

Noord Brabant and Zuid Holland



Reference	EGF/2009/027 Noord Brabant and Zuid Holland
Member State	The Netherlands
Sector	Printing and reproduction of recorded media
Submitted to European Commission	30 December 2009
Total budget planned	€4 446 196
EGF contribution	€2 890 027
Intervention criterion	Article 2 (b) Regulation (EC) No 1927/2006
Period of reference	1/4/2009 to 29/12/2009
Redundancies during period of reference	821 in 70 enterprises in the NUTS II regions Zuid Holland (NL33) and Brabant (NL41)
Active employment measures	To be provided for 821 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 two provinces affected by the redundancies are Noord Brabant and Zuid Holland. 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 for 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.