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# Workshop on statistical profiling tools for effective targeting and tailoring of services to jobseekers

**Organised and funded by the  
Technical Assistance and Information Exchange Instrument  
of the European Commission (TAIEX)**

**in co-operation with**

the Directorate General for Structural Reform Support  
(DG REFORM), the Slovenian Ministry of Labour, Family,  
Social Affairs and Equal Opportunities (MoLFSAEO)

and

the Organisation for Economic Co-operation and Development  
(OECD)

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**1 and 8 October 2020**

**Venue:**

Webinar

**Beneficiary:**

Slovenia

## Background:

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Although Slovenia's increase in unemployment during the COVID-19 crisis has been modest so far, servicing long-term unemployment remains an ongoing challenge. Prior to the onset of the COVID-19 crisis, Slovenia experienced several years of stable labour market growth, following the troughs of the global financial and sovereign debt crisis. By end of 2019, employment rates stood above the pre-crisis peak of 2008 and had surpassed both the OECD and EU averages. Nonetheless, during the ongoing crisis Slovenia's public employment service, the Employment Service of Slovenia (ESS), has had to manage a significant inflow of new jobseekers while social distancing measures have prohibited in-person counselling.

Slovenia currently employs a caseworker-based system for profiling and matching jobseekers to vacancies, but has engaged on several projects to introduce data-driven tools. Under the current system, jobseekers are assigned to one of three client segments at the first counselling interview: i) Directly employable; ii) Employable with additional activities; and iii) Employable with intensive support. However, with an increasingly large share of jobseekers classified in the lower two categories (86% in 2019), the segmentation provides little guidance to prioritize clients and provide information on possible services these individuals require. To design a fitting individual support plan in the right time, an accurate assessment of the jobseeker's individual labour market situation is crucial. Therefore, the ESS is exploring options to introduce additional tools for supporting counsellors in their decisions.

## Aim of the Workshop:

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The aim of the workshop is to enable participants to learn from existing expertise and experience of other EU and OECD countries that have introduced statistical profiling and job-matching tools in the past. The workshop will focus on three key topics:

- (1) the potential benefits of statistical profiling;
- (2) the practical challenges and options of implementation; and
- (3) good practices for internal and external communication throughout the introduction and use of a profiling tool.

The workshop will feature presentations from experts from national Public Employment Services (PES), focusing on trade-offs, challenges and best practices. Each session of the workshop will close with a discussion session where implications for Slovenia will be derived.

The workshop is organised within the framework of technical support provided by the European Commission's Directorate General for Structural Reform Support (DG REFORM), in cooperation with the Organisation for Economic Cooperation and Development (OECD), to Slovenia's Ministry of Labour, Family, Social Affairs and Equal Opportunities (MoLFSAE) on improving Slovenia's capacity to address challenges of long-term unemployment.

*The Structural Reform Support Programme (SRSP) is operated by the European Commission's Directorate General for Structural Reform Support (DG REFORM). TAIEX SRSP events are organised by DG NEAR in agreement with DG REFORM for the benefit of Member States who are receiving technical support through the SRSP.*

## Speakers:

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- **Mr Marko Bucik**  
Policy officer, Directorate General for Structural Reform Support DG REFORM ,  
Unit 04- Labour Market, Education, Health & Social Services, European Commission
  - **Ms Damjana Šarčević**  
Head of Division, Ministry of Labour, Family, Social Affairs and Equal Opportunities,  
Slovenia
  - **Ms Kristine Langenbucher**  
Labour Market Economist, Directorate for Employment, Labour, and Social Affairs,  
OECD
  - **Mr Jonathan Stöterau**  
Labour Market Economist, Directorate for Employment, Labour, and Social Affairs,  
OECD
  - **Ms Judit Marte-Huainigg**  
Office of the Executive Director, Public Employment Service, Austria
  - **Ms Moya Drayton**  
Minister Counsellor for Employment, Delegation to the OECD, Australia
  - **Ms Brigita Voncina**  
Senior Adviser at Employment Department, Public Employment Service, Slovenia
  - **Mr David Buchner**  
Data Science Engineer, Public Employment Service, France
  - **Ms Kristina Fleischer**  
Head of the Division for Unemployed Persons, Public Employment Service, Croatia
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## Thursday 01 October 2020

**Co-chairs: Ms Damjana Šarčević, Head of Sector for Employment, MoLFSAE0;  
Mr Marko Bucik, Policy Officer, DG REFORM**

09:00	Welcome and introduction by the chairs
09:10	Overview of statistical profiling – <a href="#">Overview of statistical profiling in PES across the EU/OECD</a> Speakers: <b>Ms Kristine Langenbucher (OECD)</b>
09:20	Profiling at the Public Employment Service Slovenia Speakers: <b>Ms Brigita Voncina (Public Employment Service, Slovenia)</b>
09:30	Country input 1: Austria – <a href="#">Internal and external communication during design &amp; implementation</a> Speaker: <b>Ms Judit Marte-Huainigg (Public Employment Service, Austria)</b> Q&A / Discussion
10:00	Country input 2: Australia – <a href="#">Digital Servicing and profiling in the New Employment Services Model</a> Speaker: <b>Ms Moya Drayton (Minister Counsellor for employment, Australian delegation to the OECD)</b> Q&A / Discussion
11:00	<i>End</i>

## Thursday 08 October 2020

**Co-chairs: Ms Damjana Šarčević, Head of Sector for Employment, MoLFSAE0;  
Mr Marko Bucik, Policy Officer, DG REFORM**

09:00	Welcome and introduction by the chairs
09:10	Summary of 1 <sup>st</sup> October workshop Speakers: <b>Mr Jonathan Stöterau (OECD)</b>
09:20	Country input 3: France – <a href="#">Using advanced statistical tools for profiling and matching jobseekers at the French public employment service</a> Speaker: <b>Mr David Buchner (Public Employment Service, France)</b> Q&A / Discussion
09:50	Country input 4: Croatia – <a href="#">Piloting, practical implementation and integration with existing (IT) systems</a> Speaker: <b>Ms Kristina Fleischer (Public Employment Service, Croatia)</b> Q&A / Discussion
10:20	Wrap-up: lessons learned for Slovenia – Lessons learned from international experience for current as well as upcoming challenges and decisions that Slovenia faces. Introduction: <b>Ms Brigita Voncina (Public Employment Service, Slovenia)</b> Q&A / Discussion
11:00	<i>End</i>