



AUTOMATED MATCHING
SERVICES BASED ON
COMPETENCES DERIVED FROM
THE 'ROME/COMPETENT'
CLASSIFICATION SYSTEM

Competence-based matching

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Based on evidence and feedback, mainly from employers and other partners in the labour market, it became clear that the challenge of providing matching systems could be better addressed by integrating competences in the automated matching process.

Name of the PES

VDAB - Vlaamse Dienst voor Arbeidsbemiddeling en Beroepsopleiding
Flemish employment and vocational training service

When was the practice implemented?

2013-ongoing.
Update/reinvestment ongoing as of July 2016.

What were the practice's main objectives?

The main ambition was to develop an effective, accurate matching system of jobseekers with jobs, in order to meet the challenges outlined above. The underlying reasons for skills mismatches are multiple and complex. Solving this issue is therefore one of the ways forward in order to address the needs and ambitions of the Europe 2020 policy in this area.

A strategy for a successful labour market — social inclusion and competitiveness for individuals, enterprises and society — can only be achieved through a holistic, integrated approach to the problem of skills mismatching, in close cooperation with all stakeholders at different levels. Stakeholders are individual jobseekers and employers (both small and larger companies) and policy makers at national and European levels.

What activities were carried out?

Because the majority of European enterprises are SMEs (< 50 employees) and do not have fully developed HR departments, PES matching services need to allow SMEs to manage efficient recruitment themselves, along with the description of necessary competences for jobs within their company. That is why the development of an approach and language that is close to their daily business was essential. This language of competences consists of labour market competences and the related skills and knowledge that are necessary to perform adequately within the context of a specific job. When this type of data is available as structured data that can be technically manipulated and used, a new dimension is added to the Belgian-Flemish PES (VDAB) services for employers and jobseekers, providing real time labour market feedback on demand and offering potential employees that can perform a set of competences correctly.

This helps employers to define a vacancy that is adapted to the specific needs of their company. At the same time, this type of required competence information helps jobseekers to understand the tasks that need to be performed within a specific job.

Online services have been developed so far with regard to competence-based matching as follows:

- ▶ digital vacancy service (employers) and personal portfolio (job seekers) with automated online assistance to ensure quality;
- ▶ personal training/development plan.

The automated matching services based on competences from 'ROME/Competent' are fully integrated in the mainstream services and management. In addition, a strategic workgroup was put in place to oversee development.

What outcomes/results have been achieved?

Other partners on the labour market can use the services of Belgian-Flanders PES (VDAB) in a transparent manner (on their website with their own look and feel), so that their vacancies get the same level of quality, and can be used for matching with 'Elise' (e.g. companies specialising in temporary employment such as Konvert and Randstad are using these services since December 2013, and are pleased with the results).

A better return on investment achieved for the ICT based services that have been developed based on 'ROME/Competent' (e.g. re-use of technical components and services by partners allows them to be implemented quicker and at a lower cost).

2015: all Belgian PES agreed to use the 'Competent' competence language in their labour market services. This is an important step towards an interoperable labour market. Currently a workgroup of all Belgian PES is undertaking the necessary preparations to make these services operational across the whole Belgian labour market.

2017-2018: A broad upgrade of the competence language was implemented, based on the upgrade of ROME3, published end of 2016. The upgrade resulted in an improved competence language which is closer to the end-user (jobseekers and employers) and up to date with the captured changes in the labour market.

What are the lessons learnt and success factors?

How does the Belgian-Flemish PES (VDAB) know it is successful?

- ▶ The high percentage of spontaneous use by employers and jobseekers.
- ▶ The positive response from partners using the open services for job matching based on competences.

Lessons learnt?

To achieve maximum results, make sure to safeguard the usage of a common classification 'standard' (ROME/Competent), don't allow for too many variations.



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