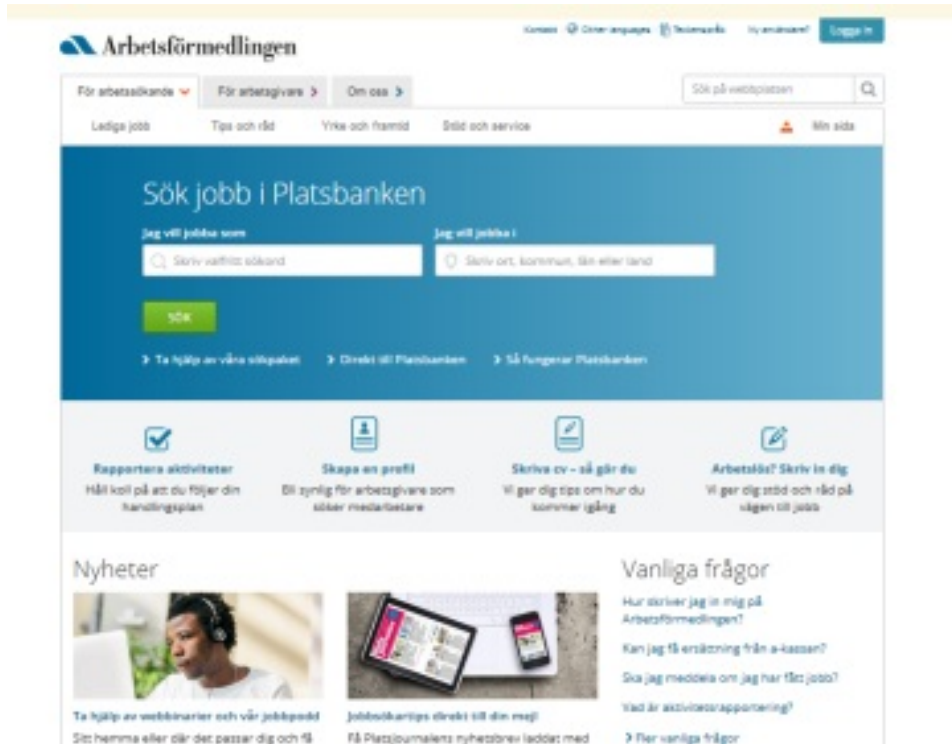


## Employment Service



### Sweden

**Founding year:**

2008

**Geographic level:**

National

**Stakeholders involved:**

The engagement of the stakeholders in the development and provision of LMI led to the creation of tools that offer an adequate and efficient guidance level.

**Target groups:**

Employed looking for a career change  
Guidance Counsellors  
Immigrants  
Unemployed  
Young people

**Is the initiative a Single Access Point? :**

No

## Providing organisation:

Swedish Public Employment Service (PES)

## URL:

<http://www.arbetsformedlingen.se>

## Stakeholders roles:

Academia  
Businesses  
Career & Education Guidance Providers  
Civil Society  
Labour Market Partners, Trade Organisations  
Local Authorities  
Public Employment Offices of other EU countries  
Social Sector

## Challenges Addressed:

✓ IMPROVE MATCHING BETWEEN SKILLS AND JOBS	✓ IMPROVEMENT OF GUIDANCE/ EMPLOYMENT SERVICES	✓ PROMOTE SELF-ASSESSMENT
✓ RAISE AWARENESS ON GUIDANCE	✓ TACKLING UNEMPLOYMENT	

## Challenges Addressed description:

Arbetsförmedlingen is used by jobseekers, employers and guidance practitioners and **aims to facilitate the effectiveness and efficiency of the labour market in multiple ways.**

The digitization process of PES has made the largest part of the agency's services available online, and **Arbetsförmedlingen is fully embedded in PES's operations.**

Arbetsförmedlingen offers various ICT tools:

1. Job Bank;
2. Webinars;
3. Podcasts;
4. Personal web meetings;
5. Self-registration and appointment scheduling;
6. Online Tests (Choose a Profession, Interest Test, Future and Career, Self-estimation of skills);
7. Career Compass;
8. Occupations A-Z;
9. Videos;
10. CV Database.



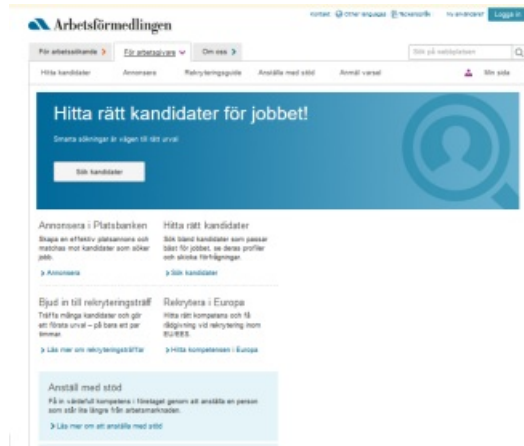
## Policy objectives:

✓ ACCESS TO LIFELONG GUIDANCE SERVICES	✓ ASSURING THE QUALITY OF LIFELONG GUIDANCE PROVISION	✓ CAREER MANAGEMENT SKILLS
✓ ICT IN LIFELONG GUIDANCE	✓ IMPROVING CAREERS INFORMATION	✓ IMPROVING EMPLOYABILITY AND SUPPORTING OLDER WORKERS
✓ RAISING THE SKILLS AND QUALIFICATIONS OF ADULTS	✓ STRATEGIC LEADERSHIP	✓ SUPPORTING PEOPLE AT RISK AND DISADVANTAGED GROUPS

## INNOVATIVE ASPECTS OF LMI description:

Labour Market Information is the heart of Arbetsförmedlingen, facilitated through the use of ICT:

- **Job Bank:** pool of 80 000 vacancies, connected with businesses so as to automatically transfer job advertisements;
- The **Webinars:** guidance on CV writing, use of social media in job searching, interview prep, etc.
- The **Podcasts:** aim to enhance the competences and skills of the jobseekers;
- The **Career Compass:** labour market forecasts, demonstrating the prospects of 200 occupations;
- The **Occupations A-Z tool:** LMI data from the Swedish Statistics and from experts within trade unions;
- The **CV Database:** information on the profiles of people who seek employment in Sweden and effective matching in the Swedish labour market;
- The **PES Videos:** descriptions of occupations and other LMI, including CMS that aim to increase the employability potential of jobseekers.



Much of the LMI provided is **produced in-house**, by the Analysis Department. The main external sources of LMI stems from: employers, jobseekers, trade unions, the Swedish Bureau of Statistics, HEIs and public sources of statistics and reports.

### INNOVATIVE ASPECTS OF LMI:

✓ BLENDED COUNSELLING	✓ EFFECTIVE JOB MATCHING	✓ OCCUPATIONAL INFORMATION
✓ PERSONALISED EDUCATIONAL ADVICE	✓ REAL TIME LMI	

## INNOVATIVE USE OF ICT description:

- Arbetsförmedlingen provides information and assistance via **simple and mainstream software** that allows the online provision of services;
- The use of the ICT tools does not require specific skills from the users. However, PES **practitioners** are offered **training on the ICT tools of Arbetsförmedlingen**;
- Tools are also available also **via mobile devices**, such as smartphones and tablets;
- **In Several APIs** have been developed to ease the access of other organisations to the data and information available.



## INNOVATIVE USE OF ICT:

✓ COMBINATION WITH OFFLINE ELEMENTS	✓ CONNECTION WITH THIRD PARTIES (LMI, PES, ETC.)	✓ E-PORTFOLIO
✓ INTERACTIVE ONLINE TOOLS	✓ MOBILE APP	✓ ONLINE COUNSELLING
✓ ONLINE WIKI	✓ OPEN SOURCE	✓ PERSONALISED INFORMATION STORAGE
✓ SOCIAL MEDIA UTILISATION		

## Results and impacts obtained:



From numerical aspect, in 2015 the practice had more than **4.4 million monthly users** and around **1.8 million unique visitors per month**.

From qualitative perspective, Arbetsförmedlingen has had some **impact on youth unemployment** and the proportion of newly arrived people who entered work life or education increased in 2015. The practice also affected the performance and work process of PES practitioners, as it enabled the **agency's practitioners to have more free time to deal with new needs** that emerge.

Evaluation process: jobseekers' and employers' **satisfaction surveys**; PES also **compares the**

**results** of these assessments **to results of other delivery methods** (face-to-face and telephone).



### Success Factors

- The **management model**;
- The gradual **-small step- progress** of digitization;
- The service design process is **user-centric** and the **LMI provision is based on user needs**;
- The ICT tools have an **informal character, are modern and easy to use** ;
- Emphasis is placed on the provision of **CMS**;
- The **quality of guidance** and **LMI provided** as well as the **methodologies** that are implemented for the development of the tools;
- The engagement of several **different stakeholders** in the development and provision of LMI;
- The **constant financial support** from the Government.



### Points of Attention

- Difficulty in **measuring** customer **satisfaction**.
- **Not all** users adequately **informed**.
- **Complex information**.
- **Low response rates** might jeopardize the **proper** function of the **forecasts**.
- ICT tools do not reckon **unpublished jobs** thus they do not appear on the Job Bank tool.
- Higher level of **integration** of educational paths with vocational paths.

- Agency's need for a **common ground** and a reference point for **future ICT** developments.

### **Socio-economic-political context:**

Arbetsförmedlingen is highly compatible with the structure of the Swedish LLG system, as it has become fully integrated in the service delivery channels of PES, which is one of the key actors of the Swedish LLG system.

### **Financial requirements:**

The annual budget of the Digital Services Department, responsible for the development and maintenance of the PES e-services, is SEK 132 billion which comprises of SEK 112 million for maintenance and SEK 20 million for investment costs.

### **HR requirements:**

- The responsible department had 95 employees in 2016 across six units, all structured in a similar way.
- The LMI produced internally by the PES Department of Analysis, comprising of economists, political scientists, statisticians and staff with other educational background.
- Many employees hold PhD titles and have strong research experience.
- PES guidance practitioners go through intensive in-service training, designed as gradual and blended learning and offered via physical and online training courses.

### **ICT elements:**

- Availability of platform for mobile devices, like smartphones and tablets.
- Development of APIs to ease access of organisations to PES data and information.
- A high level of digital literacy with the development of web, mobile and social media applications and awareness of service design is required from the staff. Users and practitioners don't need high digital skills.

### **Non-ICT elements:**

Cooperation of the agency with its stakeholders is crucial for the agency's goal of providing meaningful and up-to-date LMI and quality guidance services.

### **Future developments & Trends:**

- Modernisation and unification of the agency's ICT systems;
- More ICT and LMI tools and additional e-services by other organisations that will take advantage of the PES open data policy;
- New data exploitation ways that will offer a better understanding of different target groups and will lead to higher customization of the e-services and to an improvement of the labour market's matching efficiency;
- Stronger investment in marketing campaigns for the outreach of the practice to employers and external practitioners;
- Modernisation of survey techniques that are used for the job forecasts.

### **Type of initiative:**

Public

### **Politico-administrative domain clusters:**

## Aligning personal capabilities/ ambitions with job requirements

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