

## Andersen Ireland

<b>Reference</b>	EGF/2014/007 Andersen Ireland
<b>Member State</b>	Ireland
<b>Sector</b>	Manufacture of jewellery
<b>Submitted to European Commission</b>	16 May 2014
<b>Total budget planned</b>	EUR 2 502 000
<b>EGF contribution</b>	EUR 1 501 200
<b>Intervention criterion</b>	Trade related globalisation
<b>Period of reference</b>	21.10.2013 - 21.2.2014
<b>Redundancies during period of reference</b>	171
<b>Active employment measures</b>	These are to be provided to 138 workers and the same number of NEETs (persons under 25 years of age and not in employment, education or training) and include occupational guidance and career planning, second and third level education and training at both public and private institutions, internships and training at the workplace through Skillsnets, enterprise and self-employment supports and some income supports.

### BACKGROUND

- The costume jewellery market in Europe has in recent years come to be dominated by imports from non-EU countries, particularly in Asia. While the volume of goods sold within the EU by both EU and non-EU producers in 2008 was roughly equal at 56,000 tonnes, this had changed by 2012 to 10,600 tonnes produced in the EU and 45,700 tonnes produced outside the EU.
- Some of the most important EU producers have themselves moved some of their production to the same non EU exporting countries.
- In addition, marketing strategies have changed, so that the considerable sales force of Andersen Ireland and its parent Pierre Lang in Europe has been superseded by online sales, which have opened further advantages to lower-cost non-EU producers.
- The 171 workers (74 % of them women) made redundant by the closure of the Andersen factory were working in the largely rural area of Rathkeale, Co. Limerick, in the South-West of Ireland. The area has been classified as disadvantaged by the Irish government and suffers from high dependancy rates, high unemployment, a high proportion of lone parent families and few alternative employers. Most of the workers had been with Andersen Ireland for 15 to 30 years and there are few opportunities for them to find new jobs with their specific skills.
- The EGF authorities have therefore created a very broad range of education and training opportunities, as well as in-depth advice and guidance, to help each worker find a new job in the best possible circumstances.
- In addition to the 138 workers, 138 NEETs under the age of 25 will be offered the same advice, guidance and actions.