



PROFESSIONAL REFERENCE CENTRES ARE SET UP ON SECTORAL BASIS. THESE CENTRES ARE THE PART OF THE ACTIRIS SELECT SERVICE THAT PROVIDES A SINGLE POINT OF CONTACT (SPOC) TO ALL BRUSSELS BUSINESSES, FOR ALL EMPLOYMENT-RELATED QUESTIONS, AS WELL AS EMPLOYMENT COUNSELLORS FOR THE PRE-SELECTION OF JOBSEEKERS. EACH PROFESSIONAL REFERENCE CENTRE IS A LOCATION OF THE CDR ADVISERS.

PROMISING PES PRACTICE¹ Professional Reference Centres (PRC) and CDR advisers

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The PRC is the result of a partnership between the public and the private sectors. The main aim is to increase employment in key labour sectors encouraging a stronger matching between training offers and businesses' needs.

The key challenge is to meet the needs on the ground. The target is to promote vocational training for occupations where the demand is strong. The PRC have been created to enhance the qualification in Brussels-Capital Region in sectors suffering from lack of qualified human resources.

Name of the PES	Actiris (Belgian-Brussels PES)
Scope of measure	Regional level (Brussels-Capital Region)
When was the practice implemented?	IRIS Tech+ (dedicated to metal manufacturing and technology industry): 2003 Evoliris (dedicated to information and communication technology): 2006 Iris TL (dedicated to the transport and logistics sector): 2007 Horeca Be Pro (dedicated to the food service industry): 2007 CDR Construction (dedicated to the building sector): 2008 Beezy.Brussels (dedicated to the administration and public sector): 2013
What was the driver for introducing the practice? Was it internal or external?	The driver is internal: increasing the responsiveness to labour demand via facilitating the matching of needs between business and training offers, promoting vocational training, and conducting sectoral surveillance.
Which organisation was involved in its implementation?	The initiative came from the Actiris Headquarters employers' department. The service is based on a multidisciplinary approach. Segmentation by sectors makes it possible for the SPOCs and recruitment advisers to manage the specificities related to the sectors of activity of client employers, more in-depth knowledge of the sought-after profiles and requirements, and applicable financial aid at the regional, federal and sectoral level. The following segments are identified as developing and the most promising in terms of the growing number of job offers: <ul style="list-style-type: none"> ▶ Business, food service industry & Tourism & Meetings Incentives Conventions & Events (MICE); ▶ Business services, finance and IT; ▶ Industry, construction, transport and logistics; and ▶ Public institutions & education.
Which groups were targeted by the practice?	Employers and employment counsellors
What were the practice's main objectives?	The objectives of the CDR adviser working in the Professional Reference Centres are <ul style="list-style-type: none"> ▶ To facilitate a matching between the needs of business and training offers; ▶ To promote vocational training; and ▶ To conduct sectoral surveillance.

¹ Practices referring to promising changes/reforms/approaches.

<p>What activities were carried out?</p>	<p>CDR advisers support trainees at the end of their training towards employment, provide information specific sectors, carries out screenings, and organises matchings of employers/trainees while also arranging employer-jobseekers' meetings.</p>
<p>What resources and other relevant organisational aspects were involved?</p>	<p>As a result of a partnership between the public and the private sector, the main objective of the CDRs is to increase employment in key sectors by promoting the matching of training offers with the needs of businesses. They offer various services such as the initial training of young people, the achievement of professional aptitude tests and the validation of skills. A CDR is an association composed of members nominated by the representative organisations of employers and workers and of government representatives. The professional integration component is realised by the Actiris CDR advisers (1 or 2/CDR).</p>
<p>What were the source(s) of funding?</p>	<p>Actiris and the professional sectors</p>
<p>What were the outputs of the practice: people reached and products?</p>	<ul style="list-style-type: none"> ▶ On average 4 500 contacts with jobseekers and 500 skills assessments are carried out each year. ▶ Due to the close ties with employers and trade unions in certain sector CDR advisers deepen their knowledge of business expectations.
<p>What outcomes have been identified?</p>	<ul style="list-style-type: none"> ▶ A more accurate and adequate matching of labour supply and demand is achieved. ▶ Jobseekers participating in vocational training acquire those skills that are mostly required by companies. ▶ The jobseekers' counsellors establish a better positioning of jobseekers and can better advise them regarding training for sectors that are experiencing a shortage.
<p>What are the lessons learnt and success factors?</p>	<p>The improvements over time are as follows:</p> <ul style="list-style-type: none"> ▶ Better integration of jobseekers: screening, meetings organised between jobseekers and companies, job workshops etc; ▶ Occupational training is one of the best learning approaches; and ▶ Skills validation enhance the matching between the supply and demand sides.



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