



Facilitate occupational labour mobility

Adoption of automation technologies impacts the demand for skills, may displace labour or lead to creation of new jobs. Facilitating occupational labour mobility is important for addressing the labour market mismatches and for supporting unemployed individuals or those at risk of unemployment. Besides the private sector recruiters/head-hunters and career centres at education/training institutions, the governments facilitate occupational labour mobility with the support of the Public Employment Service (PES). Each PES offers different services to their customers, but they all aim to fulfil the same basic goals, such as rapid reintegration into the labour market and counselling for long-term job fulfilment.

Provide effective job search assistance

Job search assistance is usually composed of three primary parts: an assessment of why there is a need for a new job, guidance on making an action plan leading to employment, and finally, active job search assistance¹. During the job search assistance, the main goal is to make a rapid reintegration into the labour market and for this purpose useful information and advice is provided. This means that the focus on overall career guidance is limited, and the vacancies suggested are in the same industry/occupational level as the previous place of employment. As a result, employees are likely to be utilising the same skillset. However, in cases where existing skills or occupations are no longer relevant for the labour market, the PES will provide a broader range of services in addition to offering job search assistance. To improve effectiveness of the job search assistance, the PES should have access to an extensive, up-to-date database of vacancies, possess skills to offer advice for job interviews and to establish lasting relations between potential employer and employees. In addition, the PES staff should be aware of the labour market trends (e.g., skills demand, declining/emerging occupations).

Ensure high quality of career counselling

Career counselling has a broad focus on finding employment that fulfils long-term career goals². This type of counselling is not solely aimed at unemployed persons, but is also useful for people currently employed, students soon to enter the labour force, and persons soon to return to the labour market after a prolonged absence. Thus, career counselling is offered at education/training institutions and by the private sector recruiters. Career counselling has a stronger guiding component than job search assistance since the personality traits, character, interests, skills of a person and labour market trends are all key factors in choosing a career. In addition, it has strong links to previous work experience and educational background,

¹ DG Employment, Social Affairs and Inclusion. (2011). The European Commission Mutual Learning Programme for Public Employment Services. Brussels.

² Ibid



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focusing on middle/long-term goals and greater learning ambitions/plans. In case of PES, career counselling should be provided by staff that possess strong analytical, communication skills and are aware of requirements for entering a specific career track. In addition, the PES staff should have sufficient knowledge of available education/training courses and organisations to provide good advice for upskilling/reskilling.

Provide effective reintegration counselling

Reintegration of individuals on the labour market that face specific barriers requires additional support - reintegration counselling³. This refers to services that ensure inclusive occupational labour mobility and individualised approach. Among the population groups that might need such support are listed individuals that have been on a long-term (sick) leave, people with disabilities, refugees, ex-convicts. Provision of reintegration counselling services may entail consultations with psychologists, enrolment in employment schemes with gradual integration into the world of work, significant education/training, connecting to broad social services support (e.g., housing, health).

Ensure availability of up-to-date labour market information for the public

Collecting and disseminating up-to-date information pertaining to the labour market trends is a service that can be provided to the entire society and not just to people seeking help entering the labour market or repositioning themselves within it⁴. The information provided should include current and future labour supply and demand of specific sectors/industries, occupations, and skills, and include more comprehensive analysis and career advice. The latter should include information on how to acquire specific knowledge/skills, connecting users to the education/training institutions. This information can be disseminated through various communication channels, including the Internet, media, at PES or career information centres.

Provide information on education/training activities and facilitate enrolment in them

Providing information on education/training activities and facilitating enrolment in them are a crucial part of facilitating occupational labour mobility⁵. Education/training activities are expected to support upskilling/reskilling of employees, improving their employability, while acquisition of a certificate of education/training signals to the (potential) employer high

³ European Commission, Directorate-General for Employment, Social Affairs and Inclusion, Peters, M. (2020, August 20). Assessment report on PES capacity: 2019. Publications Office of the European Union. Retrieved December 20, 2022, from <https://op.europa.eu/en/publication-detail/-/publication/947c3460-e353-11ea-ad25-01aa75ed71a1/language-en>

⁴ DG Employment, Social Affairs and Inclusion. (2011). The European Commission Mutual Learning Programme for Public Employment Services. Brussels.

⁵ Broschinski, S., & Assmann, M.-L. (2020). The relevance of public employment services for the labour market integration of low-qualified young people – a cross-european perspective. *European Societies*, 23(1), 46–70. <https://doi.org/10.1080/14616696.2020.1764998>



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motivation and qualifications of individuals. To ensure provision of relevant information on education/training activities and to facilitate enrolment in them, the PES should foster relations with the education/training institutions and monitor their offers.

Other instruments that can facilitate occupational labour mobility include provision of employment/financial incentives for an employer or an employee to offer/accept a job, direct job creation through public works, and start-up incentives that encourage entrepreneurs to innovate and create jobs.

Consider the following PILLARS and external resources to facilitate occupational labour mobility:

Title and weblink	Authors and year	Description
<u>Job Search Monitoring and Assistance for The Unemployed</u>	Ioana E. Marinescu	In various nations, curbing unemployment stands as a key policy objective. Monitoring the job search activities of the unemployed and offering job search support are vital in this pursuit. Nonetheless, excessively strict monitoring and penalties might not offer a complete solution. Policymakers need to weigh potential drawbacks, like job seekers settling for less secure and lower-wage positions. Balancing "moderate" monitoring with job search aid could be the key factor in ensuring the success of this strategy.
<u>Reducing Search Barriers for Job Seekers</u>	J-PAL, 2022	Efforts aimed at alleviating obstacles in job searches tend to enhance the employment prospects of job seekers. These programs aid individuals in intensifying their job hunt, navigating effective job search strategies, overcoming geographic and financial barriers, and effectively presenting their qualifications to potential employers.
<u>Skills Mismatch, Automation, and Training: Evidence from 17 European Countries Using Survey Data and Online Job Ads</u>	Yuchen Guo, Christina Langer, Fabio Mercurio and Francesco Trentini, 2022 (PILLARS REPORT)	Linking survey data to online job ads sheds light on skills gaps in the EU labour market, revealing challenges in matching labour needs with available skills. Manual workers face shortages, while cognitive workers have surpluses. Occupations at higher risk of automation experience greater skill shortages due to rapidly changing job tasks. To address this, on-the-job training emerges as a potential solution to meet future skill demands.
<u>Career Guidance: A Handbook for Policy Makers</u>	OECD and EC, 2004	The collaborative report by the OECD and the European Commission equips policymakers with practical solutions to address deficiencies within career guidance systems across several nations. It emphasizes various challenges such as restricted access, especially for adults, inadequate development of career management skills, unsuitable training, and insufficient service coordination. This publication offers accessible insights into critical policy matters essential for the efficient provision of



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		career guidance services, covering topics like expanding access, enhancing information quality, aligning staff qualifications with policy goals, and bolstering strategic leadership.
<u>Return To Work: Work-Based Learning And The Reintegration Of Unemployed Adults Into The Labour Market</u>	CEDEFOP, 2013	This publication is based on a CEDEFOP study exploring how work-based learning (WBL) initiatives aimed at acquiring essential competences can aid in reintegrating low-qualified unemployed adults (ISCED 0-2) into the workforce. It assesses 'return to work' programmes, a type of WBL used in active labour market policies across 15 EU Member States. The report analyses programme features, design elements focusing on the needs of low-qualified adults, various types of WBL, and essential competences. Additionally, it evaluates the effectiveness of WBL in overcoming barriers for unemployed individuals and offers recommendations for policymakers, decision-makers, and programme designers and implementers.
<u>Building Inclusive Labour Markets: Active Labour Market Policies for The Most Vulnerable Groups</u>	OECD, 2021	The COVID-19 pandemic threatens to worsen differences in labour market outcomes for vulnerable groups due to several employment challenges they face, like limited work experience, caring duties, low skills, or health issues. Not all these groups are under the radar of public employment services (PES), underscoring the need to identify those at risk, create effective outreach strategies, and offer tailored support. Achieving this relies on robust information sharing and collaboration among relevant institutions responsible for employment, health, education, social services, and income support. This revised version highlights the importance of survey data when administrative data falls short in understanding those needing active labour market policies and their barriers.
<u>Using Labour Market Information: Guide to Anticipating And Matching Skills And Jobs VOLUME 1</u>	CEDEFOP	Understanding and optimising Labour Market Information (LMI) could help prevent skill mismatches. This publication aims to offer direction on labour market observation and assessment of supply and demand. It covers defining analysis goals, auditing data, enhancing skills, conducting analysis, and sharing and utilising LMI for improved alignment. The guide outlines methods, approaches, and aspects for interpreting LMI, along with labour market conditions and functions. It encompasses diverse measures, current and predicted trends, and obstacles and difficulties in LMI analysis.
<u>The Effect of Technological and Structural Transformations on the</u>	Yuchen Guo and Simon Wiederhold, 2022 (PILLARS REPORT)	As technology advances and trade barriers decrease, manual-routine jobs are declining due to automation replacing tasks easily done by machines. Some occupations face increased offshoring risks. Workers in these roles are experiencing reduced job prospects due to



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<p><u>Transferability of Human Capital</u></p>	<p>evolving global value chains and technological progress. This report aims to explore the labour market transitions for these workers post displacement, analysing the impacts of technological changes, increased capital investment, and evolving global value chains on diverse worker groups. It seeks to understand the varying challenges and adjustment costs they encounter during these shifts.</p>
<p><u>The Role of Labour Market Information In Guiding Educational And Occupational Choices</u></p>	<p>OECD, 2021</p> <p>Governments acknowledge the role of careers guidance, backed by accurate labour market information, in helping students align their post-secondary education with their interests, abilities, and career prospects. However, efforts in this area, including online resources directed at families and learners, often fall short in guiding decision-making effectively. This paper, drawing from insights of behavioural economics, investigates how students access and utilise information when making study and career choices, aiming to improve the design of public education and career guidance websites. It assesses existing career guidance websites across most OECD countries and offers practical recommendations to policymakers to enhance these platforms and better support students in their decision-making processes.</p>
<p><u>Promoting Online Training Opportunities for The Workforce In Europe</u></p>	<p>European Union, 2019</p> <p>In 2019, businesses face challenges due to digital transformation and sustainability targets set by the United Nations for 2030. These shifts impact skills, workforce, and the future of work, necessitating accessible lifelong learning opportunities. However, clear funding models for widespread adoption of lifelong learning are lacking, paralleling past educational financing debates. Establishing the groundwork for lifelong learning is crucial in the 21st century for global talent acquisition and social unity.</p>
<p><u>European Toolkit for Schools Promoting Inclusive Education And Tackling Early School Leaving</u></p>	<p>European Commission</p> <p>The European Toolkit for Schools provides practical suggestions to enhance cooperation within and beyond schools, aiming to foster the success of all students. It offers valuable insights, examples, and resources for school leaders, teachers, parents, and those engaged in school activities, encouraging effective and high-quality education from early childhood through school years. Its objective is to facilitate the sharing of experiences and ideas among educators and policymakers, promoting collaboration and improvement in school practices.</p>