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# EGF and possibilities

**Dutch solution to the problems  
on the Labour Market**

**Richard Leloux, director A&O  
fund Graphical industries**





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## Background, why?

1. Economic crisis, before the crisis in 2008, 25% overcapacity
2. Declining job market
3. Many reorganisations and bankruptcies in the graphic industry
4. Global effects and international competition.
5. New machines with more capacity





## Founded by the social partners



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The social partners in the Dutch graphic and publishing industries\* have established C3 Mobility Centre and have asked GOC to manage it.

The A&O fund was responsible to organise it in total, also the request to the Dutch ministry of Social Affairs and the EU for EGF subsidy.

The board members off the A&O fund are the negotiators of the unions and KVGGO and NUV.

\*Dutch labour organisations such as FNV KIEM, CNV Media, the Dutch Publishers Association and KVGGO





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## C3 works!

### Finances:

The graphical industry in Holland invested round 9 million between 2009 and 2013

The EU supported by the EGF fund. In two tranches we got 15 million euro..... used only 6 million!

C3 Works is the mobility centre for the creative industries for employers and employees.

- \* Inflow of young professional talents in the creative industries
- \* Sustainable employability of personnel
- \* Guiding people towards new employment, inside and outside the creative industries

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## C3 for sound mobility in the creative industries

- C3 equals **C**entre for **C**reative **C**areers
- Founded by the (Dutch) social partners in 2009
- Executed by GOC
- Youngest and biggest mobility centre in the Netherlands
- Cashes in on changes the labour market has to offer
- Regional network of mobility advisors
- Raises awareness about employability
- Target groups from student to pensioner
- For employers and employees

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## C3works!

- C3 has executed pathways since **January 2011**
- C3 has on average 600 candidates working on their career
- Average age in outplacement is 50 and 75% are older than 45
- C3 works for several companies in the field of sustainable employability, social innovation and raising awareness

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## Goal is finding a job

The goal is to help people find a job as soon as possible and thus limiting the damage to their individual careers and to the sector.



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## Placement results 2012

70%

1275  
candidates

- 53% inside the sector
- 40% outside the sector
- 6% self-employed
- 1% volunteer work (older than 60)

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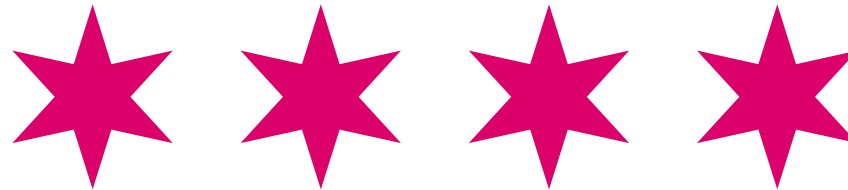




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# Satisfaction

More than 60% of the candidates rate C3 :  
(80% score on a 100% scale)



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## Result

**\*Sectoral contribution has decreased in 2013 against the national trend \***

After the sectoral contribution for the graphic industry had almost doubled at the start of last year, it has come down in 2013. What caused this? C3's success!





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## Instruments C3

- Website, interactive
- Database with vacancies based on competencies
- Career tests
- E-Portfolio
- Tracking system (pathways, costs, meetings, actions, back-up)
- Intake module
- Employability module, in which one's opportunities and possibilities are examined which results in a written report.

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## C3 werkt!

Sta je aan het begin van je carrière, ben je een doorgewinterde professional, of sta je op het punt een nieuwe uitdaging aan te gaan? Dan kan C3 je verder helpen. Aan de slag zijn of komen, èn aan de slag blijven, daar gaat het om. [meer over C3 >>](#)

### Geef je loopbaan een boost!

**6** **canieretests**  
Ontdek wat je wil en kan. Plus een beroepzoeker en loopbaanalert.

**4.227** **mensen gingen je voor**  
en hebben zich geregistreerd bij C3

**32.206** **actuele vacatures**  
Vacaturebank met alle functies die passen bij jouw profiel

*Registreer nu en ontvang 6 gratis canieretests...*



**Registreer >**

4.227 mensen geregistreerd



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# Sustainable Employability

**C3works!** Assists companies in sustainable employability by ascertaining the situation for the employer as well as the employees and explore the possibilities for employees to develop themselves in and outside the organisation.

We work according to the following steps :

- Shared responsibility between employer and employees
- Assesment of needs
- Determine training and development possibilities
- Bespoke offer

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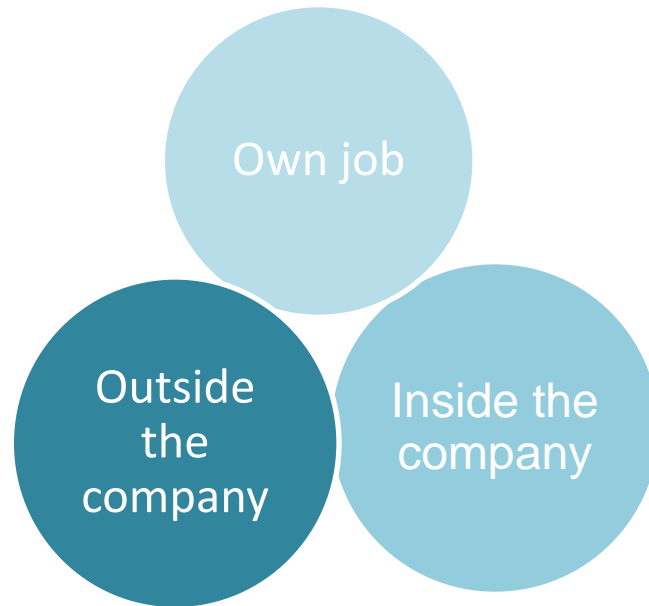




# Possibilities in sustainable employability



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C3 helps clarifying career options. People want to know what their options are. The options as we see them are shown here.

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## Actively involved

- **C3works!** Is actively involved in choosing the right instruments for both employer and employees and incorporating them into a so called *comfortable agreement*
- C3 has developed a model in which sustainable employability is described from the viewpoint of the employer as well as the employee. This model is the basis for our work. It shows from both viewpoints what is to gain by sustainable employability based around the following themes:
  - ✓ Health and vitality
  - ✓ Career and development
- The most important thing is the dialogue between employer and employee about sustainable employability!

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## What do we face?

- Resistance from employees/workers
- Fear of change
- Fear that sustainable employability means people will lose their jobs
- People do not use existing possibilities

C3 counters that by:

- Communicating transparently and reducing fears
- Involving the entire organisation: both the board and management need to be part of the sustainable employability path
- Making career options clear. People want to know what options they have.

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## Conclusions 1

- Due to the EGF fund, the image of the Dutch Graphical industry, being responsible for the employers and workers, has been improved
- The most important conditions:
  - work together as social partners
  - coöperation with the Ministry of Social Affairs is needed
  - Think and prepare yourself as an industry very well
  - Make a plan and use dedicated advice
- Most important complications:
  - the administration is complicated, important and a lot of work
  - The rules of the EU and the Dutch Ministry are complicated
- However, our goal was and is, to help unemployed workers, we succeed thanks to EGF
- We helped more than 3000 unemployed workers out of a company what was bankruptcy





## Conclusions 2



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- However, our goal was and still is, to help unemployed workers to a new job, we succeeded thanks to the EGF fund and our own investments
- We helped until now more than 3000 unemployed workers to a new job and future
- Lots off unemployed workers were helped only by the website and also they adviced eachother.





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Take the next step  
in your creative  
career

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