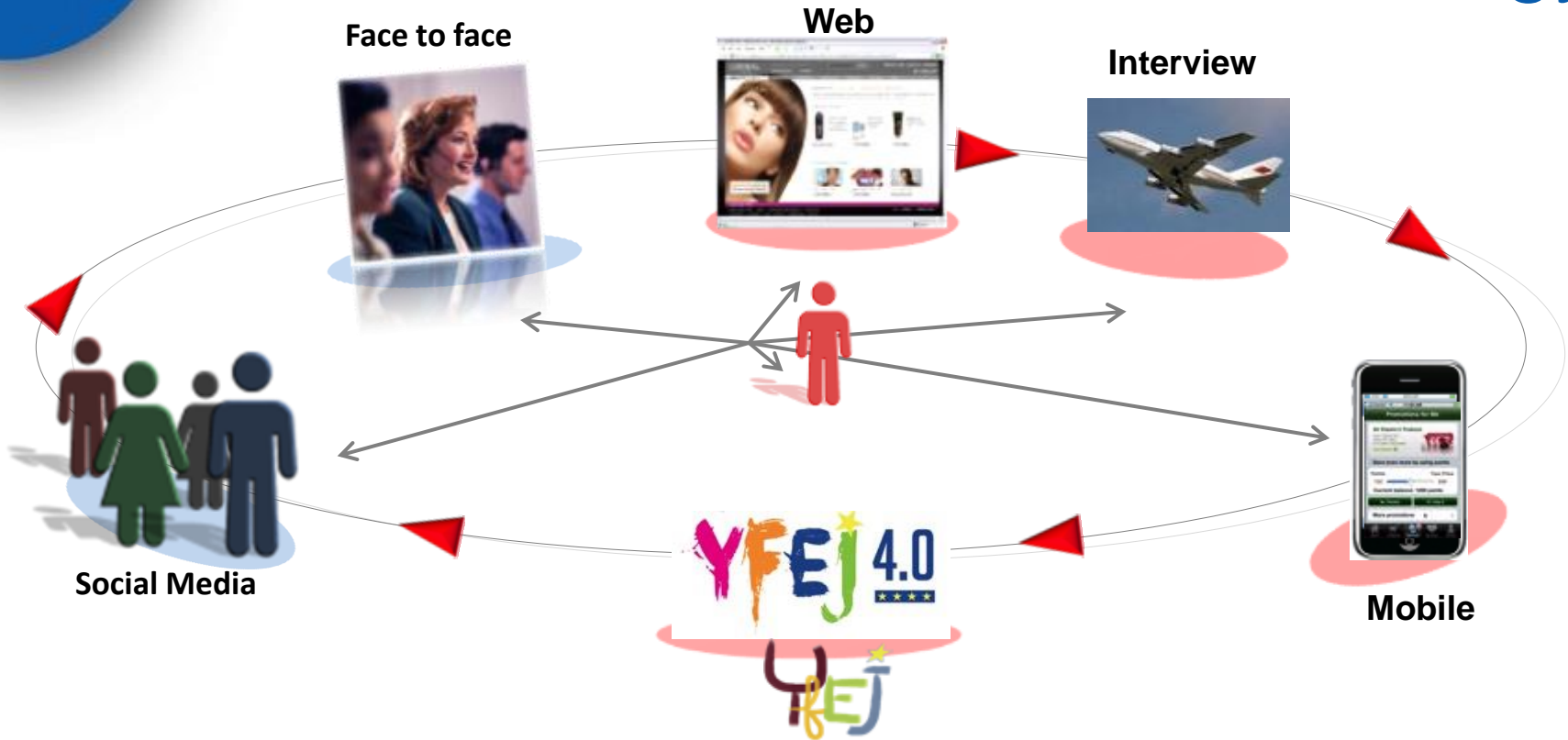
- Consistent **engagement of final and intermediate target groups** through enhanced and combined communication activities: social media marketing strategy, video contest, final event focused on the customer and supporting awareness raising. The combined integrated strategy complemented and strengthened the role of EURES desks in promoting and supporting intra EU job mobility enhancing cooperation
- **Massive Open Online Courses (MOOCs)**: pilot test of non-traditional, technology-based skill building, online credentialing programs, emerging as low cost alternative to traditional education and training

## Work done/achievements (3/3)

- **Sectoral cooperative agreements** among EURES NCOs were signed, with the first positive effect of harmonizing the mobility, selection and recruitment process providing transparent, fair and equal access to work placement at European level in coherence with the EU employment policies
- Effective **mechanisms of monitoring** results and customer satisfaction (through the web platform)

# Promotion and communication activities

# The strategy



→ Cross- Channel strategy

→ Integrated and customized approach

→ Active engagement of beneficiaries and enahncement of the referral network

→ New generation communication channels

# The objectives

- Strengthening the awareness raising of the **brand YfEj** among young people, SMEs and stakeholders
- Scaling up the **opportunities** for young european **job seekers**
- Enhancing the **EURES network** and supporting the integration of mechanisms of mobility programs for young people and their access to different opportunitites
- Supporting the **cooperation** between european **actors** at international level

# YfEj 4.0 Promotional activities

- Organization and participation in around **284 events** (Meetings/Networking, Info sessions, Job fairs, Info/Open/Career Days, Recruitment Days, ...) in different European countries, with more than **40.000 participants** such as young people, SMEs and large companies, officers from public and private institutions, other stakeholders
- **Web sites, social network, media ...**
- **7** Technical training sessions for the project co-applicants on use of YfEj platform
- Training of **EURES Assistants (Italy)**

# Focus on the video contest

## My Your First EURES job Moment 2016

- **20<sup>th</sup> November 2016:** launch of the “***My Your first EURES job Moment 2016***”, photo and video Contest calling on young people and companies across Europe to share their Your first EURES experience. The competition closed on **January 16<sup>th</sup>**
- Photos/videos posted on **Facebook, Twitter, YouTube, LinkedIn or Instagram**
- **More than 1396 people shared the Photos** in their social networks profile
- Number of hits: 19700 (contest webpage)
- **25 photos** and video selected as **finalist**
- 2 winners awarded from the people’s jury and 1 winner awarded from the Jury of the YfeJ 4.0 partnership

# My Your First EURES job Moment 2016 Blog

<http://www.yfejmoment.eu/>

My YfeJ Moment 2016 Contest

Have you participated in any YfeJ activity as jobseeker, jobfinder or employer? Share your experience and WIN €500 flight voucher.

8 DAYS 5 HOURS 31 MINUTES 10 SECONDS

- ▶ Are you on YfeJ platform?
- ▶ Take a photo or a video;
- ▶ Add a short description;
- ▶ You can WIN and FLY

**Read the Rules**

and participate in the Contest

N.B. You can submit your photo or your video from 30/11/2016 to 12/12/2016

GOOD LUCK

Share





About the  
project implementation ...

# Success factors/Challenges

## Success factors

- Integrated and targeted approach
- Widespread in the territory through the EURES network; no geographical limitations and sectorial boundaries.
- Key role of the EURES network
- Job-search support measures
- Trained staff
- Direct relationship with the target group
- YfEj addresses directly the needs of young job seekers
- It is a comprehensive scheme, that can include the more diverse categories of workers and employers within the EU regulations

## Challenges

- Some lack of flexibility of the scheme
- Extremely difficult in respect of traineeships and apprenticeships: need to create a fruitful and applicable model at both European and National level, due the very diverse laws and regulations in the EU countries and poor offer.
- Difficult to cooperate among the other YfEj projects (results oriented / labour intensive / commitment for EURES NCOs involved)

# Lesson learned

- We experienced the importance of providing easiest access to the project and integrated support services
- Added value of being part of the EURES Network, widespread across Europe; and the importance of strengthening partnerships and synergies with similar initiatives/programs
- An increased capacity and more flexibility is important in order to respond to all requests and their changes over time
- Close and supportive supervision to young job seekers (EURES Advisers)
- Raising awareness among beneficiaries thanks to targeted promotional activities
- Need for job-search incentives
- Need to improve collaboration with employers

# YFEJ 4.0 Important achievements at governance level (1/2)

At **governance level**, the **referral network developed** within the project consortium resulted in a **broad partnership**, in further collaborations, agreements, activities organized among Governmental and non-Governmental actors, project partners and **public and private stakeholders** with first positive impacts at European and National level. Particularly:

- **Strengthening the cooperation among EURES NCOs:** The EURES NCO Italy continues to actively cooperate with almost the 8 EURES NCOs that are co-applicants in this project; the Associate Partners, Contact Points and Info Points from all Europe

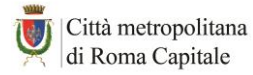
# YFEJ 4.0 Important achievements at governance level (2/2)

- The project has its basis on **the EURES Network (no geographical and sectorial boundaries)**. **The fundamental work of the EURES Advisers offer a broad targeted integrated service within the Network**. There are positive evidences of the **key role played by the EURES Network** that allowed a strengthening of the services provided within the Italian network at European, National and local level, in complete coherence with its objectives. It is expected to reap the benefits of this work in the immediate future, strengthening existing medium and long term collaboration with EU governments
- Specific **synergies** with different networks have been built: e.g with Eurodesk and Euroguidance, and with other initiatives/programs such as **ERASMUS +, MOBIPRO-The job of my life, Youth Guarantee**, etc.

We are still on for ...



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European Commission  
With the support  
of the European Union

