

Engaging and improving services for employers

Joint seminar of the OECD, the European Network of Public Employment Services and Italy's National Agency for Active Labour Market Policies (ANPAL)

26 June 2018

Ministry of Labour and Social Policies, Rome

In the context of the OECD Review of Italy's Active Labour Market Policies (ALMP) and the Mutual Assistance Project of the EU PES Network with Italy, the OECD, the EU PES Network, ICF and Italy's National Agency for Active Labour Market Policies (ANPAL) organise a joint seminar with the participation of the Italian regional authorities and international experts. The purpose of this seminar is to share experiences of effective employer services and identify best practices with the aim to support the set-up of employer services by the Italian regions, assisted by ANPAL.

The seminar will discuss the following issues:

1. National support for local employer services:

- How can a national employer strategy help to deliver regional and local employer services that guarantee a certain service standard?
- How to set up a single point of contact to integrate a wide range of PES employer services or at least be able to respond to and follow up on all different kinds of requests and needs of employers? What type of information can be delivered to employers on national level (information of labour market monitoring, access to jobseeker CVs etc)?
- How to work on a national job-portal containing job vacancies from the entire country and a system of matching job offers with profiles of jobseekers? How to cooperate with private employment agencies and employers to increase the number of vacancies?

2. Engaging with employers:

- How to implement a personal and proactive approach to engage with employers?
- How to equip local staff with different competencies to work with employers?
- What support can the national level offer to regions and job centres (for example handbooks and guidance)?

3. Working with different employer groups:

- In order to invest resources efficiently, how to manage employers via different channels (setting up employers' units with an emphasis on personal, customer-oriented contact while providing some services (vacancy registration) online)?
- How to offer support to companies that require the most assistance, i.e. SMEs?
- How to offer a single route for nation-wide companies?

Agenda

9:30-9:45 Welcome and introduction

Salvatore Pirrone (ANPAL)
Julian Hiebl (European Commission)
Theodora Xenogiani (OECD) and Anne Lauringson (OECD)

9:45-10:15 The changing nature of work in the Canadian context

Gordon Roberts, Director, Employer Support Programs and Services, Skills and Employment Branch, Employment and Social Development **Canada** (ESDC)

10.15–11.45 Engaging with employers: examples from Slovenia, Denmark, France

National support for local employer services, Sandi Meke Coordinator of Employer Services, Employment Service of **Slovenia**

Engaging with employers at local level, Louise Seidler Johansen, Head of Division and Anna Møbjerg Stevnhoved, Head of Section Labour Market Recruitment at the Agency for Labour Market and Recruitment, **Denmark**

Working with different employer groups, Aude Busson, Deputy Director for Employer Services, Pôle Emploi, **France**

11:45-12:00 Coffee break

12:00-13:00 Examples from Italian regions on approaches to working with employers

Luisa Maria Widmann, Agenzia del Lavoro di Trento
Claudio Spadon, Agenzia Piemonte Lavoro
Simone Cappelli, Regione Toscana
Carlos Corvino, Regione Friuli Venezia Giulia

13:00-13:30 Discussion on improving services for employers

13:30-14:30 Lunch