

# Active Matching

## Strategic Support of Labour Market Counselling

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### PROJECT AIMS

- To identify, compare and evaluate the tools (methods) for the monitoring, analysis and prognosis of skill and qualification needs in regional labour markets in the Czech Republic and Sweden
- To innovate the method using the best of both models (Czech and Swedish) and to test the functionality and applicability of the innovated method under the conditions of regional labour markets in the Czech Republic
- To draw recommendations, once the applicability has been assessed, for implementation in Czech labour market counselling practice and suggest a more effective matching process

### BACKGROUND

Thorough knowledge and understanding of the skills requested by employers is one of the key preconditions for the adequate allocation of job seekers to vacancies as well as for the improvement of activities carried out by labour market institutions.

Therefore we would like to develop a method for finding out what skills are required by employers in the regional labour markets and bring out recommendations on how to work with collected information within the Public Employment Services (PES) in the Czech Republic to bring about a more effective matching process, counselling practices and ALM planning.

### PROJECT STEPS

1. Comparison and evaluation of Czech and Swedish methodology for monitoring, analysing and predicting the skills and qualification needs in regional labour markets.
2. Construction of an innovated method based on best practices from both of the models.
3. Pilot investigation of 200 employers in the South Moravian Region to find out and specify the demanded skills for different occupations in the short-term (up to one year) as well as in the long-term (3 years) perspective.
4. Assessment of the functionality and applicability of the innovated method and investigation findings in the practices of the Czech PES.
5. Dissemination of project outcomes.
6. Drafting a certified methodology for monitoring, analysis and prognosis of skill and qualification needs in Czech regional labour markets.

### RESULTS FROM STEP 1 AND 2

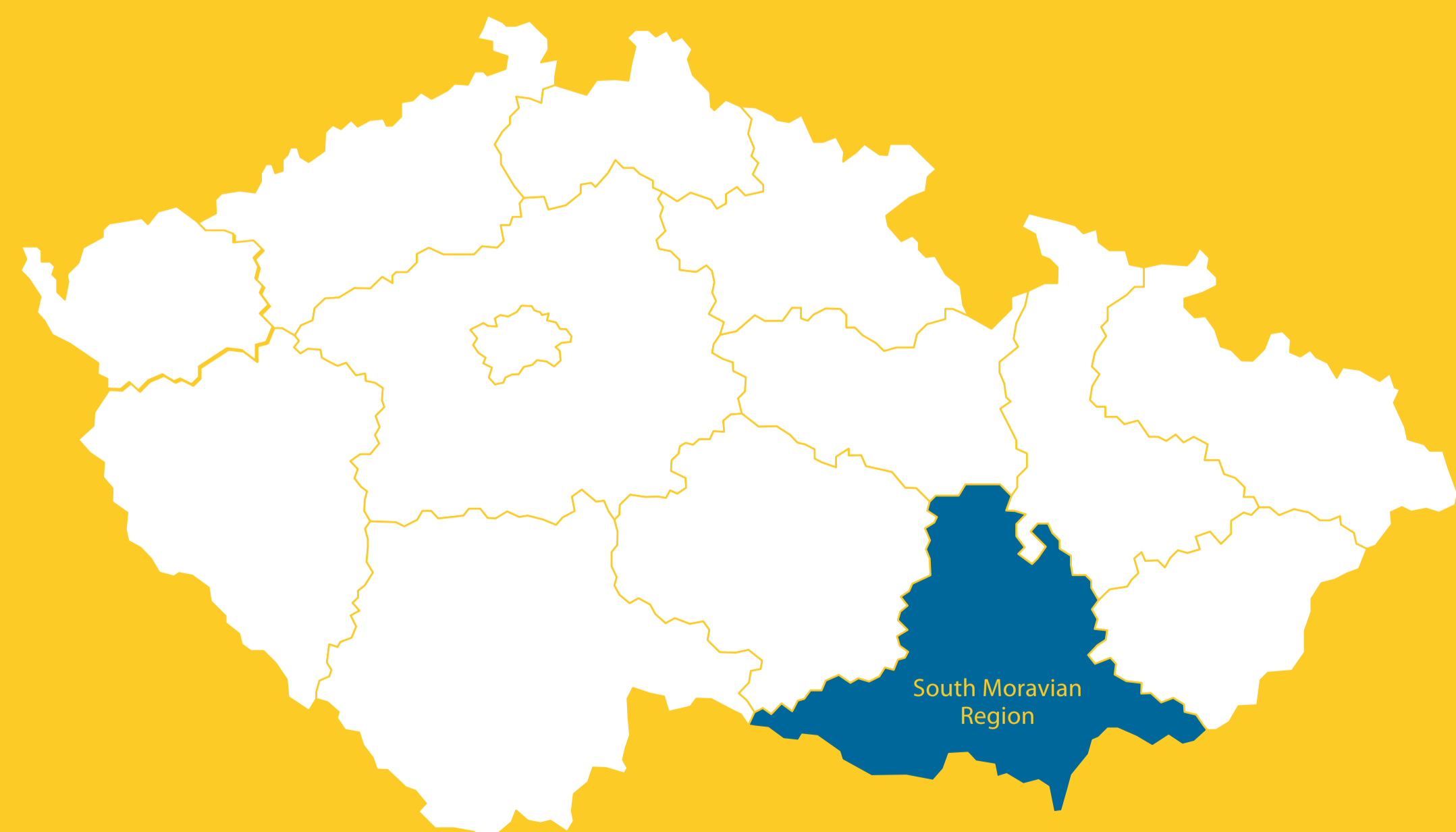
What is innovative on the Swedish approach?

**FOCUS ON SKILLS:** A substantial part of the investigation of employers in Sweden is focused on determining future skill needs (the essential competences required by employers for carrying out work tasks). The Czech model has so far focused only on the identification of formal qualification needs, not on specific competences.

**SEMI-STRUCTURED INTERVIEWS CARRIED OUT BY EMPLOYMENT OFFICE (EO) STAFF:** The investigation is carried out by the EO staff in Sweden. It is valuable because experience and information acquired from interviews with employers can later be used in their daily work. An employers' survey in the Czech Republic has so far been based on self-completed postal questionnaires.

**IT SYSTEMS:** In Sweden, there are special IT systems that allow the recording of data from interviews with employers and link them with job seeker information (i.e. active matching).

Based on these findings, the interview guidelines have been designed to include questions on skill needs for different occupations in the short-term as well as in the long-term perspective. Selected staff of the EOs in the researched region of South Moravia were trained to be interviewers in the pilot investigation.



### METHODOLOGY OF PILOT INVESTIGATION (STEP 3)

- Semi-structured interviews with 200 employers in the South Moravian Region
- Interviews have been carried out by selected staff of the EOs in the researched region in October and November 2013
- Sample:

Number of employees	Number of organizations in South Moravian region	Number of organization in the sample	Coverage
10 – 49	5.486	147 *	2,7%
50 – 249	1.214	33 *	2,7%
250 +	228	20 **	8,8%

\* Organizations selected through stratified random sampling (i.e. with regard to sectors of the national economy, NACE categories)

\*\* Organizations selected deliberately – the largest employers in the chosen region

The sample includes organizations in the following districts: Brno-city, Brno-countryside, Blansko and Hodonín. These districts were selected with regard to their size, the level of unemployment and the prevailing economic sector (industrial vs. agricultural districts).

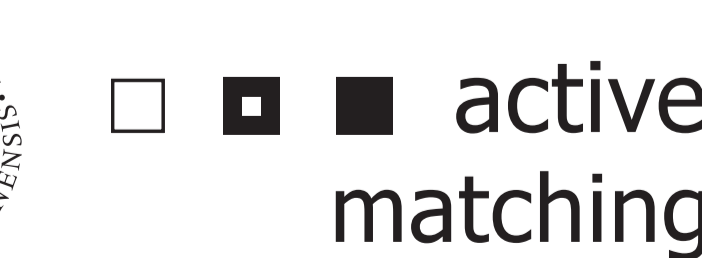
### PLAN FOR ASSESSMENT OF INNOVATED METHOD (Step 4)

- Evaluation of the pilot investigation to assess the validity and usefulness of collected information (interviews with the interviewers)
- Evaluation of the matching process via interviews with the EO agents who matched job seekers and vacancies based on collected information from the employers
- Evaluation of the utility of collected information for labour market counselling and ALM planning

### PROJECT TEAM

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This poster has been prepared within the project of international cooperation between Masaryk University in Brno, Czech Republic and Arbetsförmedlingen (PES), Sweden. The project (OP LZZ/5.1/77/00400) is financed from the ESF via the Human Resources and Employment Operational Programme and the state budget of the Czech Republic.