DESCRIPTION OF THE PRACTICE

1. Title of the practice
Talent2Work – Attracting unemployed people to the care sector in the Netherlands

2. Organisation responsible for the practice
Municipality of Heusden & Social Service Baanbrekers, the Netherlands

3. Contact person(s)	
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4. Summary of the practice
Talent2Work is an initiative carried out in the Langstraat area in the south of the Netherlands. The initiative started in Heusden in 2012 and has proven successful. People outside of the labour market and potential employers are given the opportunity to meet face-to-face rather than online. The initiative is organised by the Municipality of Heusden, providers of social services, and local entrepreneurs. It aims to connect people looking for work with vacancies in the local social care sector.

5. National/regional/local context of the practice
There is a policy in the Netherlands that targets people with particular difficulties in accessing the labour market, such as young people and persons with disabilities, by asking employers to find jobs that are suitable for them. Under the 'Baanafspraken' scheme, employers and the Dutch government agree on how many jobs in that category should be created each year. Considering high unemployment, this initiative was one of several new projects that have been introduced to combat unemployment.

6. Staff involved
Human resources managers in social services and new social care workers

7. Target group
Unemployed people, especially youth and people with disabilities

8. Aims of the practice
The initiative aims to find jobs for people who have trouble accessing the labour market, and help employers fill vacancies. This is done by facilitating face-to-face contact between the unemployed and prospective employers.

9. Issues for social services					
Service Integration/ Cooperation across services		Service Planning		Contracting	
Technology		Skills development (of the workforce)	x	Quality of services	

Prevention and rehabilitation		Participation of service users		Volunteering	

ANALYSIS OF THE PRACTICE

10. Status

Pilot project (ongoing)		Project (ongoing)		Implemented practice (restricted areas)	x
Pilot project (terminated)		Project (terminated)		Widely spread practice/rolled out	

11. Scope of the practice

Describe the setting of the practice, considering the following criteria:

- *Micro level practice:* practice that involves individuals at local level
- *Meso level practice:* practice that involves organisations or communities
- *Macro level practice:* practice that involves large population groups

Meso

12. Leadership and management of the practice

Description of the leadership of the practice, considering the following criteria:

- *Collaborative management*: shared between large partnerships, often of central, regional and local representation
- *Organisational management*: by one organisation
- *Professional management*: managed by a single person
- *Shared management*: shared with no defined leadership

Collaborative management: The initiative is organised by the municipality, in this case Heusden. The municipality collaborates with social service providers and local businesses to meet with job seekers on a face-to-face basis. The impetus for this scheme is provided at the national level by the Government under the 'Baanafspraken' policy which encourages employers to take on a number of unemployed people who have particular trouble finding work.

13. Engaging stakeholders in the practice

Description of the engagement of stakeholders, considering the following criteria:

- *Individual practice*: individuals have sought practice change
- *Network approach*: one or more organisations develop a network
- *Collaborative approach*: large collaboration with relevant stakeholders

Network approach: The social services in the local community contact entrepreneurs who are asked to open their businesses to unemployed persons for a tour twice a month. By arranging this face-to-face contact, job offers can be made on a personal basis and makes it possible for unemployed persons to be offered a job that suits them individually.

14. Involvement of service users and their families

Description of the involvement of service users, considering the following criteria:

- *Team involvement: service users and carers were part of the practice team*
- *Consultative: a consultative body of users was set up for an on-going dialogue and feedback*

• *Involvement in care: person-centred approaches to care/support*	

n. a.

15. Costs and resources needed for implementation
Description of how the practice is financed, considering the following criteria:
- *Within existing resources:* staff time and other resources are provided 'in-house'
- *Staffing costs:* costs for staff investment
- *Joint/Pooled budgets:* two or more agencies pool budgets to fund services
- *Funded project:* external investment

At the beginning, as a pilot project, the work programme was organised by a project manager and a working group. Subsequently, it is now established as a permanent service.

16. Evaluation approaches
Description of the evaluation method of the practice, considering the following criteria:
- *Multi-method:* use of both a qualitative and a quantitative approach
- *Single method:* qualitative or quantitative approach
- *Audit:* looks at data sources such as existing medical records, and/or other routinely collected service data.
- *Informal:* refers to in-house service evaluation using locally designed tools and/or collecting opportunistic feedback
- *No evaluation*
- *An evaluation is planned*

The success of the project is measured by results, for example how many participants find long-term employment. Data on how many people have found employment is collected by the social service providers themselves.

17. Measurable effects of the practice and what it has achieved for…

Service users	The unemployed, and most importantly, those with trouble accessing the labour market are provided with a job which can provide them with income and allow them to learn new skills.
Formal care givers	n. a.
Informal carers	n. a.
Organisations	Employers benefit from the initiative because they can meet motivated new job applicants who they can see in person rather than just receiving a curriculum vitae.
Other	n. a.

18. Anticipated or 'aspirational' effects of the practice and what it has achieved for…
This category can include outcomes which are not documented, quantified or properly evaluated. They can include such elements as improved knowledge, quality, workforce, etc.

Service users	The more interactive application process can be a more accessible route for finding work and allows job candidates to find jobs which are better suited to them.

Formal care givers	n. a.
Informal carers	n. a.
Organisations	Employers may be better able to judge suitable candidates for job vacancies through the Talent2Work scheme.
Other	n. a.

19. How the practice has changed the way the service is provided (lessons learned)

The personal contact between stakeholders and the face-to-face interaction between the employer and unemployed persons is a crucial and successful component of the initiative.

Participation and engagement in the project only works on a voluntary basis, people are not forced to join.

20. Sustainability of the practice

Description of whether the practice is sustainable, considering the following criteria:

- *Potential for sustainability:* practice was newly started or is on-going/not yet mainstreamed. How could the practice be sustained (in terms of resources)?
- *Organic sustainability:* service users have been empowered to take the practice forward
- *Established:* the project has been operational for several years

Established: The project has become a part of regular feature in social care organisations in Heusden since beginning in 2012.

21. Transferability of the practice

Description of whether the practice has been transferred, considering the following criteria:

- *Transferred:* transfer to other regions, countries, service user groups, etc.
- *Potential for transferability:* there is interest from the outside; elements of the practice have been taken up and used elsewhere; material for transferability (for ex. training material) has been developed

Transferred: The initiative began in another town in the Langstraat region. Once it had proven successful it was implemented in two other towns, including Heusden.

The initiative is simple and easy to replicate. What is most important for the scheme to work is good contact between the municipality, social service organisations and employers in the local area.

22. Further information

[Participatiewet en baanafspraak](#)

[De Baanafspraak: de meest gestelde vragen](#)