



“The Business Counsellors”

Hans-Erik VIWIN

Business Counsellor, Arbetsförmedlingen, Sweden

Arbetsförmedlingen

The Business Counsellors at the Swedish Public Employment Service

Arbetsförmedlingen's organisation

- Arbetsförmedlingen is a government agency under the Ministry of Employment
- Arbetsförmedlingen is led by a Director-General appointed by the Government
- Arbetsförmedlingen's Board is the highest executive decision-making body

Organisation and Employees

- Local employment offices are clustered into eleven market areas (including *National Services* working nation wide)
- 14 500 employees
- 11 000 of our employees have direct contact with our clients
- 67 percent are women
- The average age is 47 years
- Many professions are represented



Some Key Tasks

- Integration of newly-arrived immigrants
- Labour market integration of disabled persons who have reduced work capacity
- Ensure that the unemployment insurance is a readjustment insurance
- Use private providers for services to job-seekers
- Labour market analysis
- Counteract fraud, together with other agencies
- EU-related tasks, such as enhancing the free movement of workers in the EU



Some Figures about the Labour Market from our Forecast

	2016	Forecast 2017	Forecast 2018
Unemployment rate (16-64 years)	7.0%	6.6%	6.7%
Employment rate (16-64 years)	77.4%	78.0%	78,5%
Registered unemployed persons	363 000	370 000	369 000
- of which persons with a vulnerable position on the labour market*	75 % (April 2017)	75%	78%

* This refers to:

- persons with only lower secondary education (128 00 persons in April 2017 – will increase)
- persons born outside Europe (169 000 in April – will increase)
- persons aged 55-64 years (58 000 persons – will remain unchanged) and
- persons who have a disability that impair their work capacity (66 000 persons – will remain unchanged)

Young people (18-24 years): 54 000 registered (10.2%) -7 000 compared to april 2016

Labour Market Forecast for 2017 and 2018

- Swedish labour market continues to grow strongly
 - 149 000 more people in employment 2017-2018
- Biggest amount of the new jobs for the people born abroad
 - During 2017-2018 eight out of ten new jobs are expected to go to a person born in another country
- The lack of labour continues to increase
 - The lack is increasing both among private and public employers
 - This is holding back the growth of new jobs in 2018

The Business Counsellors

- The first Business Counsellor were employed in the end of April 2016
- The assessment is that an increased specialization is a necessity in the future development of Arbetsförmedlingen.
- The Business Counsellors is part of a greater investment on the work with employers. On each Arbetsförmedling there is a team working with employers. In 2015 Arbetsförmedlingen started The Employers service center, today there is 100 colleagues working in the center. The center works both nation wide and regional.
- Today there are 120 business counsellor around Sweden, the goal is to employ 200



The Business Counsellors

- The Business Counsellor is a strategic support for the manager in the development of employer strategies / business plans.
- The Business Counsellor is not included in any work team but is included as the unit manager's support function
- The Business Counsellor reinforces and develops the PES work with the employers

The Business Counsellors

- **The goal of the role**

Business Counsellors are an engine in the work with the employers' at each Arbetsförmedling and is a qualified support for the managers in developing the work with the employers in the employment agency's acquisition area.

The Business Counsellor is a carrier of knowledge about companies and the labor market and a support to the local business community. And a part in the role should be to train colleagues in practical and proactive work with employers.

The Business Counsellor actively participate as a partner in a Business Counsellor network.

The goal is for employers to see Arbetsförmedlingen as a natural and qualified player in the employer's recruitment process.

The Business Counsellors duties

- A Business Counsellor is an important conversation partner with local business and industry organizations when questions arise about their skills and needs in recruitment process or when the employer enters a situation entailing change upon notice.
- The Business Counsellors shall keep up to date on what's happening in the field of labour market and sharing knowledge and experience both internally and externally. The mission is to build a trust position against the local companies in cooperation with the colleagues in the office.
- The Business Counsellor should be an engine of disseminating knowledge both internally and externally regarding access to and need for labor by paving the way for educational efforts and interacting with educational agencies to meet employers' needs.

The Business Counsellors duties

- Internally, is Business Counsellors supportive to colleagues and managers in the work with the employers', and occasionally they also act as internal trainer within their organizational unit.
- We can say that Business Counsellors are a link between Arbetsförmedlingen, other authorities, unions and municipalities as well as employers and employers' organizations.
- As the role is new within the organization, it will initially include development of working methods.

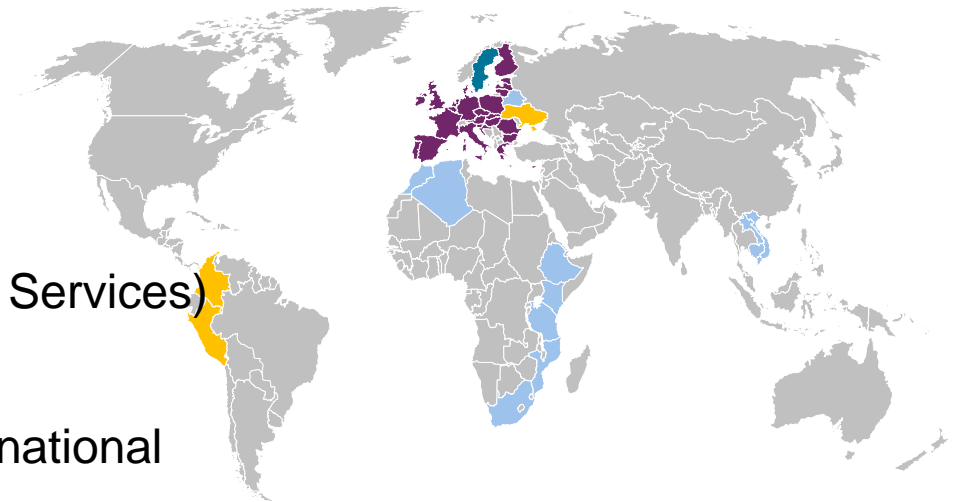
How we will meet the challenges

- Arbetsförmedlingen can and must deliver more
 - Individually customised support/coaching
 - Continued work with efficiency through 'the Journey of Renewal'
 - Labour market training
 - Continue to develop the services to employers
 - Digital services
 - Motivate and match to regular education
 - Constantly improve the cooperation with municipalities and with the private sector
- We are dependent on support from other policy areas
 - Education and housing

Arbetsförmedlingen in the World

Arbetsförmedlingen:

- is an active member of the European Network of Public Employment Services
- is an active partner in EURES (European Employment Services)
- runs development cooperation projects around the world, financed by SIDA (the Swedish International Development Cooperation Agency) and the EU
- is a member of the managing board of WAPES (the World Association of Public Employment Services)



Arbetsförmedlingens employer strategy

The strategy reflects three strategic moves

- From thinking about the skills attached to the profession and branch to thinking about skills in a broader perspective
- From doing everything by yourself to collaborate with other actors and networks
- From programs and efforts to think value for employers

Four strategic areas in the work with employers

The Employment service:

1. Is a obvious partner on the labour market
2. Facilitate and support employers when recruiting
3. Supports employers when enters a situations entailing change
4. Helps employers to see the power in the kanidate not the disabilities

Arbetsförmedlingens Vision for 2021

Nine points

- A broad and deep network of contacts among employers
- Our networks are extensive - we have a developed collaborative culture
- We have knowledge-based activities and we are experts of the labour market
- We are the matching engine on the Swedish labour market
- Many services are delivered directly in digital channels
- We meet our clients through different channels
- The office network is adapted to the actual need
- A culture where employees' potential is released and valued
- We seek change and is in phase with the development of society and technology

WAPES long-term strategy 2015-2025

Nine points

- PES as network organizations
- PES as trusted advisors on labour market matters
- PES as torchbearers
- PES as a mediator between (unemployed and employed) jobseekers and employers
- PES as a career partner
- PES as skills and competencies identifier, recognizer, enhancer and agent of empowerment
- PES stimulating entrepreneurship
- PES as a facilitator of international job mobility
- PES as innovator and change manager

The Business Counsellors and goals for WAPES long-term strategy 2015-2025

As regards the future vision and goal of PES to support and optimize labour market functions by acting as a conductor in the labour market.

With the Business Counsellors network function, and over time, can the Business Counsellors be a part of and be co-creating a living network between Arbetsförmedlingen, authorities, municipalities, employers, employers organizations and the education system.

The Business Counsellors can be an important part of the jigsaw puzzle so that we can get the opportunity to realize this beautiful vision and goal.