



EC – OECD International Online Workshop

Organised in cooperation with the European Commission's Directorate-General for Structural Reform Support (DG Reform) and the Spanish Ministry of Labour and Social Economy

INTRODUCING NEW DIGITAL TOOLS FOR PES COUNSELLORS: RAISING AWARENESS, SUPPORTING USERS AND ENSURING SUSTAINABLE ADOPTION

Monday, 25 October 2021

Objective of the international workshop

The workshop aims to facilitate a mutual exchange on good practices, and discuss challenges that public employment services (PES) meet in adopting digital tools to support employment counsellors. By involving experts from several EU PES and Spain in the discussion, the workshop aims to support the Spanish stakeholders of the system of public employment services in adopting digital tools to support employment counsellors, particularly regarding the recently developed profiling tool called Send@.

The examples to be presented during the workshop will cover different segments of the process of adopting digital tools. A particular focus will be given to the segment in this process when the first version of the tool has been developed for trialling (i.e. the same point in the adoption process where SEPE is now regarding Send@). The topics proposed by the OECD to be discussed include tentatively: (i) raising awareness about the digital tools across employment offices, (ii) preparing guidelines for users, (iii) assigning adoption coordinators/advocates/user supporters of the tool in employment offices and training them, (iv) providing training for employment counsellors to adopt the tool, (v) adopting mechanisms for continued user support, and (vi) adopting mechanisms to monitor the use of the tool, collect user feedback and adapt the tool, collecting ideas for innovation.

This workshop is organised in the context of the project "[Implementing a new approach to the management of statistical and analytical information in the Spanish labour and social security administration](#)".

Participants

The workshop will bring together international experts from several EU PES on the one hand, and a wide range of stakeholders of public employment services in Spain, such as staff from regional PES, officials from the Spanish national PES (SEPE) and the Ministry of Labour and Social Economy (MITES), as well as experts and collaborators supporting SEPE and MITES to develop digital tools and the IT system more generally.

The seminar is interactive, with the Spanish and international presentations intended to serve as a basis for a subsequent discussion amongst participants. Participants are encouraged to ask questions about the presented examples, as well as propose their ideas on how to better support employment counsellors in adopting digital tools.

This work was carried out with funding by the European Union via the Structural Reform Support Programme and implemented in cooperation with the European Commission's Directorate-General for Structural Reform Support (Contract number REFORM/IM2020/004).

Agenda

The webinar languages will be English and Spanish: simultaneous English-Spanish-English interpretation will be provided. The agenda below in CET (Brussels/Madrid/Paris time zone)

9:45 **Opening of the webinar channel**

10:00-10:10 **Welcome**

(10 min) **Marc Vothknecht** (European Commission, DG Reform)

Aranzazu Gonzalez Rubio (MITES, Deputy Directorate-General for Statistics and Social and Labour Analysis)

Federico Muñoz Alonso (SEPE, Deputy Directorate for Statistics)

Theodora Xenogiani (OECD, Directorate for Employment Labour and Social Affairs, Skills and Employability Division)

10:10-11:00 **Session 1: Implementing user-centred approaches in developing, testing and adopting digital tools for employment counsellors**

(20 min) [Adopting innovative and user-centred digital tools in the French PES](#)

Miguel Mogollon (Pôle emploi, France)

(20 min) [Decision support tool for employment counsellors in the Estonian PES – development, implementation and future plans](#)

Karina Leinuste (Estonian Unemployment Insurance Fund)

(10 min) **Discussion**

11:00-11:50 **Session 2: Supporting employment counsellors to adopt digital tools in a decentralised PES model**

(20 min) **Adopting digital tools for employment counsellors in Spain**

Federico Muñoz Alonso (SEPE, Deputy Directorate for Statistics)

(20 min) [The new “Competency tool” to support employment efforts in the Danish regions by providing systematic and up-to-date data on labour market demands](#)

Daniel Westh Wiencken Vizel (Danish Agency for Labour Market and Recruitment, STAR)

(10 min) **Discussion**

11:50-12:00 **Concluding remarks**

(10 min) **Marc Vothknecht** (European Commission, DG Reform)

Aranzazu Gonzalez Rubio (MITES, Deputy Directorate-General for Statistics and Social and Labour Analysis)

Federico Muñoz Alonso (SEPE, Deputy Directorate for Statistics)

Anne Lauringson (OECD, Directorate for Employment Labour and Social Affairs, Skills and Employability Division)