

# **Fontys**

## **Social Studies**

### **Fontys Actief**

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- **Video Helmond project**
- **Expertise Fontys Actief**
- **Questions, exchange**

# Fontys *Actief*

*“becoming active”*

**Expertise centre for  
work-mediation and  
social participation**

- **Research and innovation**
- **Training and coaching**
- **Advising and co-creation in  
project-development**
- **Reintegration “company”**

# Research and development within professional practice

- Research on methods (starting with the early Helmond project): principles, critical components, specific competences, fine-tuning between different actors involved
- Development special methods:  
“qualitative work-assessment”  
“case-management”  
“case-based reflection”
- Social Participation, Rotterdam project “unused qualities” – Utrecht university

# Training and coaching

Developing and implementing tailor-made training programmes

- Moving to work: motivation, orientation, communication and coaching skills
- Qualitative Assessment: using and gathering critical information
- Route-counselling: developing & coaching individual action plans to work or social participation
- Employer approach: exploring job-opportunities (job hunting), communication with employers, matching and mediation

# Categorising unemployed and mediation services

- **A-group** (stage 1)

short term unemployed

relevant vocational education

relevant work-experience

no personal, social problems

**= short-term service (CWI):**

registration, information and advice on job-vacancies and self-application

- **B-group** (stage 2, 3, 4)

**“qualitative assessment” -**

headlines for action plans

**= reintegration services**

# Public Employment Service and reintegration

## Former public employment service

- registration, information, advice
- empowering unemployed
- employer approach

## New structuring (2002):

- Centre for work and income
- Private reintegration companies (privatised PES became bankrupt)
- Local municipalities, holder of social benefits and reintegration budget, become more active

# **Helmond Actief**

**co-creation project**  
**Helmond and Fontys Actief**

## **Perspective of municipality:**

**not satisfied with new PES-approach**  
**intensify case-management**  
**broad participation perspective**  
**local district project (neighbourhood)**

## **Role of Fontys Actief:**

- **teamwork case-manager and work-mediator in local district**
- **integration of work-mediation, social participation and care**
- **delivering project-leader and professional work-mediators**

# Advising, co-creation with municipalities – local agencies

- Department work and social benefit:  
case-management (activation and directing action plans), reintegration policy and projects
- Department economic affairs:  
reinforcing employer contacts, employment mediation
- Education and social work:  
Fine tuning between reintegration policy, vocational education, social work organisations, attention to special groups (minority groups and others)

# Hungary project

- **New (additional) pathways for combating hardcore unemployment**
- **Combining social and labour market oriented counselling/coaching/mediation**
- **Bringing together different organisations in “one integrated service for job coaching”:**
  - **NGOs – social organisations with strong connections with different target groups**
  - **Municipality – responsible for welfare benefits, but also for “activating” unemployed and developing employment (work experience) projects**
  - **Public Employment Service – relationships with the labour market, employers, vocational training centres**

# Hardcore unemployment

## ● Developments in Hungary:

- growth of long-term unemployment
- increase in school drop-outs
- different groups difficult to place

## ● Unemployment: different issues

- losing motivation/energy/belief: placing themselves in a role of victim
- combination of problems: social, vocational, personal skills/attitudes
- from outside and inside: not looking at strengths (half full/half empty glass)
- Employers do not want to take risks



# Integrated social and labour market service: 'job coaching'

- individual/personal coaching throughout a customised action plan
- Qualitative integrated assessment: exploring qualities and possibilities, attractive perspective, not only looking at problems, limitations
- Developing integrated action plan: from Z to A  
Z= attractive, but also real concrete perspective  
A= starting point + different integrated steps
- Customised and intensive employer approach:
  - matching strong points of unemployed with demands (expectations) of employers
  - coping with the resistance of employers on a positive base by different contacts: orientation visits, job brokerage support, tryout, financial support

**QUESTIONS ?**