



AMSEP WAPES AMSPE

<p><b>AMSEP WAPES AMSPE</b></p> <p>World Association of Public Employment Services Association Mondiale des Services d'Emploi Publics Asociación Mundial de los Servicios Públicos de Empleo</p>	<p><b>WAPES Executive Committee</b> <b>Hotel Clarion</b> <b>Stockholm, Sweden</b> <b>6 March 2013</b></p>
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## 4.1 WAPES strategy 2012-2015

WAPES makes a difference in the rapidly changing world of employment. It aims to be the world reference for public employment services and a global network for benchmarking, meetings and workshops for them.

WAPES is based on the values of its members. Those are non-for-profit orientation, transparency, equal opportunities, high quality in service delivery, accessibility, and service-orientation.

### Vision

The vision for WAPES is that it is the only global network for decision-makers in the field of public employment service. Its high rate of participation and its well thought-out management structure allow a significant impact of decisions taken in this network. WAPES adds value in the fields of employment, migration and education by benchmarking within and between world regions and by transferring resources from more developed members to less developed ones.

### Main challenges of today's world of work

The public employment services have a key role in creating and implementing effective labour markets by helping job-seekers and employers adapt to the changing world of work. For example, they can strengthen individuals with a weak foothold in the labour market and who lack good contact networks, and increasing the flow of recruitments through **formal** channels improve the chances of finding the best job-seeker for each individual job. The public employment services also provide **labour market information** and **career counselling** in order to match skills with current labour market needs. Furthermore, they support the integration of groups that to a large extent are excluded from the labour market.

Today, the public employment services face a wide variety of challenges. In many countries, there is a structural unemployment and large groups are absent from the



labour market, since they have not had access to adequate education or training. There is an ever greater demand for **life-long learning** and for people to acquire more competencies, and at the same time a growing number of **insecure employment** relationships, underemployment, and indecent work. This is especially the case for **young people, migrants, and other vulnerable groups**. Many governments are **increasing their demands** on the public employment services, while **available resources are decreasing**. Moreover, alternatives to public employment services have increased. In many countries, public employment services seek closer **cooperation** with a wide spectrum of partners involved in the labour markets, especially with employers and the educational sector.

## How WAPES can respond

The main objectives of the strategy for the period 2012 – 2015 is to ensure that WAPES

- Is a sought-after speaking partner in the global arena on issues concerning labour markets and employment services.
- Manages a platform for learning and building knowledge to improve employment services by planning, delivering and evaluating activities.
- Supports capacity development among members.

In achieving this, WAPES can contribute to equipping the employment services to better deal with the challenges they face, and in the longer run to well functioning labour markets.

## Main areas in focus

During the period 2012 – 2015, WAPES will focus on

- Developing the role of **WAPES as** an important, active global **partner** for issues related to labour markets and employment.
- Developing the role of WAPES as a strong organisation for **knowledge-building and sharing**.
- Developing the role of WAPES in **supporting members or regions** in capacity development.

Strengthening and developing **all forms of communication** will be an essential part of this.

Based on the strategic lines adopted by the Managing Board in Beijing 2011, these thematic areas will be especially in focus during 2012-2015:

- **Youth unemployment** – a very significant, common and difficult issue.
- **Competency management**, to ensure that the public employment services meet the new challenges in the labour market as well as possible.



Other issues that are highly relevant for WAPES involve improving and facilitating **labour market mobility and generational renewal**.

The following milestones should have been achieved in 2015:

- A better understanding of the good examples there are in the world regarding **youth entering** labour markets.
- A better understanding of non-traditional forms of cooperation with employers to counteract **youth unemployment**.
- A better understanding of the new approaches to use in supporting the **youth currently farthest from the labour markets**.
- A better understanding of **life-long learning** to meet the new demands of labour market.
- A better understanding of how to work with those who today are **not established** in any labour market.
- A better understanding of the training programs for job seekers.
- A better understanding of closer cooperation with employers.

## Tools

Strengthening and developing all forms of **communication** is essential if WAPES is to play the role it sets for itself. Adopting and carrying out a communication strategy is a vital starting point. Ensuring access to technology for participation in activities even when members can't be physically present is a priority.

The **Executive Secretariat** is the basis for success of WAPES. This means, among other things, further developing the Secretariat so that it functions as a knowledge hub that gathers and disseminates information. All regions should be represented in the Secretariat for optimal balance and influence.

To support the Association, the **Vice-Presidents** have an important role to play:

- Making sure the main **objectives** of this strategy are achieved in their region.
- **Reporting** to the Managing Board and the Executive Committee what is happening in their region, and about ideas, suggestions, needs, and difficulties of the members they represent.
- **Implementing** decisions of the Managing Board in their region.
- **Representing** WAPES in the region.
- Developing the **image** and visibility of WAPES in their region
- Approaching potential **new members** in their region.
- Coordinate the regional WAPES **agenda** with activities of other organisations.

The **activities** – workshops, peer reviews, activities carried out through the cooperation fund, surveys, and others – should contribute to achieving the WAPES objectives of being a speaking partner in the global arena, a platform for learning and knowledge-building, and a support for capacity building among members.