

DENMARK

Systematic traineeship assessment

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The benchmarking tool on traineeships collects information on how many traineeships within a given period were offered by an employer and how many of the internships have ended in employment. This information helps counsellors to direct jobseekers to promising internships, and helps the employers to get a better understanding of the effect of their efforts. The tool helps to compare the employment outcomes of traineeships in different branches, occupations and employers.

Name of the PES

Danish Agency for Labour Market and Recruitment (STAR).

Scope of measure

A digital tool for assessing the success of traineeships which is available nationwide.

When was the practice implemented?

The development of the tool lasted two years and the tool was implemented in March 2018.

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

The lack of transparency on offered traineeships and their contribution to the integration of jobseekers into the labour market.
In addition, several large Danish companies asked for a tool to measure their efforts, making social responsibility benchmarking a possibility.

Which organisation was involved in its implementation?

STAR in dialogue with "Virksomhedsforum for Socialt Ansvar", a business forum consisting of 13 companies that focused on Corporate Social Responsibility (CSR) and advised the Minister of Employment on this issue.

Which groups were targeted by the practice?

- Counsellors (case workers) who wish to support the labour market integration of jobseekers by directing them to promising traineeships.
- Employers who wish to get an overview of their efforts concerning traineeships.

What were the practice's main objectives?

- To improve the transparency of traineeships and their results.
- To speed up the successful integration of jobseekers.

What activities were carried out?

The first activity was the mapping of the relevant traineeships within the Danish ALMP. The second activity consisted of the design, conceptualisation, implementation and follow-up of the benchmarking tool on traineeships in Denmark.

What resources and other relevant organisational aspects were involved?

The benchmarking tool was developed and implemented by STAR.

What were the source(s) of funding?

The funding is secured by STAR.

<p>What were the outputs of the practice: people reached and products?</p>	<p>The concrete output is the digital tool on the VITAS-platform, which employers and counsellors (case workers) can access. When establishing a traineeship as a part of an Active Labour Market Policy (ALMP) intervention, employers providing traineeships have to register online (on the VITAS-platform). The benchmarking tool collects information on how many traineeships within a given period have been established by this employer by using the unique employer/company ID and how many of the previous internships have ended in employment within the same employer or with other employers.</p> <p>From the launch in March 2018 until the end of August 2019, approximately 12,400 visitors accessed the tool (9,155 unique visitors).</p> <p>Other products linked to the tool are short videos targeting both counsellors and employers along with some postcards and one-pagers with information about the tool.</p> <p>Furthermore, STAR organised five workshops around the country to present the tool. The participants at the workshops consisted of both employers and counsellors.</p>
<p>What outcomes have been identified?</p>	<p>The benchmarking tool allows to compare both the intake of trainees and the results in terms of traineeships ending in employment. The employer is able to compare the company to the rest of the registered companies within the same specific type of business (e.g. transportation) and all employers in Denmark with a registered ALMP-traineeship within a given period, e.g. the first quarter of a year.</p> <p>The tool is accessible for the counsellors (social workers) as well as the employers themselves and provides an insight into which employers and/or economic branches are succeeding in providing quality traineeships. The benchmarking tool offers evidence on the results of traineeships to counsellors (case workers), thus providing better counselling and support of jobseekers for whom a traineeship can be a first step for getting back to the labour market.</p> <p>STAR has had positive feedback from both counsellors and employers. They both find the tool helpful and they have contributed with suggestions to its further development.</p>
<p>What are the lessons learnt and success factors?</p>	<ul style="list-style-type: none"> ▶ Both counsellors and employers find the tool relevant and helpful in their everyday work. ▶ It is very important to be absolutely precise about the definitions that form the basis of the data used in such tools.



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