



# 'Zielona Linia' (Green Line)

INTEGRATING, MODERNISING  
AND IMPROVING ACCESSIBILITY  
TO PES SERVICES

THE EMPLOYMENT SERVICES CENTRE  
FOR INFORMATION AND CONSULTATION

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## POLAND

The Green Line practice is part of the government's efforts to facilitate contact between the unemployed, job changers, employers and PES; to improve the image of PES among employers and the unemployed; to professionalise PES services by using more advanced technologies; to reduce the workload of PES case workers and to improve the efficiency of resources invested. By dialling '19524', clients obtain comprehensive information about labour market issues. In 2011, the online portal targeted migrants and return migrants were integrated into the Green Line system.

Currently, 90% of all local PES offices in Poland use a common joint Green Line system and client calls can be easily transferred to the corresponding PES office.

Name of the PES

Ochotnicze Hufce Pracy – Voluntary Labour Corps

When was the practice implemented?

2007 – ongoing.

Which organisation was involved in its implementation?

The prototype of the Green Line was the 7/24 System, first established in the Podlaskie Region (an area with low population density and large distances to PES offices) by the local PES office in Białystok as a way to deliver complex labour market services to unemployed people in remote locations. From 2008 to 2011, the Human Resource Development Centre was responsible for project implementation. Following the Decision of the Minister of Labour and Social Policy of 1 January 2013, the practice was taken over by the Main Headquarters of the Voluntary Labour Corps (OHP).

Which groups were targeted by the practice?

- ▶ Unemployed people
- ▶ Job changers
- ▶ People seeking training
- ▶ Employers
- ▶ Foreigners looking for a job in Poland
- ▶ Polish citizens living abroad

What were the practice's main objectives?

To modernise and improve the accessibility to PES services by facilitating access to information via the internet and phone.

What activities were carried out?

The development of new integrated services (phone, e-services, mail, chat, social media contact) and delivery of complex information on:

- ▶ current job offers (in Poland and abroad)
- ▶ professional licenses
- ▶ sources for business financing
- ▶ opportunities for vocational (re-)training
- ▶ trial periods, vocational training at the workplace, public works, etc.
- ▶ registration of the unemployed and those seeking employment
- ▶ benefits from district PES offices
- ▶ rules for the employment of foreigners.

The practice supports work with databases available at PES and employment agencies and is constantly revised and improved to take into account developments in IT systems.

<p>What resources and other relevant organisational aspects were involved?</p>	<p>The practice is run by one manager and two unit coordinators. Fifteen consultants and one trainer implement the practice using the following tools: websites (combined with online services), call and contact centres.</p>
<p>What were the source(s) of funding?</p>	<p>European Social Fund.</p>
<p>What were the outputs of the practice: people reached and products?</p>	<p><u>People reached:</u></p> <ul style="list-style-type: none"> <li>▶ on average 11,000 telephone calls to the call centre per month in 2019;</li> <li>▶ on average 1,000 emails per month sent to clients from the contact point in 2019;</li> <li>▶ around 287,000 website visits per month in 2019;</li> <li>▶ 40 employers registering vacancies per month;</li> <li>▶ on average 70 chats and 150 messenger conversations per month.</li> </ul> <p><u>Products:</u></p> <ol style="list-style-type: none"> <li>1. The websites: Green Line <a href="http://www.zielonalinia.gov.pl">www.zielonalinia.gov.pl</a>, <a href="http://www.powroty.gov.pl">www.powroty.gov.pl</a></li> <li>2. Call centre (15 consultants; open 8 a.m. to 6 p.m.)</li> <li>3. New reports on various aspects of the labour market</li> <li>4. A communication campaign on the Green Line PES service with a summary report of the campaign (usually an internet campaign with distribution of leaflets and posters in PES).</li> </ol>
<p>What outcomes have been identified?</p>	<p>The evaluation survey (686 unemployed people out of a sample of 6 475) showed that 88% of respondents evaluated the Green Line as an improvement in PES services; 85% said that this is a preferred way of getting information about the labour market.</p> <p>The employers' survey (79 employers out of a sample of 1 712) showed that 89% evaluated Green Line as a factor contributing to a change in the image of PES; 71% improved their knowledge of the labour market; 85% evaluated the Green Line as an improvement for Polish PES; 86% said that this is a preferred way of getting information about the labour market.</p> <p>Current customer satisfaction rate is 94%.</p>
<p>What are the lessons learnt and success factors?</p>	<p>During the first evaluation, both the unemployed and employers evaluated the remote access to labour market information through the Green Line very positively, especially:</p> <ul style="list-style-type: none"> <li>▶ Access to a central labour market database with job offers from all local PES offices and offers directly registered by employers online;</li> <li>▶ Access to training opportunities and to a CV database;</li> <li>▶ Access to (short) labour market analysis available on the portal.</li> </ul> <p>However, the number of contacts, website visitors and employer registrations to the Green Line did not originally match the expected outcomes.</p> <p>Nowadays, the project obtains better results:</p> <ul style="list-style-type: none"> <li>▶ Compared with the first half of 2018, the number of calls received by the consultants increased from 52215 to 66127 in 2019.</li> <li>▶ A positive sign was the increase of visits to the website, from 1,988,481 in 2017 to 2,536,248 in 2018.</li> <li>▶ The number of phone calls to call centres was lower than anticipated in the first years, indicating that wider publicity and better involvement of local PES was needed.</li> </ul> <p>The PES publicity campaign, conducted in 2011, was also evaluated (based on correlations between campaign activities and usage of the Green Line services). Various campaign activities had different impacts on the intensity of Green Line usage. During the campaign, the website visits increased, however the call centre did not experience any significant change.</p>



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