

'United for Better Integration' programme

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DENMARK

United for Better Integration aims to support employers in their efforts to integrate refugees into the labour market. Danish PES job centres work as mediators between employer and jobseekers (refugees). The Danish PES job centres help the employer to find suitable candidates and coordinate the recruitment process in cooperation with relevant actors, such as language centres and educational institutions.

Name of the PES

Danish PES (Danish Agency for Labour Market and Recruitment, STAR)

Scope of measure

Pilot project

When was the practice implemented?

Since 2015 – ongoing

What was the driver for introducing the practice? Was it internal or external?

This national initiative, launched in September 2015, was introduced as a part of a new strategy aimed at bringing refugees into the labour market as soon as possible, after their refugee status is recognised, in order to assist their integration into society.

Which organisation was involved in its implementation?

The organisations involved in the United for Better Integration programme include the following:

- ▶ Ministry of Employment and Ministry of Immigration, Integration and Housing Affairs;
- ▶ Danish PES job centres, with integration coordinators (three coordinators, one per region);
- ▶ Business and employer associations;
- ▶ Employers, who have concluded agreements with the Danish PES;
- ▶ Language centres; and
- ▶ Vocational education and training institutions.

Which groups were targeted by the practice?

The main group targeted by the programme are employers.

What were the practice's main objectives?

United for Better Integration aims to support employers.

What activities were carried out?

The main activities include the following:

- ▶ Through an advisory board, the local Danish PES offices provide advice to employers on effective and efficient ways to integrate refugees into the labour market;
- ▶ Employment-oriented integration agreements are concluded between the Danish PES and employers, anticipating the number of jobseekers with a migrant background (refugees) to be employed by the company, on the basis of the employer's needs;
- ▶ Once the agreements are concluded, the local PES is then responsible for finding suitable matches, i.e. the jobseekers (refugees) who have the most suitable education/skills to then undergo training;
- ▶ When the candidate is selected, an integrative training programme is signed between the jobseeker and the employer. The following services are provided to the jobseeker:
 - ▶ Practical on-the-job training is offered by the company;
 - ▶ Skill enhancement programmes provided by the Danish PES (language courses, vocational education and training, etc.).
- ▶ The Danish PES also organises meetings at regional and national level to inform employers about the services provided and the integration agreements.

What resources and other relevant organisational aspects were involved?	<p>United for Better Integration resulted from cooperation between the Ministry of Employment and the Ministry of Immigration and Integration. There has been close cooperation and coordination between the two departments.</p> <p>The partnership was established by the Danish Government in September 2015. In the first two years the focus was to raise awareness of the issues and encourage employers to engage with the programme so that more companies would employ refugees. Today many more refugees are active in Danish companies. The focus for 2018 is on how to integrate more women with different ethnic backgrounds into the Danish labour market .</p> <p>All Danish PES staff are involved; three integration coordinators have also participated to support the programme - one in each region.</p>
What were the source(s) of funding?	Danish PES budget
What were the outputs of the practice: people reached and products?	<p>Outputs include the following:</p> <ul style="list-style-type: none"> ▶ 197 employers from 42 municipalities have taken part in the United for Better Integration programme, through the conclusion of agreements with PES and providing training to jobseekers in the workplace¹. ▶ 28 integration agreements were concluded between the Danish PES and employers²; ▶ A website was produced (http://www.sammenomintegration.dk), which provides information to employers about the programme and how to take part in it.
What outcomes have been identified?	<p>The United for Better Integration programme started as a pilot project; the programme has now been evaluated.</p> <p>The assessment results show the following:</p> <ul style="list-style-type: none"> ▶ A doubling of refugees in ordinary employment, as the number has risen from 578 (period October 2014 – September 2015) to 1,160 (period October 2016 – September 2017) employees; ▶ An increase in the number of refugees receiving wage subsidies from 52 (period October 2014 – September 2015) to 319 (period October 2016 – September 2017) persons; and an increase in the number of refugees in business practice from 553 (October 2014 – September 2015) to 2,578 (period October 2016 – September 2017) persons; ▶ About a third of the refugees who completed the subsidised employment programme (in the partner companies) were employed 6 months after the completion of the programme (either in the same company or elsewhere).
What are the lessons learnt and success factors?	<p>The lessons learnt include the following:</p> <ul style="list-style-type: none"> ▶ It is important that the Danish PES informs employers about the services available to support them, as for instance, the integration agreements; ▶ Likewise, it is important to show employers that participating in the United for Better Integration programme is easy and that it can help them in their recruitment processes. <p>The success factors include:</p> <ul style="list-style-type: none"> ▶ A political emphasis on employers' participation and role; ▶ Making sure that in practice it is easy for the employers to join the programme; ▶ Developing a website where employers can find information and inspiration about the different schemes that the Danish PES can provide support on; ▶ Specific efforts from the Danish PES staff and the municipalities on the integration of workers and on finding job opportunities for refugees.

¹ Information available in the Evaluation of the campaign United for Better Integration

² Information available internally to the Danish PES



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