

Public Employment Services facing the challenges of labour market shortages

Session 1 - Unlocking Labour Market Potentials

Lugano, Switzerland, 4-5 September 2024



A transformed PES to better identify all the ones looking for a job

- The French **paradox**
- **From 1 January 2025**, a mandatory registration for targeted publics (beneficiaries from the Active Solidarity Income, young jobseekers, PWD)
- What is at stake is to **approach more actively** those who do not want/dare to come through the France Travail door
- Need for an **increased workforce** to meet the recruiters' need

Hidden potentials are also at stake for companies

- Gather as many **job offers** as possible
- Recruit / Offer a chance to **the furthest** from the labour market
- Prospecting companies via **task forces** (even to those who initially did not intend to recruit)

A new organisation between stakeholders

- **The Network for employment:** a simplified and more efficient governance
- **IT platform:** a platform to share all the information to better support the jobseekers
- **France Travail Academy:** skills development for the network for employment players

A set of thematic programmes to lay common foundations and values

Employment programmes

Identification of all jobseekers

Ensure a rapid entry into the support pathway with the right referent

Offering personalised supporting

Enhancing the effectiveness and accessibility of training courses

Accelerate the recruitments and broaden employment opportunities

Cross-functional programmes

Improving reception and customer relations

Set up a simplified governance structure for the network for employment, ensuring results-based management on the basis of shared objectives

Training professionals along with France Travail Academy

Deploying an IT platform to meet user needs

Exploiting the full potential of data and AI to meet France Travail's objectives

Integration of persons with disabilities

Skills 4.0, anticipating and supporting changes in the job market

+ 2 Regional support programmes for tests on the ground

A few examples

- **Places de l'emploi:** for any person the chance to talk to professionals, take stock of their career plans, improve their application, develop their skills and go for interviews... The Places de l'emploi are outdoor events, as close as possible to where people live



- **Avenir Pro:** a France Travail counsellor works with vocational high school students in their final year to help them raise their awareness of the job market



- **Clubs sportifs:** the sports clubs are local facilities located throughout the country that can enable France Travail local offices to identify priority groups - Inclusion through sport has proved its worth in terms of inclusion and back into employment - Sport is a different way of recruiting!



- **Mes évènements emploi:** on online calendar of employment events (trade fair, jobdating, conference, workshop, forum, information meeting, etc.) to find a meeting that matches any person's plans

Thank you