

How to reach out to vulnerable groups with policy support?

How many NEETs register with the PES?

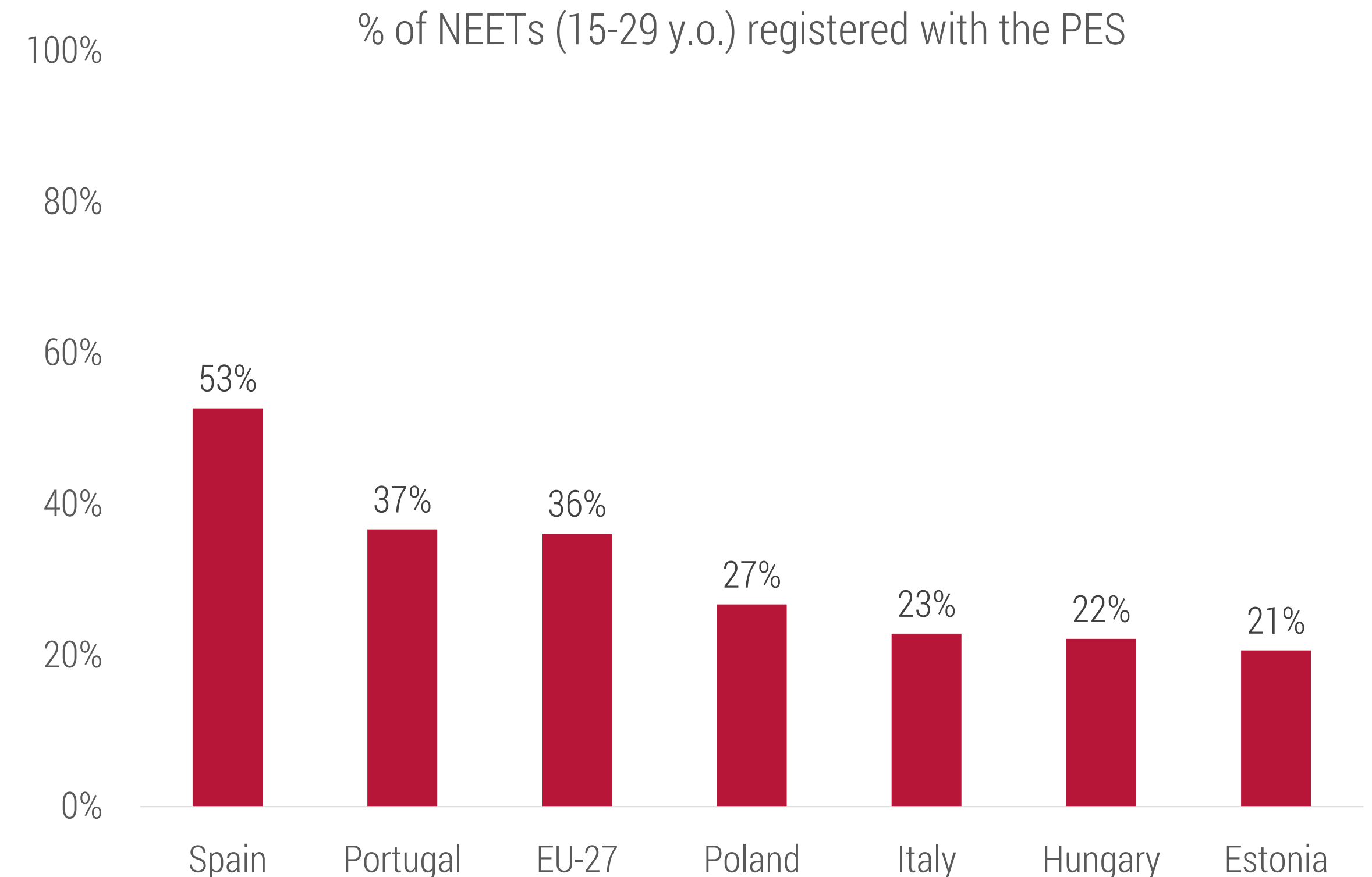
Youth Guarantee

- good quality job, training or education offer within four months of becoming unemployed or leaving education

Public employment services

- an entry point to the Youth Guarantee
- a gateway to participation in a wide range of services
- key players in the implementation of the YG

Most NEETs are not registered with the PES



Source: author's calculation based on the Labour Force Survey for 2019

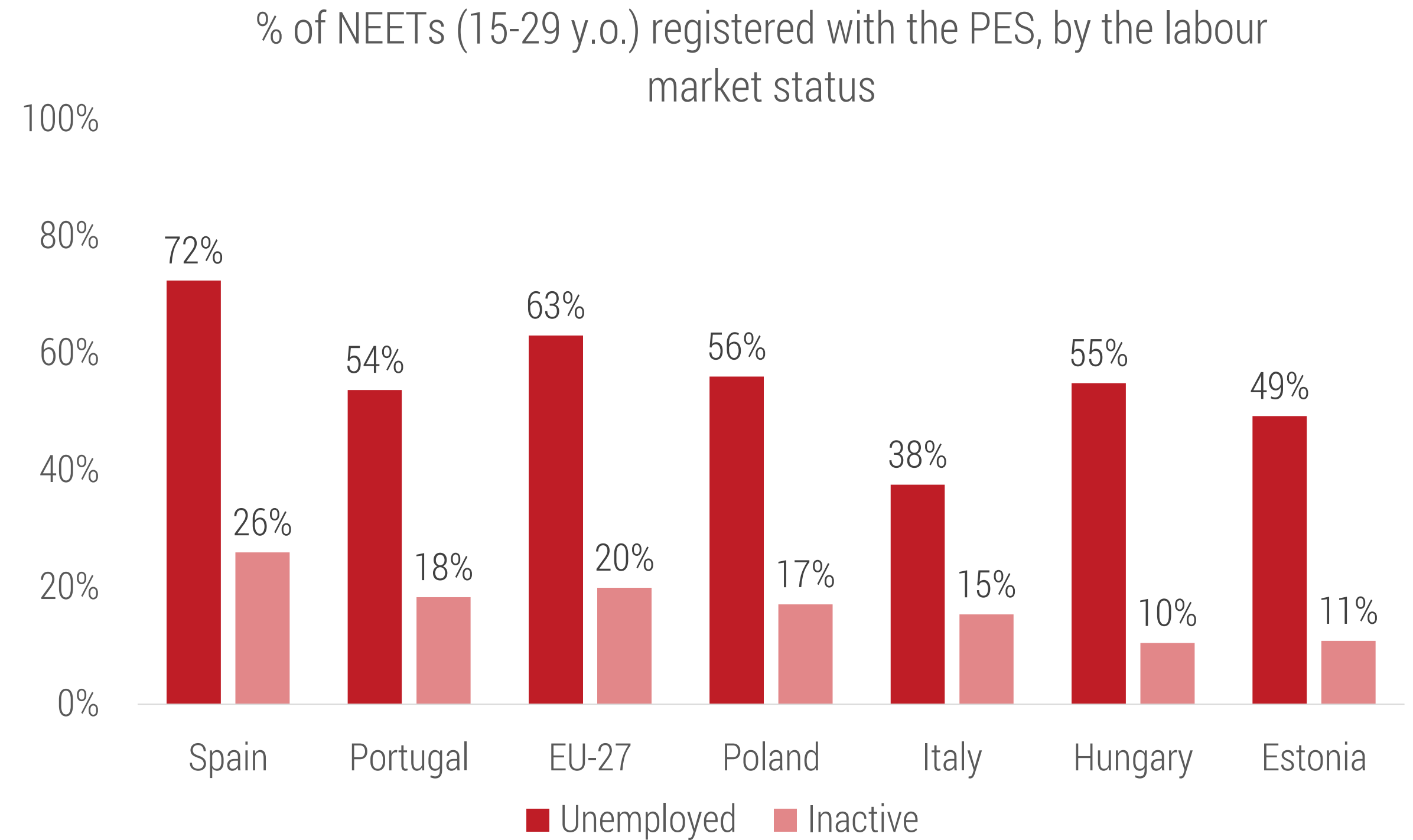
Who is out of reach?

Economically inactive NEETs - not working, not looking for work, not available

- discouraged
- family and childcare duties
- illness, disability

In most EU countries, the majority of NEETs are economically inactive (62% in the EU)

A relatively large share would like to work (almost 40% in the EU)



Source: author's calculation based on the Labour Force Survey for 2019

What is outreach?

Outreach -> informing young people, especially those at risk and *hard to reach* about PES offer and taking necessary steps to support them (European Commission)

Who: caseworkers, local actors, local leaders, peers, institutional intermediaries (schools, NGOs)

Where: communities, neighbourhoods, streets, homes, institutions, schools

Tools: one-stop points, mobile units, satellite offices, information campaigns (TV, radio, newspaper, social media), meetings

When: preventive vs. remedial approach

Effective outreach is one of the main challenges in youth employment policy (European Commission, 2020)

Bridge to jobs - reinforces the Youth Guarantee and steps up the outreach to more vulnerable young people

What do PES actually do 'on the ground'? A survey among the PES offices

Cooperation with schools is not formalized

- most of the PES visit the public schools
- focus on the most motivated students
- no data exchange
- no tracking of school-to-work transitions

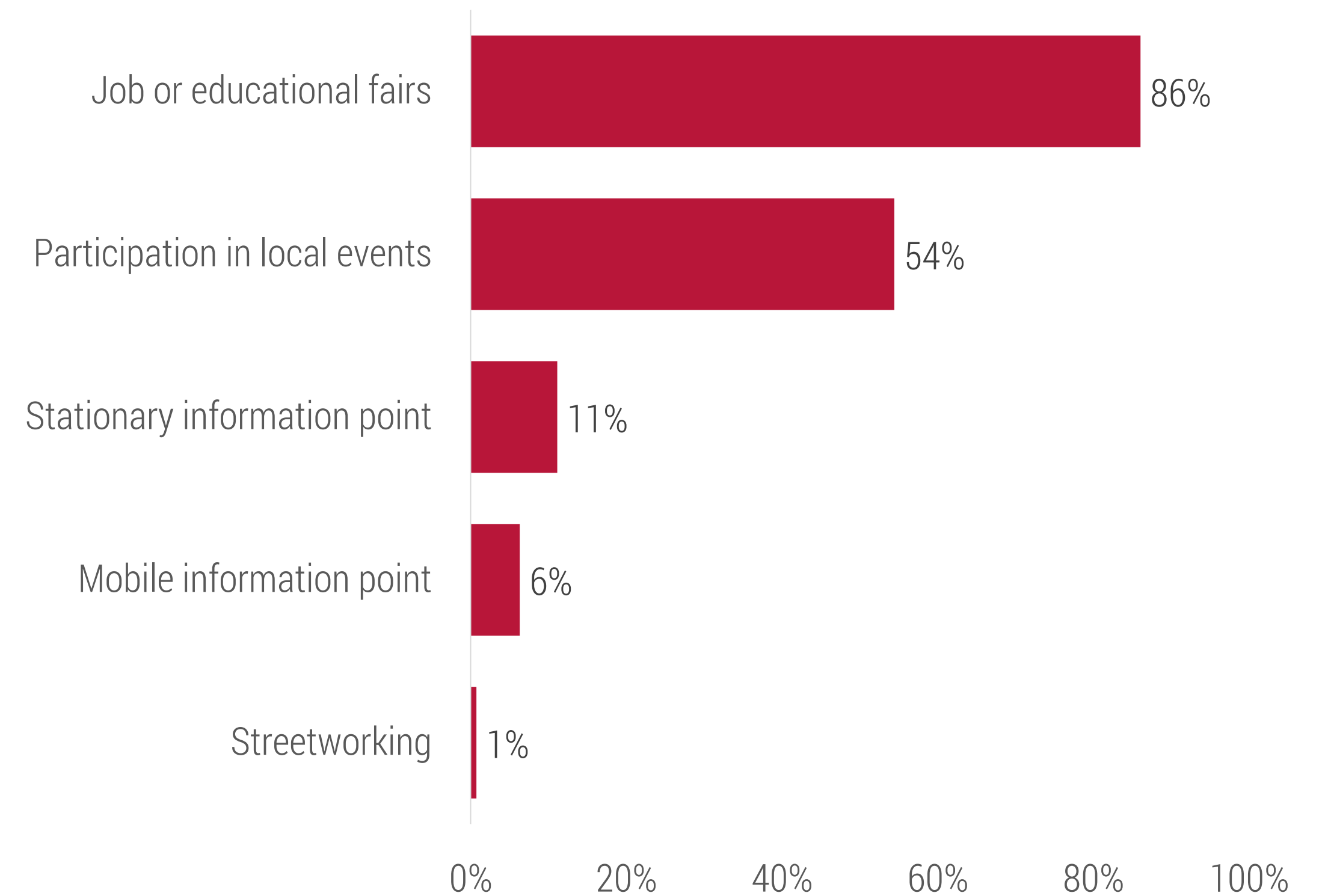
Joint projects with local stakeholders are not popular

- most of the PES promote YG in other institutions
- narrow groups of stakeholders
- joint projects are rare (30% in Poland)

PES staff rarely venture 'outside the office'

- mobile units or information points are rarely used

Selected outreach activities - PES in Poland



Source: Smoter M. (2020). Outreach activities of public employment services in Poland

What do PES actually do 'on the ground'? A survey among the PES offices

Reaching out to unregistered NEETs is not our job

- 25% of the PES offices in Poland, 31% not sure
- around 40% of the PES offices in Hungary;
- in Hungary, regional registration rates correlate with the attitudes of PES employees

Limited use of social media

- 40% of the PES in Poland and around 25% in Hungary

Barriers preventing outreach

- lack of data on NEETs
- insufficient financial resources
- insufficient human resources (staff shortages, lack of well-trained personnel)

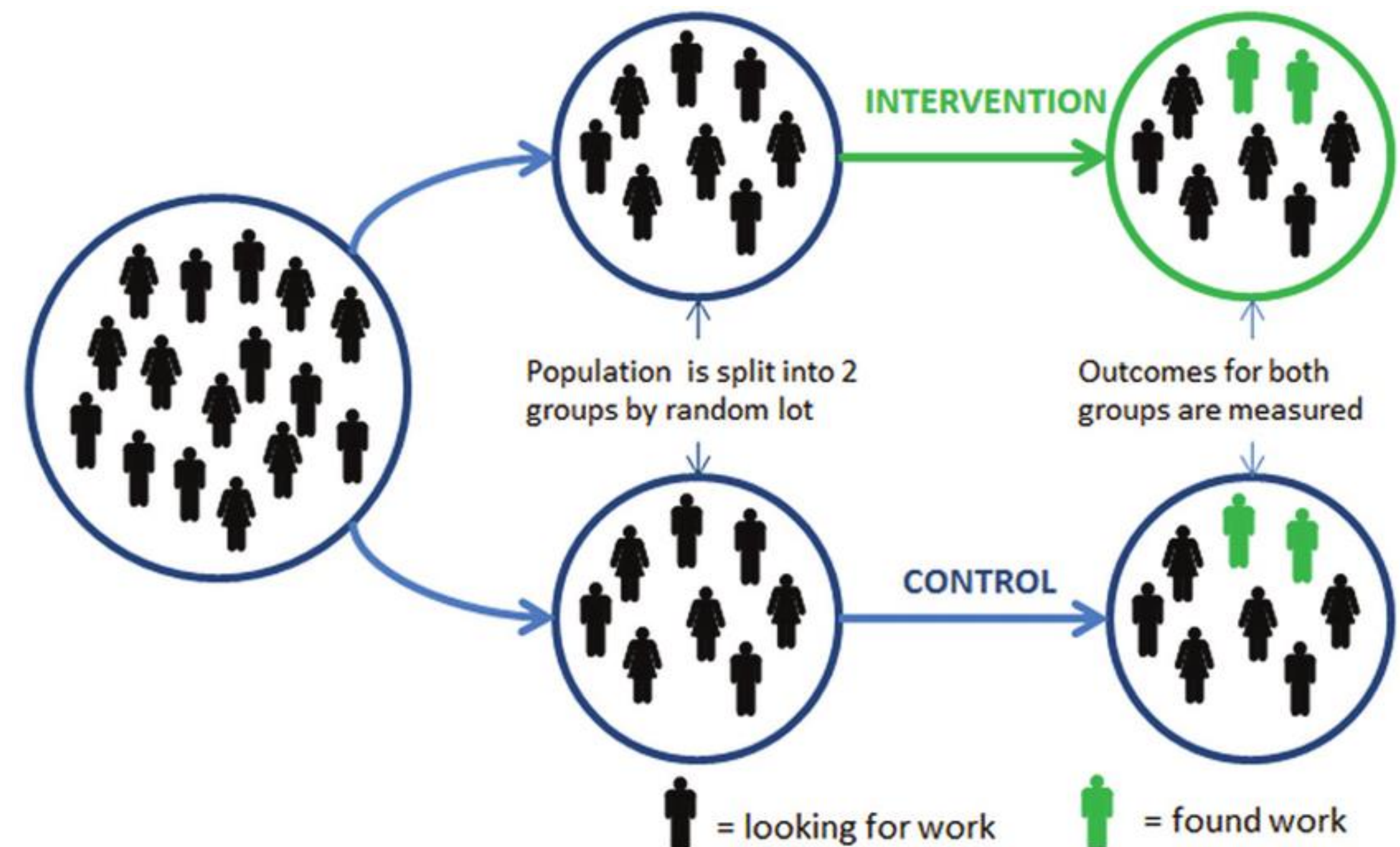
Lack of evidence – what works?

Randomised controlled trials

- random assignment
- treatment and control group
- causal interpretation

Questions

- Whether informing NEETs about the PES offer will encourage them to register (Poland, Spain)
- Whether organising workshops with local stakeholders will encourage PES to engage in outreach activities (Hungary)



RCT – lessons learned

Poland - informing unregistered NEETs about the PES offer

- information campaign may not be enough
- outreach efforts should help people at risk overcome barriers they face

Spain – informing students about the PES offer

- informing students about the proximity of the nearest PES office increases their intention to register

Hungary – workshops for local stakeholders

- establishing contacts (NGOs, social service providers, educational institutions), building trust, plans for cooperation

Conclusions

- more attention should be paid to activating NEETs who are economically inactive
- the role of the PES in supporting NEETs should be reconsidered
- strengthening partnerships and widening the network of partners
- more data on NEETs is needed
- increase their presence in areas in closer proximity to the potential target groups

Thank you for your attention!

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