

## Gelderland and Overijssel



<b>Reference</b>	EGF/2009/029 Gelderland and Overijssel
<b>Member State</b>	The Netherlands
<b>Sector</b>	Printing and reproduction of recorded media
<b>Submitted to European Commission</b>	30 December 2009
<b>Total budget planned</b>	€3 097 875
<b>EGF contribution</b>	€2 013 619
<b>Intervention criterion</b>	Article 2 (b) Regulation (EC) No 1927/2006
<b>Period of reference</b>	1/4/2009 to 29/12/2009
<b>Redundancies during period of reference</b>	650 in 45 enterprises in the NUTS II regions Gelderland (NL22) and Overijssel (NL21)
<b>Active employment measures</b>	To be provided for 650 workers and include: <ul style="list-style-type: none"> <li>- Preparatory activities (intake, registration, information and helpdesk)</li> <li>- Accompaniment (outplacement, job to job accompaniment or towards business creation)</li> <li>- Training and re-training</li> <li>- Recognition of prior experience</li> </ul>

### BACKGROUND

- The two provinces affected by the redundancies are Gelderland and Overijssel. Between February 2009 and February 2010 the number of people searching for a job increased by 16,8 % in Gelderland and 22,6 % in Overijssel.
- The impact of the redundancies at local level is high due to fact that in the graphics sector there is a relatively high proportion of workers in the older age groups of which unemployment is very high in the two provinces.
- 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.