

„employment radar“ as a key process within the europatriates framework – Solutions against youth unemployment



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Presentation at Kick-off-Meeting for the project „Job Develoer“ founded by the European Union under the ERASMUS+ Project, Ruhr-Universität-Bochum, 11.-12.11.2015

Stand: 10.11.2015



Agenda

1. europatriates

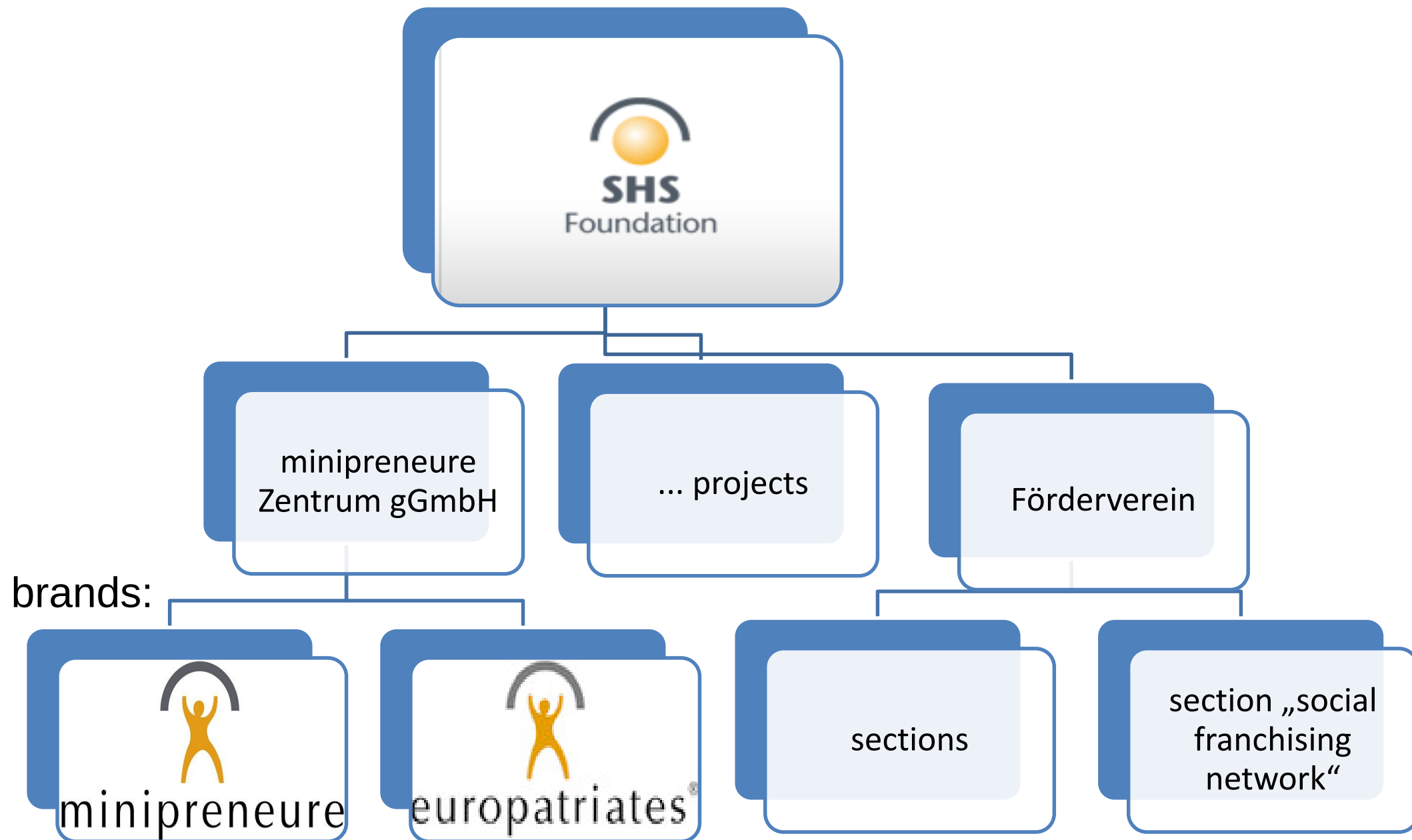
- people, concept and key-elements

2. Full scope of the europatriates processes to be implemented within the project „Job Developer“ founded by the European Union under ERASMUS+

- Modul I: Employment Radar on the Basis of Talent Diagnostics
- Modul II: Self-Regulation in Groups + Attaining sustainability through European Social Franchising Network



organisational structure





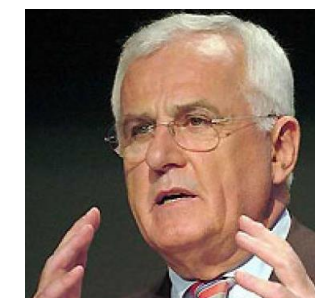
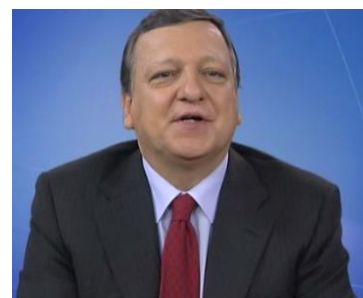
europatriates®



Erasmus+

1st europatriates Congress in June 2014: Starting point for a strong alliance to fight youth unemployment in Europe

> 500 participants & 44 speakers of 24 nations:
politicians, experts, youth
under the auspices of J.-M. Barroso





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europatriates: European Partners & Sponsors



*Partners in 7
European countries*



*> 4000 Supporters
worldwide
in 39 countries*

*+ 400 members in
friends association*



europatriates Concept to combat youth unemployment in Europe

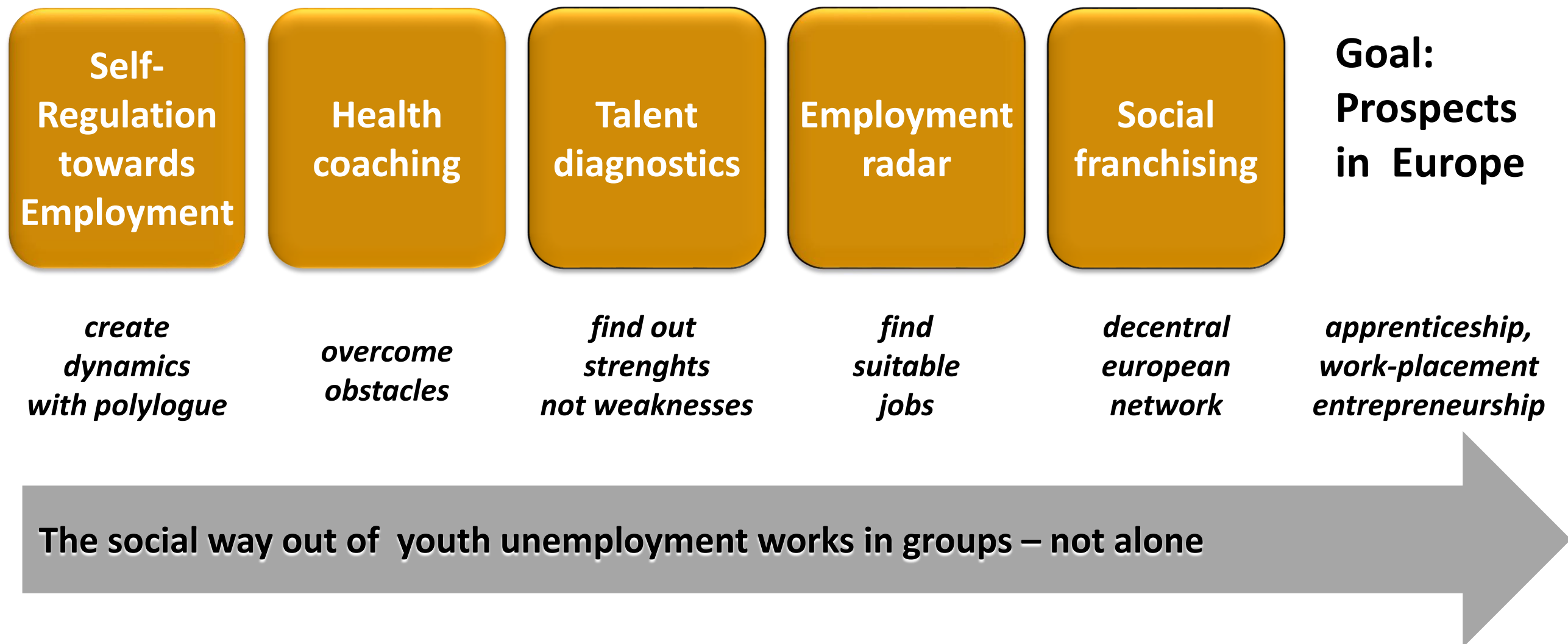


1. **Personal Development Plan** - for every young person
2. **Titre de Formation** - An innovative mechanism for financing education
3. **Employment Radar** - Open up employment and income opportunities
4. **Job Floater** - Capital for labor
5. **Social Franchise Network** - a decentral european support structure
6. **Short-time working** in companies, while staff is in training



Personal development plan

Focus on personal strengths not on placement handicaps





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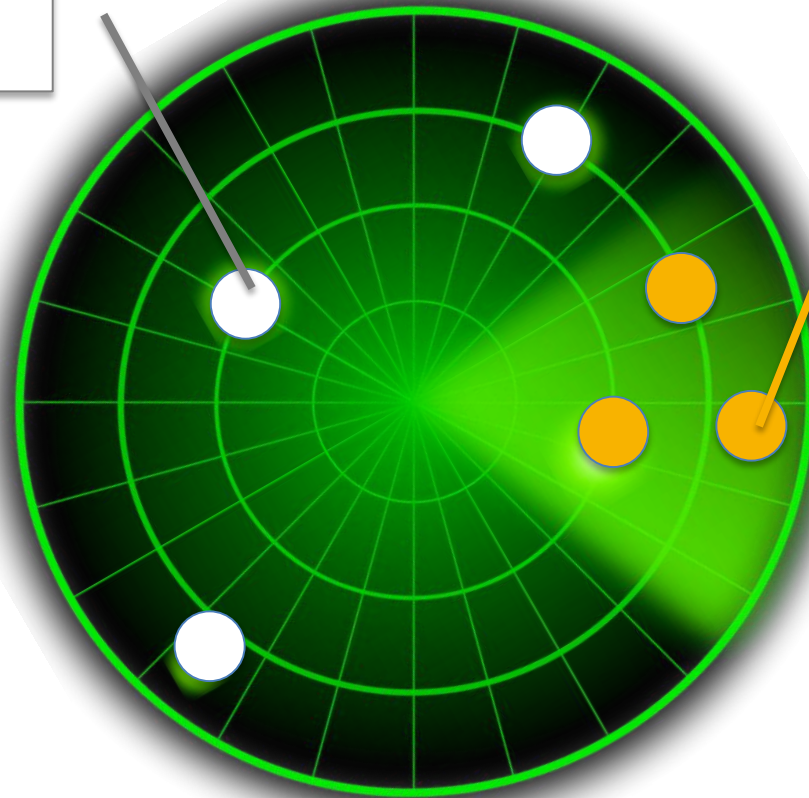
- Modul I: Employment Radar on the Basis of Talent Diagnostics
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The **employment radar** offers a 360 degree view on employment opportunities in a geography

1 Know structures

- existing and new jobs in local industries
- social and welfare jobs



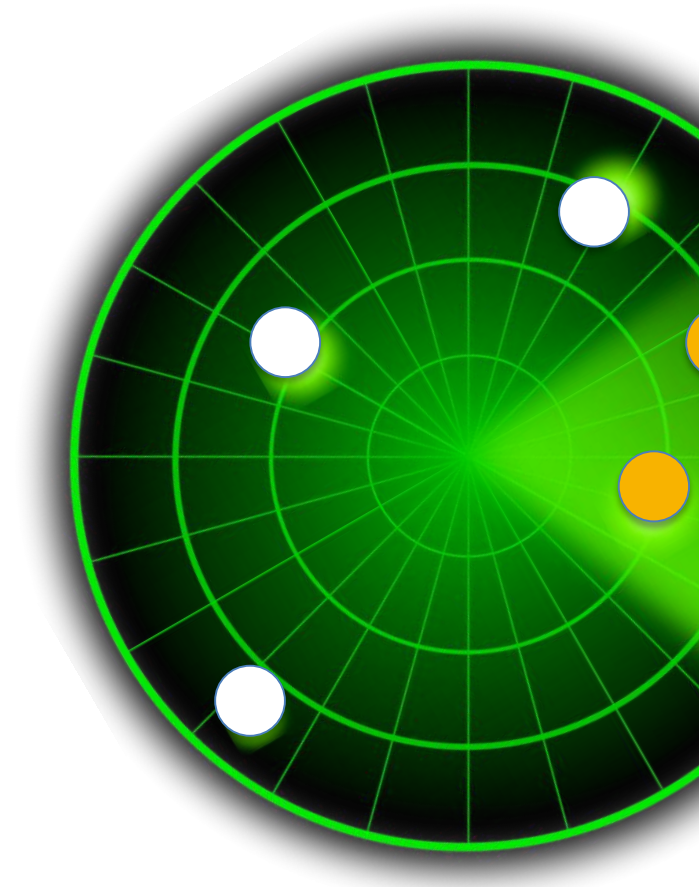
2 Unknown potential

- new trend based jobs and services
- subcontracting for SME, minipreneuere
- own business ideas
- black labour substitution

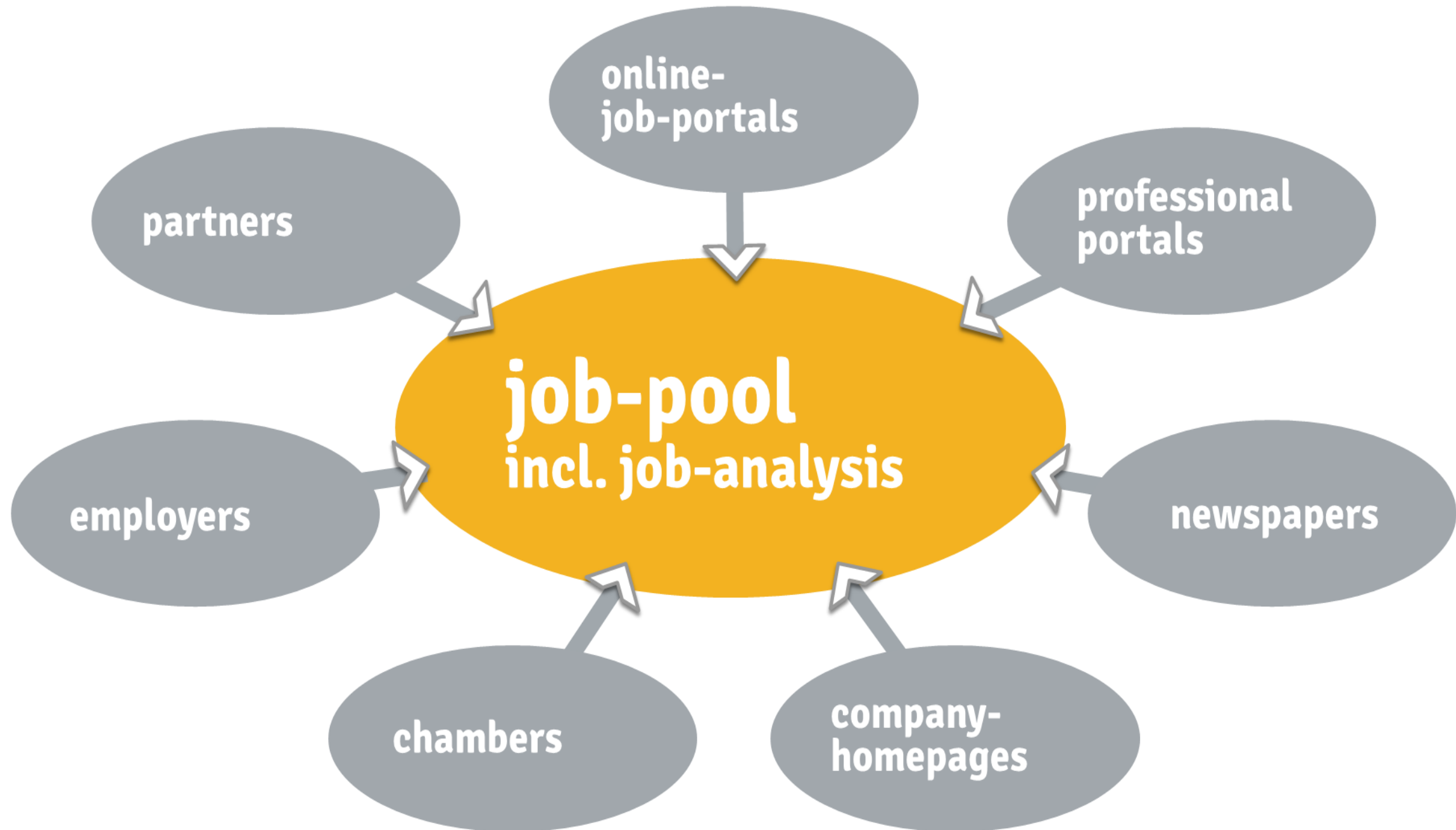
uncovering employment power in
existing industries is key to create permanent jobs

Strategies for predominantly employed (salaried):

1. known openings – published
2. unpublished jobs in existing employers
3. industry ranking based on growth rates and employment power
4. regional growth strategies with stakeholders



Example: 1. Known openings – published: sources



uncovering employment power in existing industries is key to create permanent jobs

Example: 1. Transnational internet portals depicting public job market



The image shows a comparison of two job market portals, 'europatriates', for the 'home region' (Timisoara) and 'target region' (Bochum). A large orange double-headed arrow labeled 'vs.' connects the two screenshots.

home region (Timisoara):

jobNEWSProfesie: Județul **Timisoara** și împrejurimi

În prezent, veți găsi **11442** locuri de muncă vacante, educație și formare profesională - clasificate în funcție de grupurile profesionale

Pe 09./10.11.2015, au fost 164 noi anunțuri de locuri de muncă adăugate.

Noi afișăm automat 60 grupuri profesionale cu cel mai mare număr de anunțuri de locuri de muncă.

Căutare de grupuri profesionale prin toate nivelurile de clasificare profesională:

Ajutor	1545	Grup ocupațional dorit: adăugați profesie
Depozitare - Lucrători	NEWS 366	Prelucrarea lemnului (în general) - Muncitori calificați
Inginerie mecanică și industrială (în general) - Lucrători	NEWS 322	Îngrijire bătrâni - Personal
Curățenie (în general) - Ajutori	NEWS 256	Produse alimentare, băuturi și tutun (în general) - Lucrători
Servicii și gastronomie (în general) - Lucrători	NEWS 186	Bucătar/- reasă (în general) - Ajutori

Muncitori calificați 8446

target region (Bochum):

jobNEWSProfesie: Județul **Bochum** și împrejurimi

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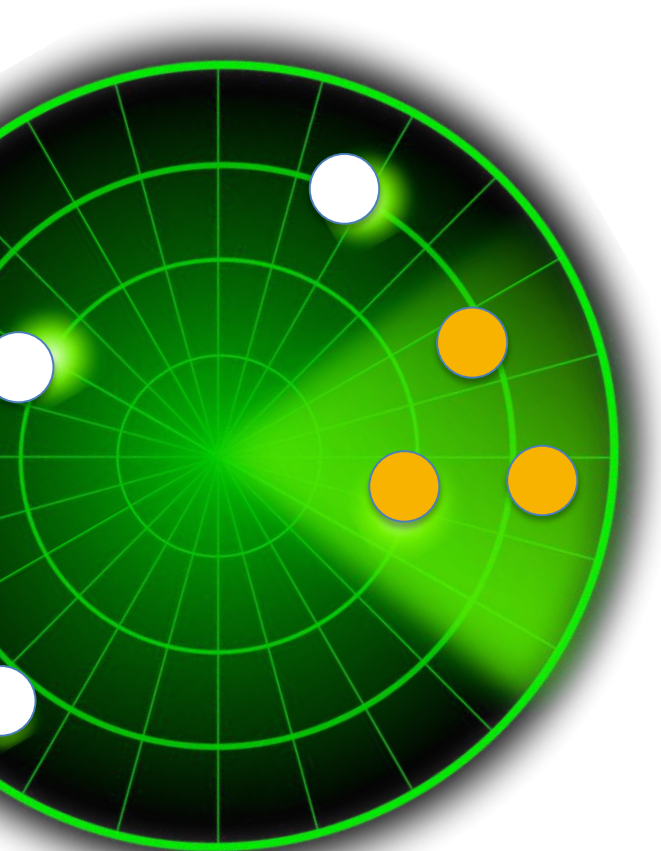
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Inginerie mecanică și industrială (în general) - Lucrători	NEWS 322	Îngrijire bătrâni - Personal	NEWS 101	
Curățenie (în general) - Ajutori	NEWS 256	Produse alimentare, băuturi și tutun (în general) - Lucrători	NEWS 100	
Servicii și gastronomie (în general) - Lucrători	NEWS 186	Bucătar/- reasă (în general) - Ajutori	NEWS 93	

Muncitori calificați 8446

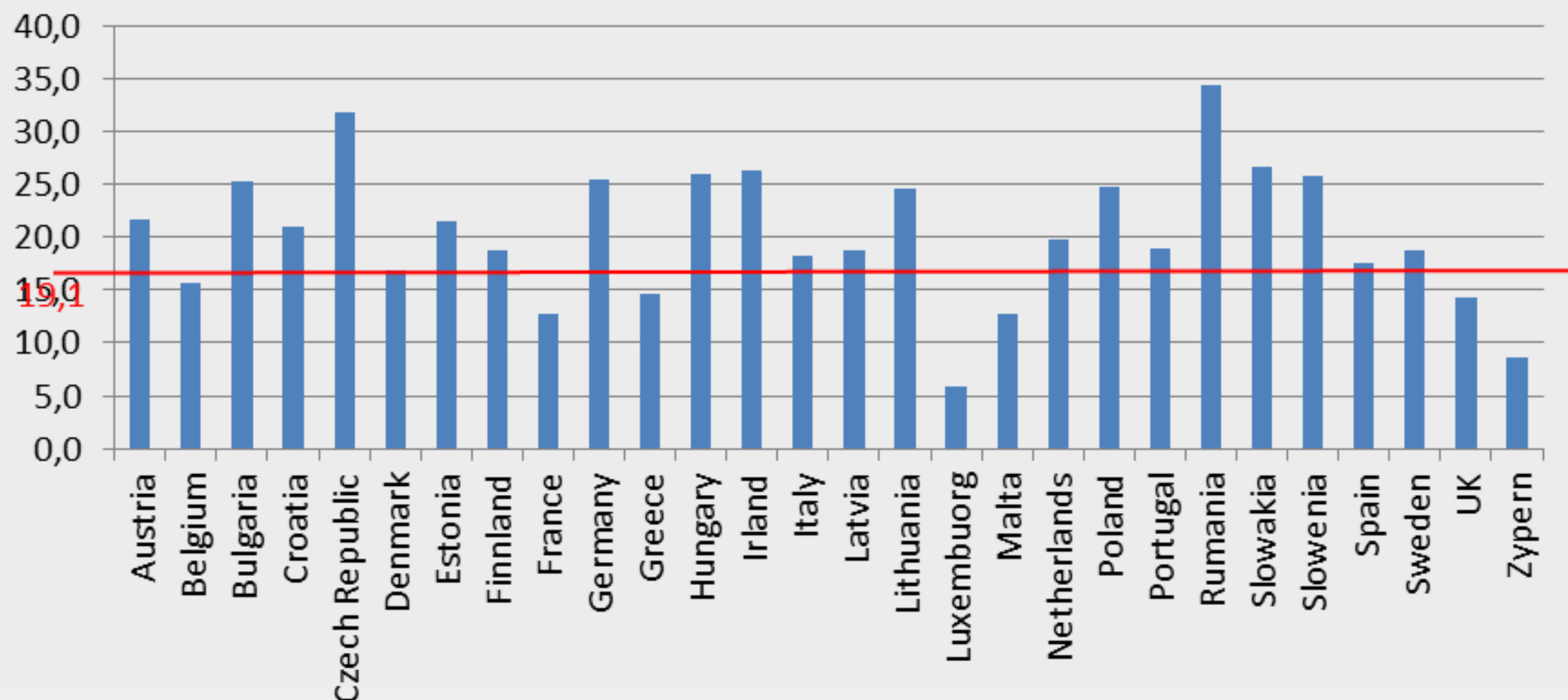


- Demographic Shift
- Selfness
- Sharing Economy
- LOHAS
- Digitalisation
- Lifelong Learning
- ...



New jobs will raise in the Service sector

Industry share in GNP (%)





New chances for people to restart their life
We have identified 150 trendbased jobs

7 job families



Family services



Private tuition



Home care



Health + wellbeing



Nature + garden



Small business
services



Handcrafted products

150 jobs

Family
Back-up

Mobile
Beauty

Dog Walker

Terroir
Delivery

Mr. Green

Local
change
circles

Shopping
Compagnion
delivery
service



150 new service-Jobs

New chances for people that restart their life

Kinder-Taxi/Kinder-Freizeit-Begleiter • Paten-Oma • Tagesmutter • Kinderzimmerservice im Grünen • Kuschelzoo-Betreiber • Zwillingschwester • Tauschring-Organisator • Call-a-Pony • Kindergeburtstags-Service • Piraten- oder Vampir-Party-Organisator • Spielgeräte-Verleih • Fahrrad-Checkup-Homeservice • Führerschein-Neuling-Begleiter • Hausaufgabenbetreuer • Umzugsorganisator • EKI-Aushilfskraft • Hotel-Service für Zuhause • Energiespar-Handwerker • Frühjahrsputzservice • Dinner for two or more • Handwerks-Coach • Ikea Pick Upper • Mittagstafel • Mobiler Fensterputzdienst • Party-Ausrichter • Musiklehrer • Nachhilfelehrer • Nahverkehrs (Sprach) Lehrer • Zauberer • Biografie-Dokumentatoren • Bilderbuchkino-Darsteller • Grabredner • Märchenagentur • Marionetten-Darsteller/Bauchredner • Wandern & Lernen-Anbieter • eBay-Zwischenhändler • Private Website-Programmierer • Internet-Coaches für Senioren • Ebay-Scout und Preisfuchs • Game-Berater • Homevideo-Cutter • Private Computerschule • Private Digitalfoto/ Video-Akademie • Veranstalter von virtuellen Reisen • Energieberater • Chronikerberater • Health-Techniker • Medikationsberater • Wundversorger • Gesundheitstouristiker • Einkaufsbegleiter • Haushalts-Allrounder • Kümmerer • Pflegeunterstützer • Pflegevermittler • Chauffeurservice • Umzugsorganisator • Urlaubs- und Kur-Bringdienst • Wegbegleiter • Entrümpler • Essen auf Rädern • Hausmeisterdienst • Wohnungsrenovateur • Professioneller Schwiegersohn • TÜV-Inspektions-Überführer • Behördengänger • Allergieberater • Chronikerberater • Gesundheitsberater • Glücksberater • Lach-Yoga-Trainer • Reiki-/Qi Gong-Trainer • Sportberater • Work-Life-Balance Berater • Ernährungsberater • Mental-Coach • Farbberater • Mobiler Beauty- und Friseur-Salon-Betreiber und mobiler Kosmetiker/Fußpfleger • Einrichtungsberater • Einkaufsbegleiter • Büro-Caterer • Gartengestalter • Baumhaus-Bauer • Call-a-Flower • Der Starke Kleingärtner • Feld-Café • Full-Service-Kräutergarten • Wald-Scout • Dogwalker • Regionalkiste-Lieferant • Kinderferienbetreuung • Waldkindergärtner • Eis-Radler • Grill-Walker • Outdoor-Location Scout • Picknickservice und Outdoor Catering • Privater Reiseführer • Website-Programmierer • App-Programmierer • Präsentations-Equipment-VermietSERVICE • Blog- and Twitter- Ghost-Writer • Datenbank-Organisator • E-Gerät-Installateur • Tele-Tutor • Freier Texter-Service • FreierGrafik-Service • McCopy • Auszubildenden-Nachhilfe • Büro-Caterer • Büro-Gestalter • Büro-Koch • Büromaterial-Service • Büro-Renovierer • Call-a-Paper • Ergonomie-Berater • Family Back-up • Freier Recherche-Dienst • Krümelbox-Unternehmer • Mittel- und Kleinbetriebs-Kinderfrau • Einrichtungsberater • Parkplatzwächter • Home-Manufacturer • Terroir Lieferant • Kinderzimmer-Gestalter/Schreiner • Filzer • Näh-Service • Schmuck-Gestalter • Cutting Bee • Handstrick-Service • iPhone/iPad-Schutzhüllen Produzent • Third Hand Couturier • Stricken und Klicken-Programmierer

Examples



Nature + garden

- + Mr. Green
- + Dogwalker & Pet Nurse
- + Picnic+Outdoor caterer

Dog Walkers & Pet Nurses

Many homes for elderly people and facilities for assisted living now allow pets because of their positive influence on the elderly. When all of the sudden the owner loses his mobility but wants to keep his friend, pets need someone who cares.

A Dogwalker- service offers pet services for homes and assisted living. They take the pets out regularly and ensure nutrition and cleanliness. But they also offer visits with cared pets of their neighborhood in such facilities.



Home care

- + Public authority comp.
- + Shopping+Delivery Service
- + Clear-out service

Shopping companion + Delivery Service

Shopping companions offer people with less time, senior citizens or handicapped a shopping and / or delivery service for goods of daily needs. supermarket.

As shopping assistant they accompany their customers, process shopping lists and also consult in questions of quality, healthiness or pricing.

They come for regular shopping tours and are also available for spontaneous purchases. Ideally, they serve multiple clients in the same suburb and co-operate with local markets.



Key question for minipreneurs:
Understanding local markets and potential customers

All jobs are linked to **sinus milieus** (example: Germany)

Family
Back-up

Mobile
Beauty

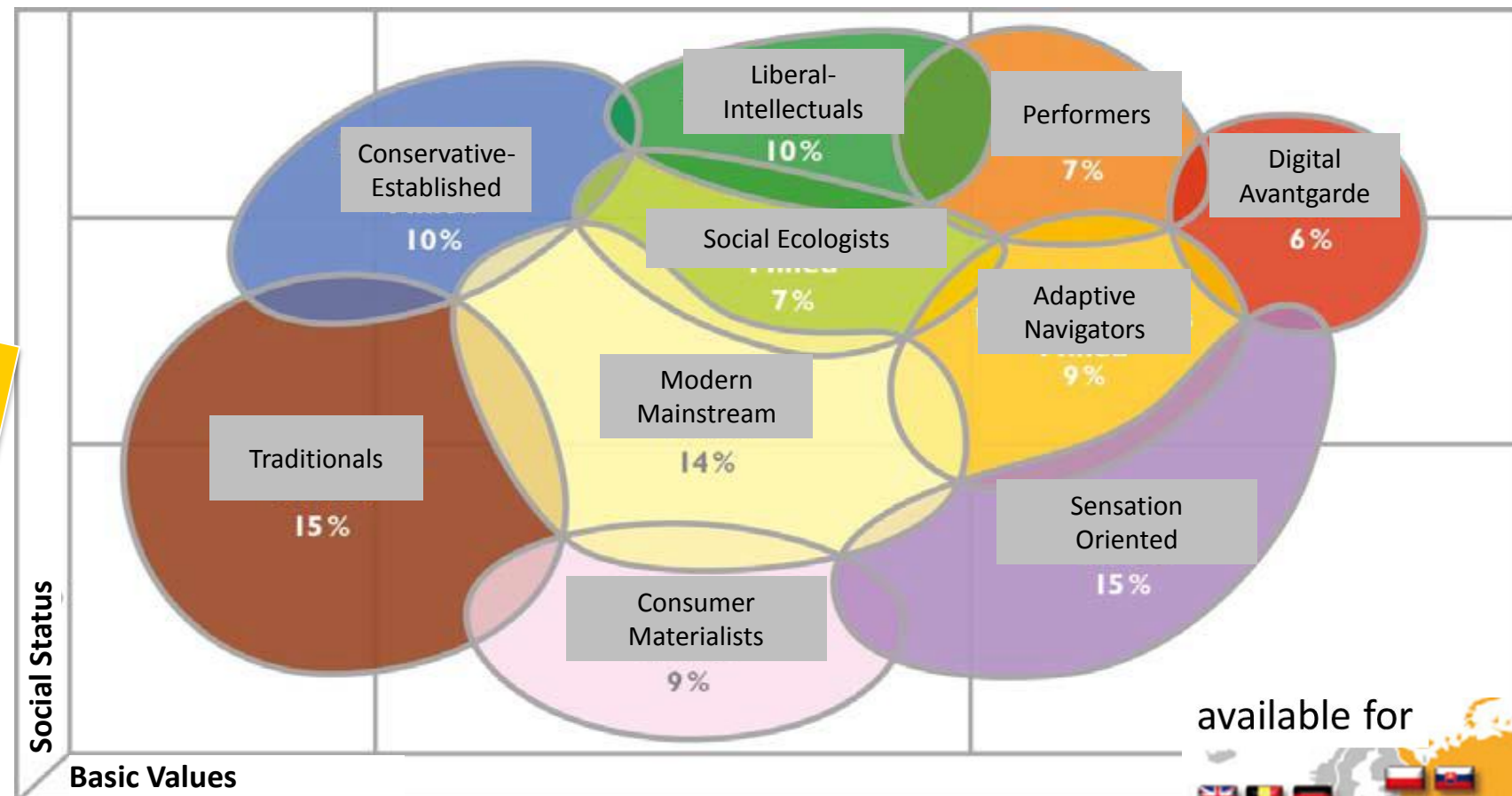
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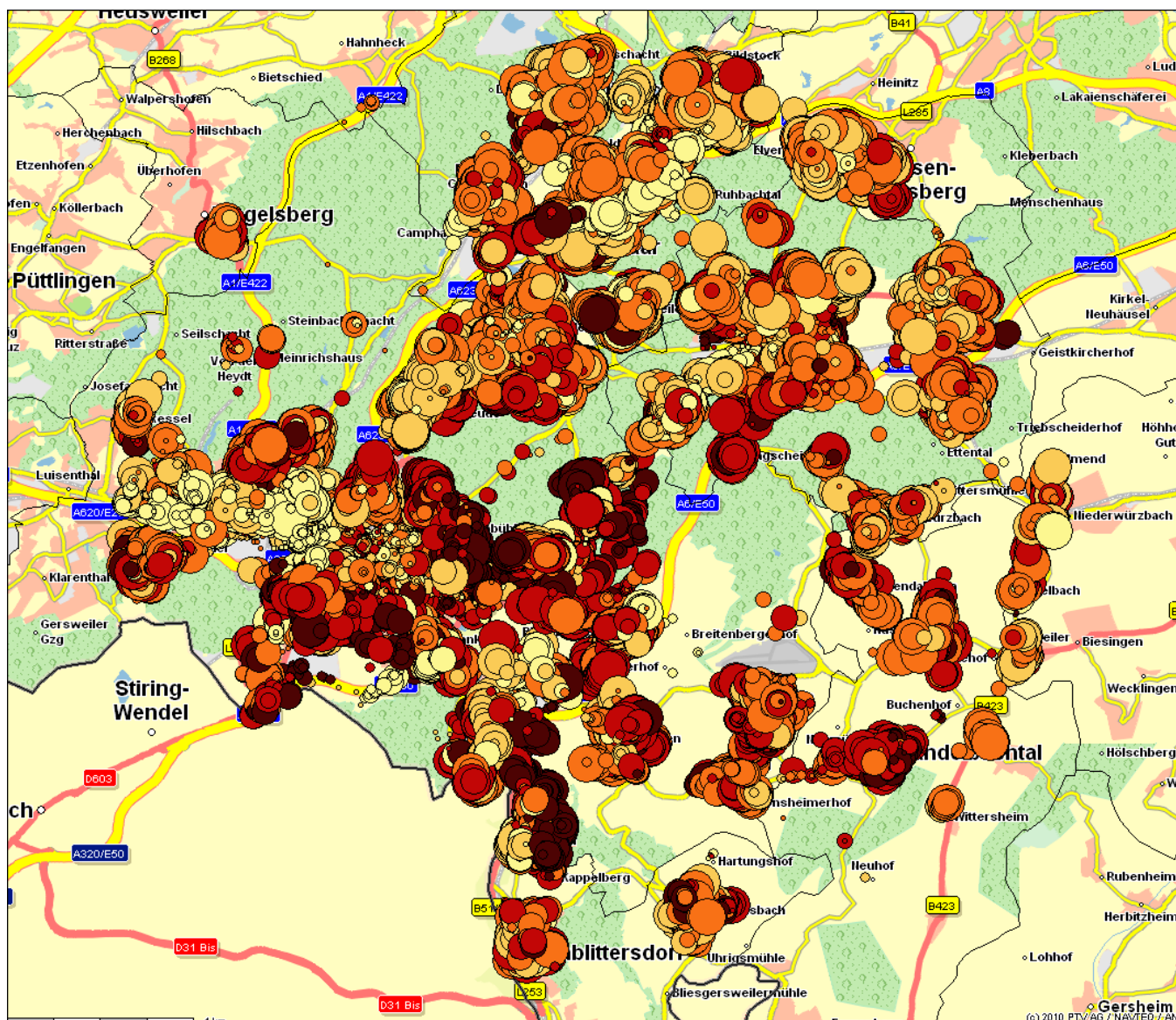


available for

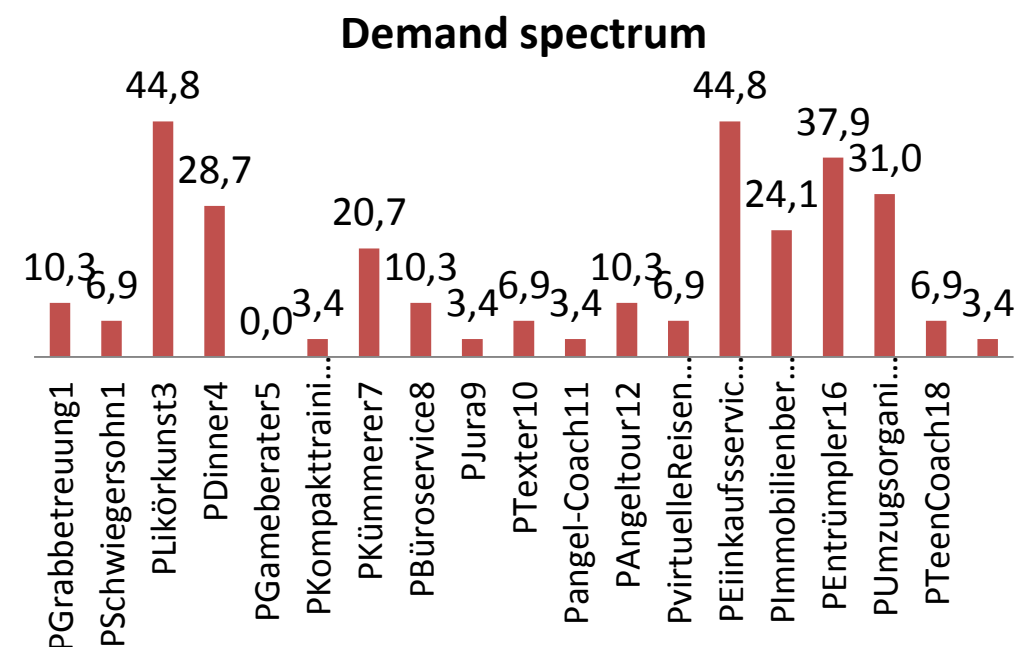
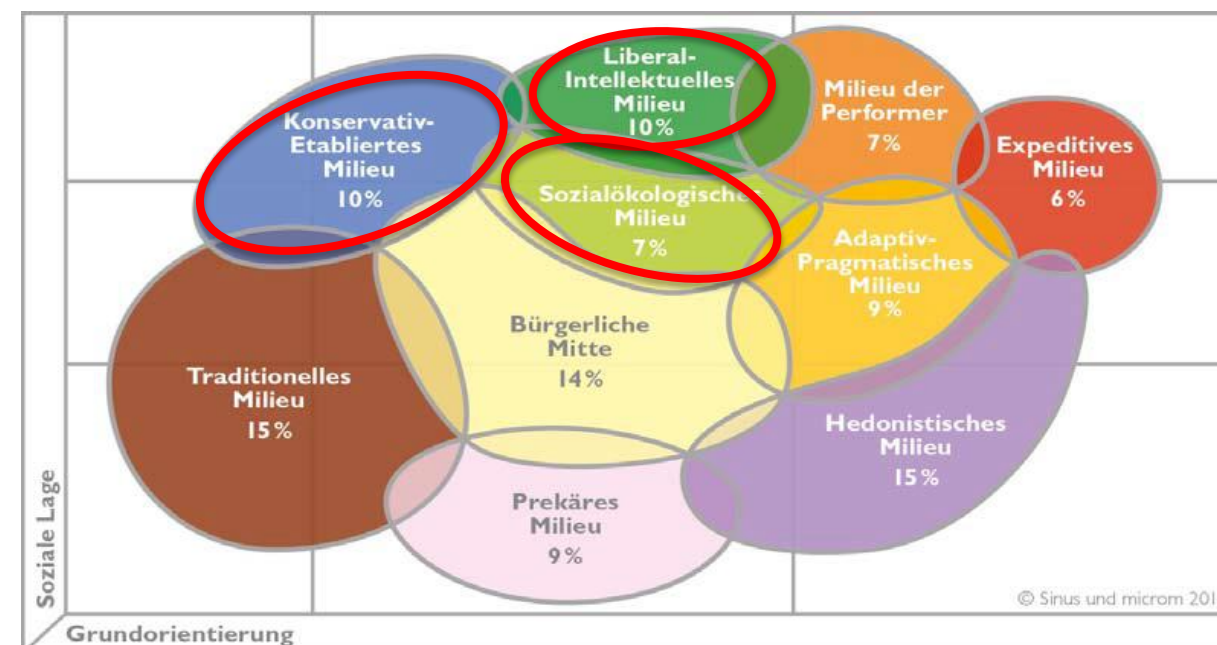




Employment Radar: What jobs are out there, how many and where to find them?



Example: Southwest Germany





The employment-radar also provides real surplus for local authorities

- Holistic view on total local employment potential
- Solid data base to conduct targeted employment programmes
- Realistic evaluation of untapped market potential in the field of trend based services
- Higher employment dynamic and local economic growth
- Increases location attractiveness for senior citizens, families and high calibre talent through a broader, trend based service portfolio

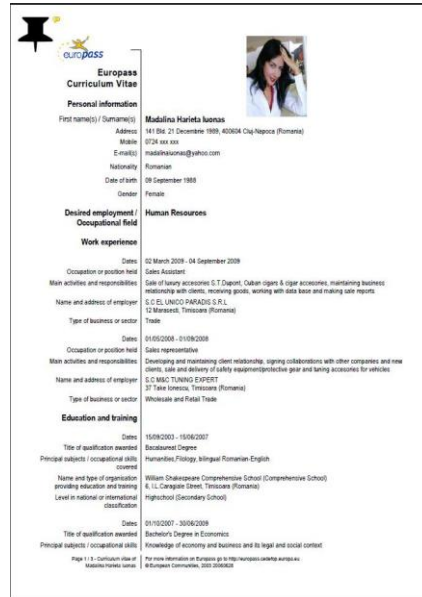
Integrative process of **talent diagnostics**



The systematic and methodical approach of talent diagnostics is applied to determine the potential of skilled workers as well as of the self-employed and young entrepreneurs.

Integrated tools for talent diagnostics (examples)

europass CV

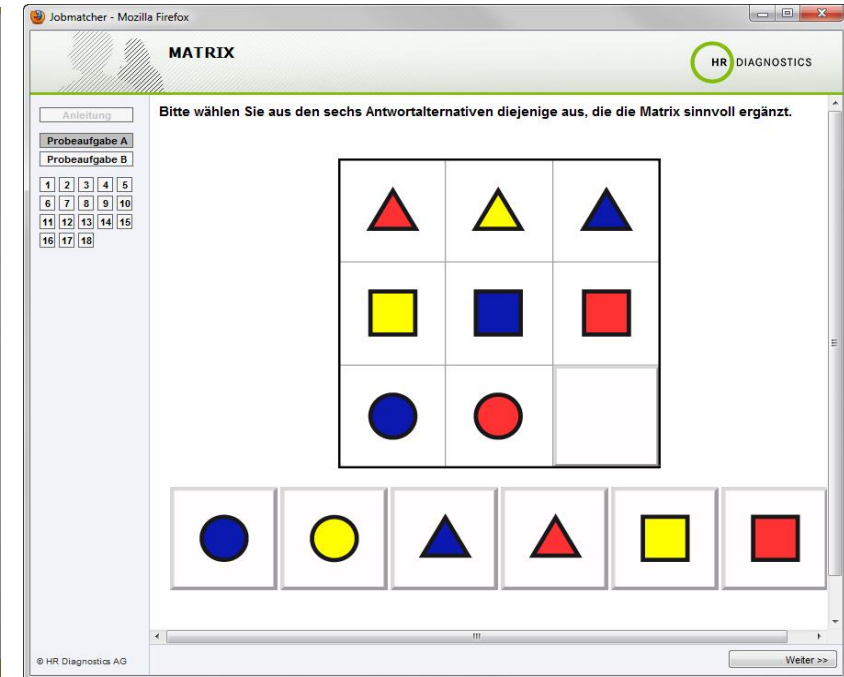


The image shows a sample Europass Curriculum Vitae form. It includes sections for Personal information, Work experience, and Education and training. The form is filled out with details for a person named Madalina Marieta Ionescu, including her address, contact information, and a list of her work and educational experiences.

portrait of life

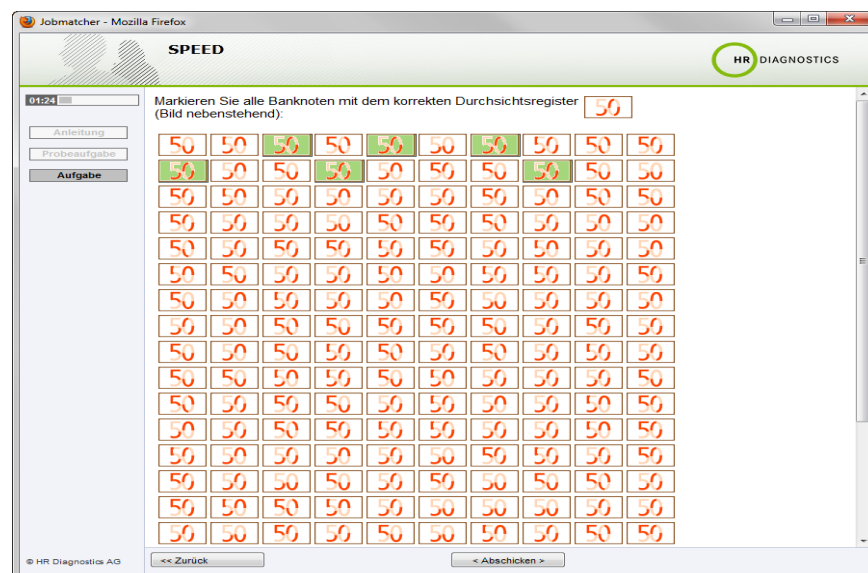


general cognitive capacity



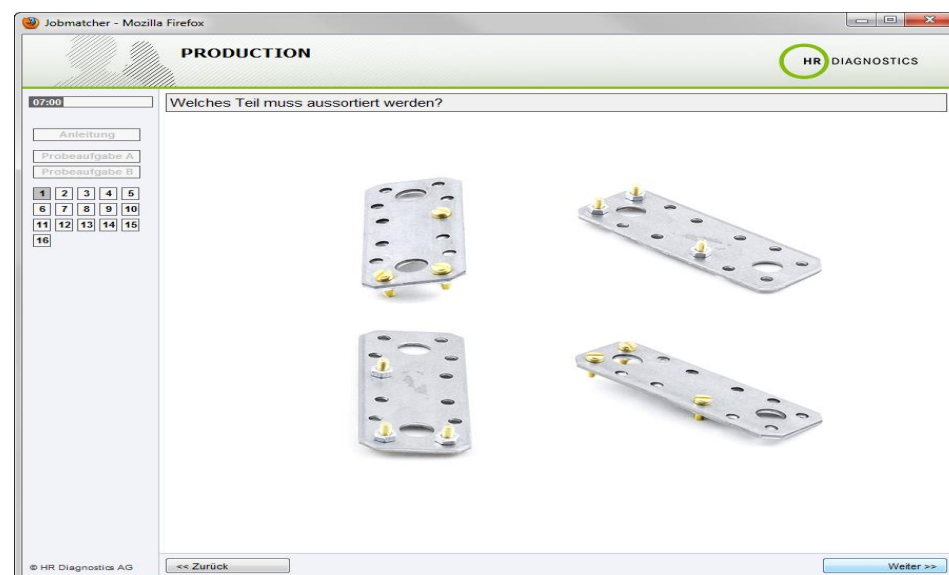
The image shows the 'MATRIX' cognitive test interface. It features a 3x3 grid of shapes (triangles and squares) with different colors and orientations. Below the grid, there are six answer alternatives (circles and squares) for selection. The interface is titled 'MATRIX' and 'HR DIAGNOSTICS'.

processing speed



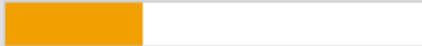
The image shows the 'SPEED' processing test interface. It displays a grid of 50 Euro banknotes, each with a small '50' in the top right corner. The task is to mark all banknotes with the correct 'Durchsichtsziffer' (inspection number). The interface is titled 'SPEED' and 'HR DIAGNOSTICS'.

spatial sense



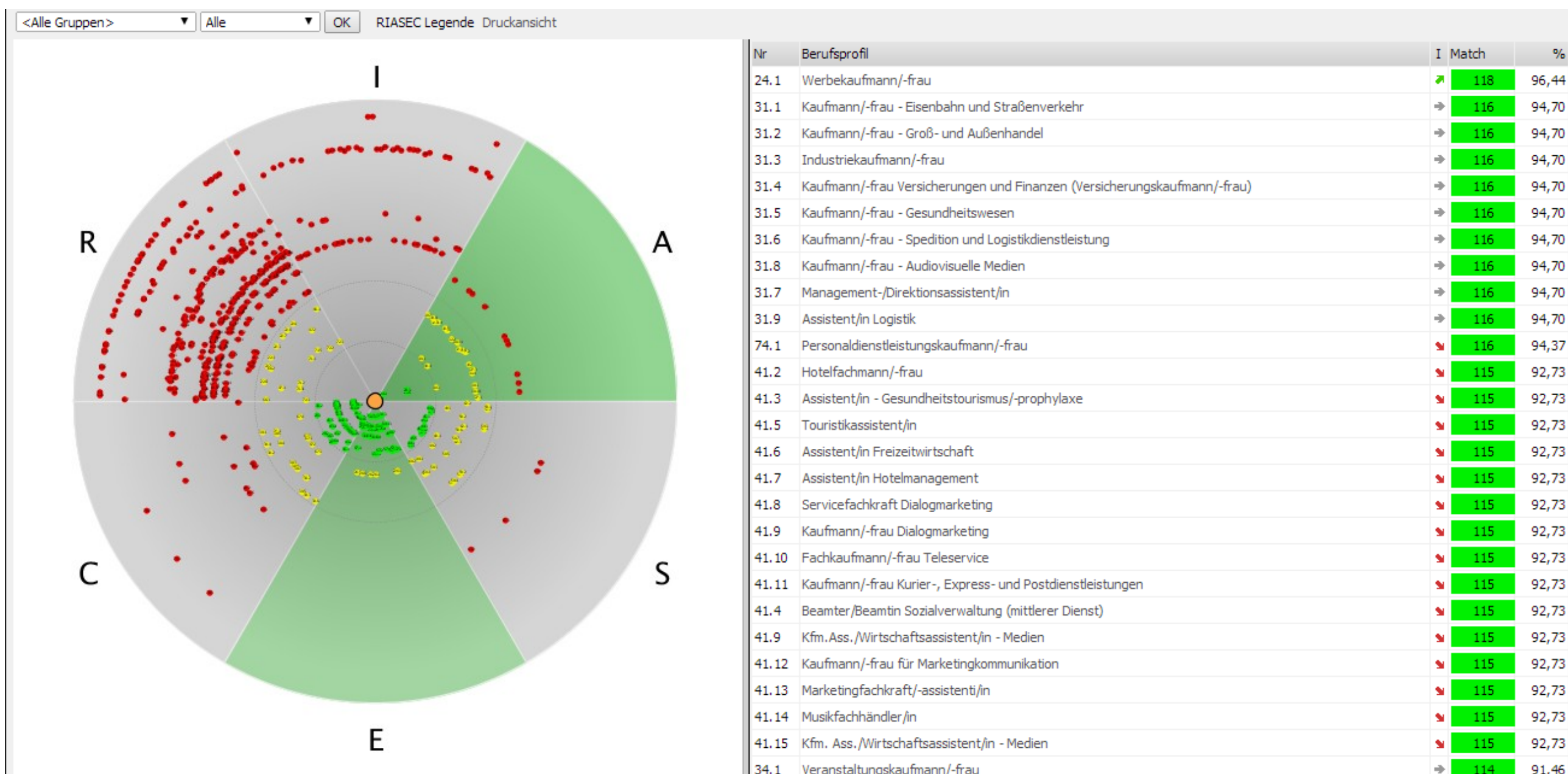
The image shows the 'PRODUCTION' spatial test interface. It displays three 3D models of a mechanical part, each with a different orientation. The task is to identify which part is the correct one. The interface is titled 'PRODUCTION' and 'HR DIAGNOSTICS'.

Result 1: Personal profile

Kognitive Fähigkeiten	92		22,24%
Kaufmännische Fähigkeiten	90		17,03%
Namens- und Gesichtergedächtnis	87		9,16%
Räumliches Vorstellungsvermögen	87		9,25%
Einfallsreichtum (sprachl.)	117		95,97%
Englische Sprachkenntnisse (Grundkenntnisse)	91		19,64%
Technisch-mechanisches Verständnis	97		36,60%
Berufliche Leistungsmotivation	107		76,14%
Gewissenhaftigkeit (Sorgfalt und Genauigkeit)	96		36,11%
Soziale Kompetenz	113		89,76%
Belastbarkeit	95		30,91%
Extraversion	105		68,00%
Verträglichkeit	103		59,89%
Offenheit für Erfahrungen	101		55,46%
Vertrauen in die eigenen Leistungen	106		71,72%
Kunden-/Serviceorientierung	104		66,23%
Berufsbezogenes Entscheidungsverhalten in Kundensituationen	90		15,26%
praktisch-technisches Interesse	90		16,69%
verwaltend-systematisierendes Interesse	91		18,65%
intellektuell-forschendes Interesse	94		28,32%
soziales Interesse	102		59,76%
unternehmerisches Interesse	97		38,65%
künstlerisch-sprachliches Interesse	107		75,02%



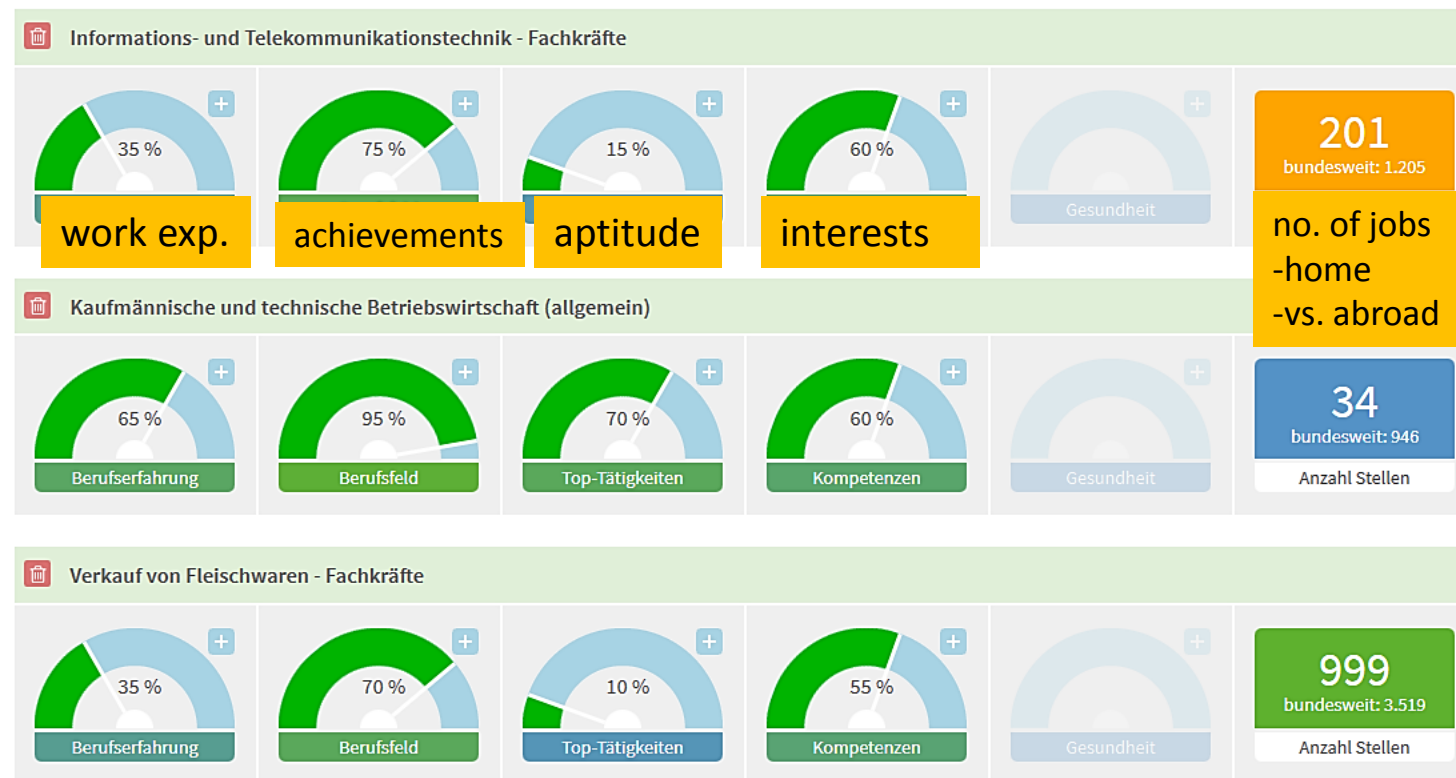
Result 2: matching talents with professions



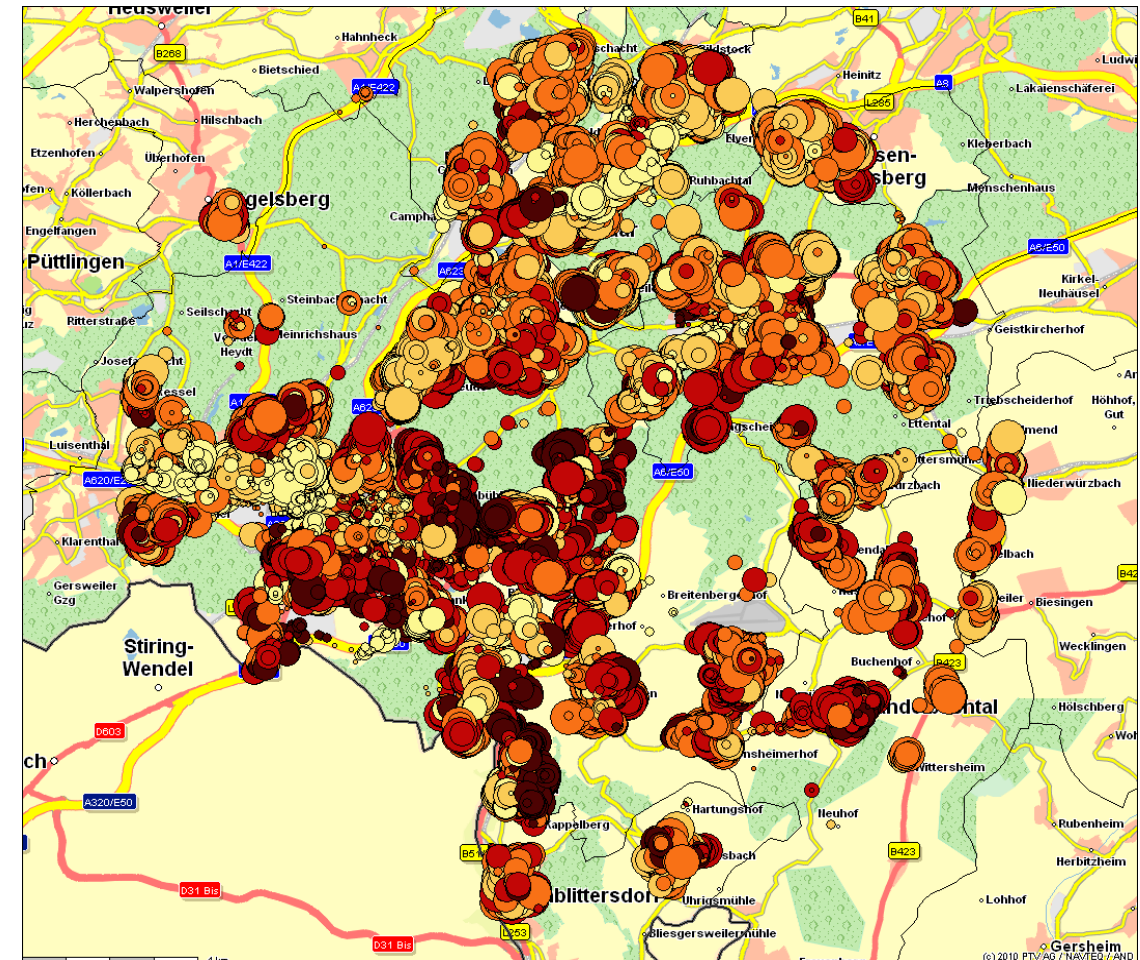


Result 3: Sophisticated Matching and market potential for intended careers in home region vs. target region

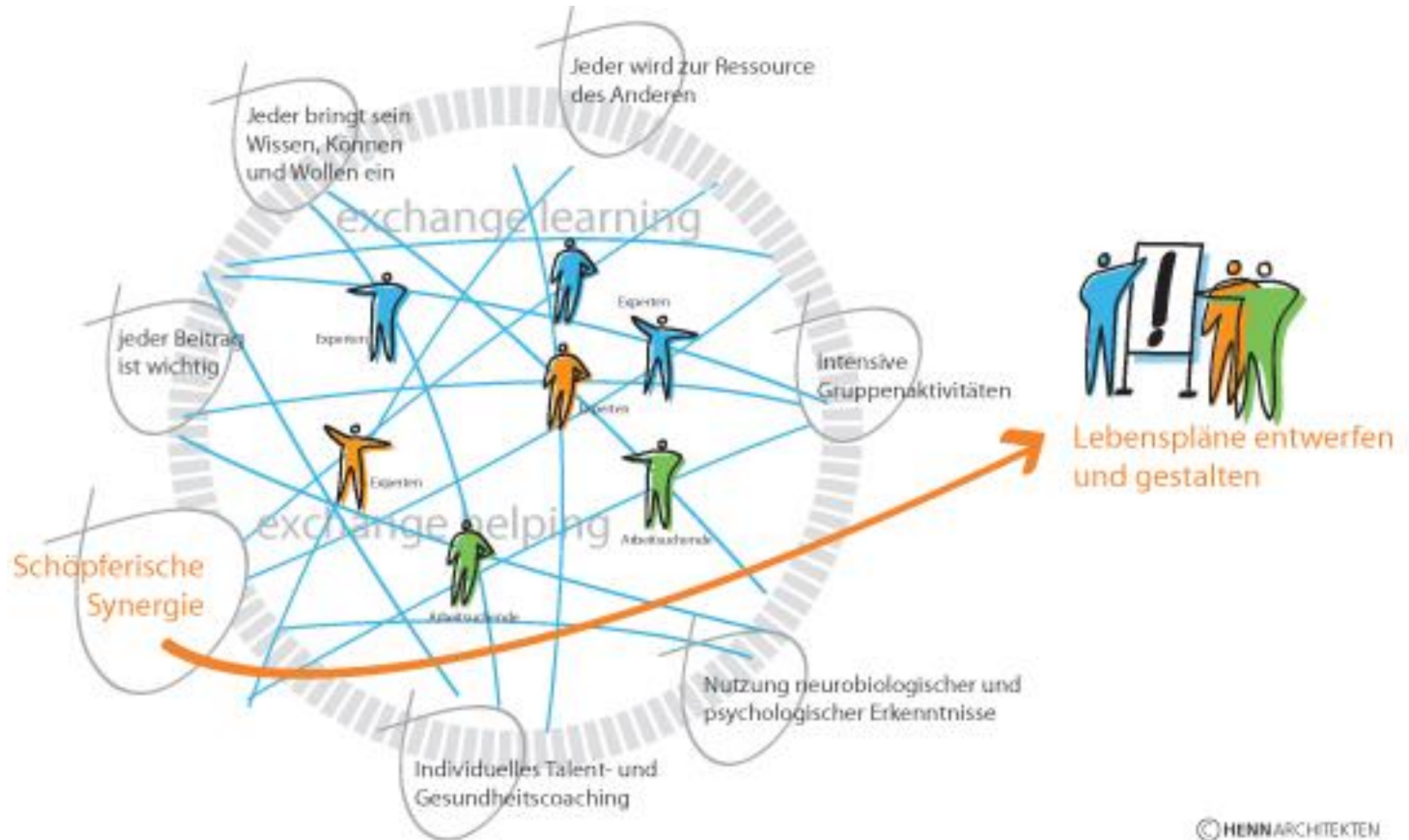
1 Sophisticated Matching and number of job openings



2 Market potential for innovative Services



Result 4: personal development plan as a result of co-creativity and interpersonal negotiation





Agenda

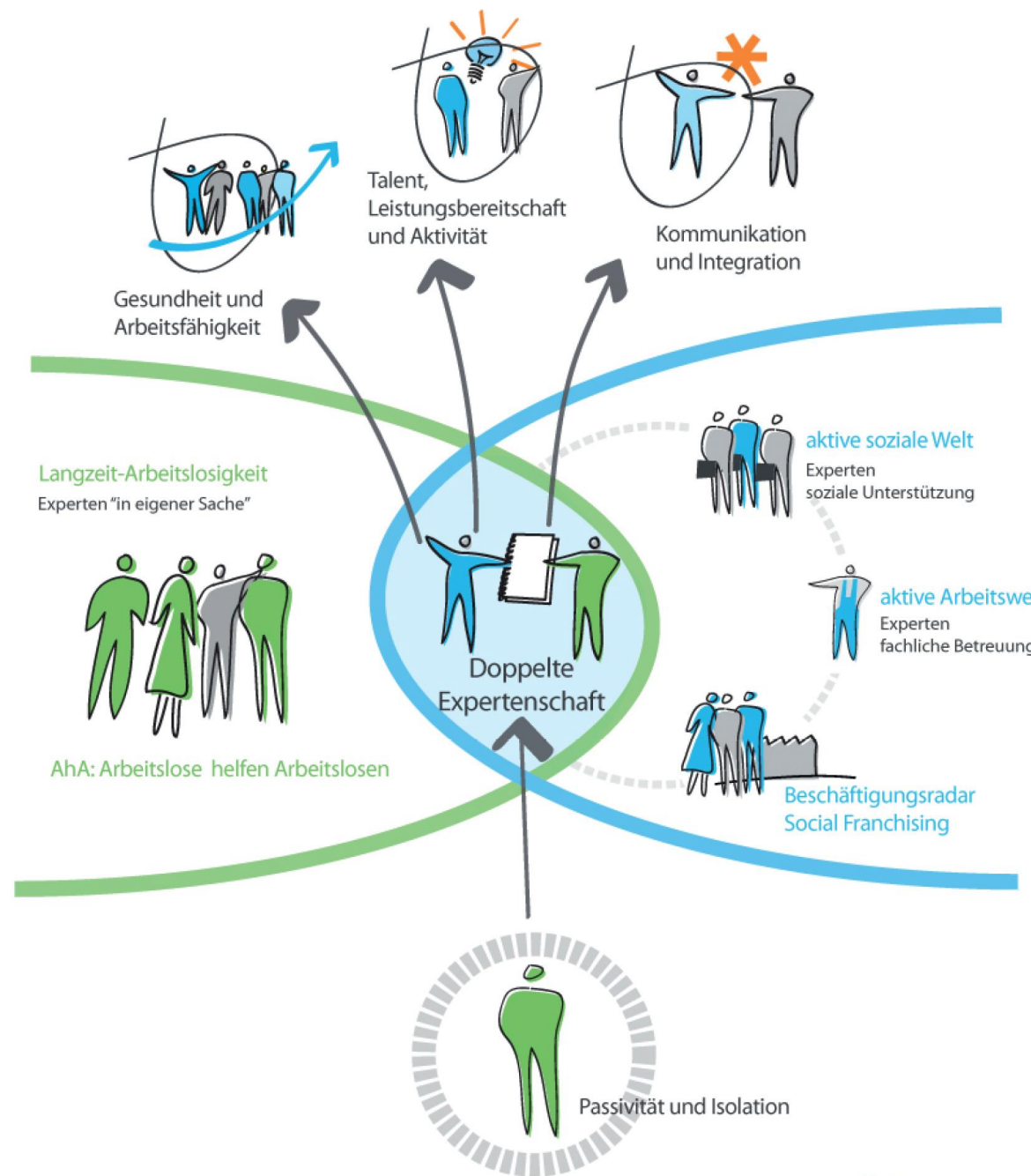
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Self regulation in groups – normative empowerment on the basis of human rights



* Mache Dich Selbst Zum Projekt!

Basic principles:

- The human being is constantly striving for a state of positive livelihood (H.G. Petzold)
- Every person is an expert in his own affairs
- Peers and professional experts are to encourage and empower them to strive for integrity (normative empowerment on the basis of human rights)



The europatriates case – lessons learned from the german „Ich AG“:



minipreneure

- Don't leave them alone
- Take off supporting tasks at the beginning
- Offer them services & support e.g. accounting & brand building
- Offer meeting points for exchange, reflection and learning (self-regulation in groups)



A **social franchising** organization, that connects jobs, best practices, support and resources for job searchers and minipreneurs

Members/Franchisees get:

- Training concepts
- Social business concept: transnational internet based platforms for job searchers and mobility concepts
- Social business concept: Meeting point, community, training and coaching for minipreneurs
- Access to tools, community, know-how, material and services (marketing, presentations, pricing, contracts, best practices ...)

Advantages:

- Job searchers: Easy access to european labour market
- Master Franchisees: Marketing platform, latest tools, concepts and technology
- Sponsors: Quality & reliability all over Europe



Services of a **social franchising** network



Proposal for Europe



1. Collecting successful tools & methods to solve the problem



2. Adapt to / connect with regional labour markets:

- Language
- Culture
- Data / IT
- Regional Partners



3. Sharing best practise on demand over a durable and sustainable decentral business model (social franchising network)



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Erasmus+

Contact



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