

Drenthe



Reference	EGF/2009/030 Drenthe
Member State	The Netherlands
Sector	Printing and reproduction of recorded media
Submitted to European Commission	30 December 2009
Total budget planned	€697 896
EGF contribution	€453 632
Intervention criterion	Article 2 (c) Regulation (EC) No 1927/2006
Period of reference	1/4/2009 to 29/12/2009
Redundancies during period of reference	140 in 2 enterprises in the NUTS II NL13 Drenthe region
Active employment measures	To be provided for 140 workers and include: <ul style="list-style-type: none"> - Preparatory activities (intake, registration, information and helpdesk) - Accompaniment (outplacement, job to job accompaniment or towards business creation) - Training and re-training - Recognition of prior experience

BACKGROUND

- The territory concerned covers the province of Drenthe. This province has the third highest unemployment rate in the Netherlands and a general problem of a rapidly ageing population
- This application covers further redundancies in the same NACE 2 Division during the same reference period as the redundancies covered by application EGF/2009/029 NL/Gelderland and Overijssel and is submitted citing exceptional circumstances.
- The economic crisis resulted in a substantial decrease in demand for the printing and publishing sector. The orders from other economic sectors for printed advertising material, which represents 35 % of the total turnover of the printing and publishing sector, decreased by 5,6 % between 2008 and 2009 due to the reduction of budgets for media and advertising activities induced by the economic crisis.
- The economic crisis negatively affected demand for various types of printed media material: in the first six months of 2009, demand for popular magazines decreased by 18,2 %, for newspapers by 7,5 %, for commercial newspapers distributed free of charge by 16,4 % and for professional magazines by 16,5 % compared to the same period in 2008.