

# 19th Annual Meeting of the European Network on Regional Labour Market Monitoring

Lugano, Switzerland 5. – 6. September 2024

## Addressing Labour Shortages through Skills Assessments: Empowering Ukrainian Refugees in Amsterdam

drs. Ludger Weller, Arijana Radic Msc

SkillLab

The Netherlands

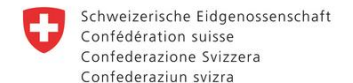
European Network  
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Market Monitoring



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# Addressing Labour Shortages through Skills Assessments: Empowering Ukrainian Refugees in Amsterdam

European Network  
on Regional Labour  
Market Monitoring



- Introduction speakers and SkillLab
- Dutch Skills Passport project and CompetentNL
- Explanation situation Ukrainian refugees Amstelveen
- Skill assessment and skills profiling (top 50 matches)
- Projects with Ukrainian refugees: learnings
- Questions and discussion

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# Speakers of SkillLab



*As an immigrant, SkillLab co-founder and business development partner Azza El Hayek, experienced the frustrations of a job market that overlooked her skills. This personal struggle fueled her passion to create a solution that empowers others.*



# SkillLab: our value proposition

**SkillLab empowers employment & career services with technology that creates equitable labor markets through the universal language of skills.**

1. Understand people's unique experience, using artificial intelligence to create an accessible profile of their skills.
2. Enable people to explore their fit in the labor market, and reveal how education and training can unlock future opportunities.
3. Partner with a passionate, impact-motivated team that combines their expertise with your vision to deliver software tailored to your needs.



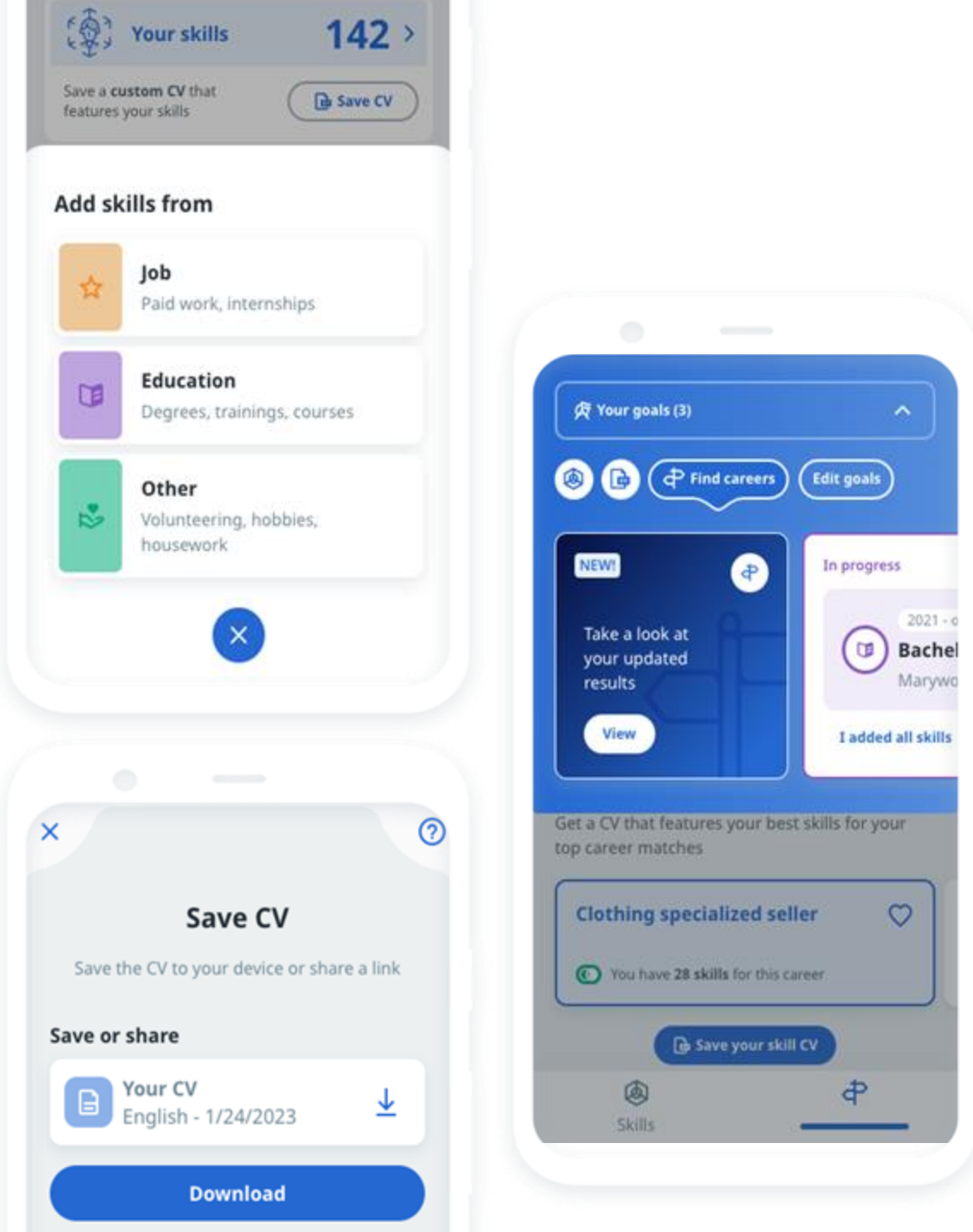
## PROJECTS IN OVER 30 COUNTRIES



## Skill Profiling and Career Guidance App

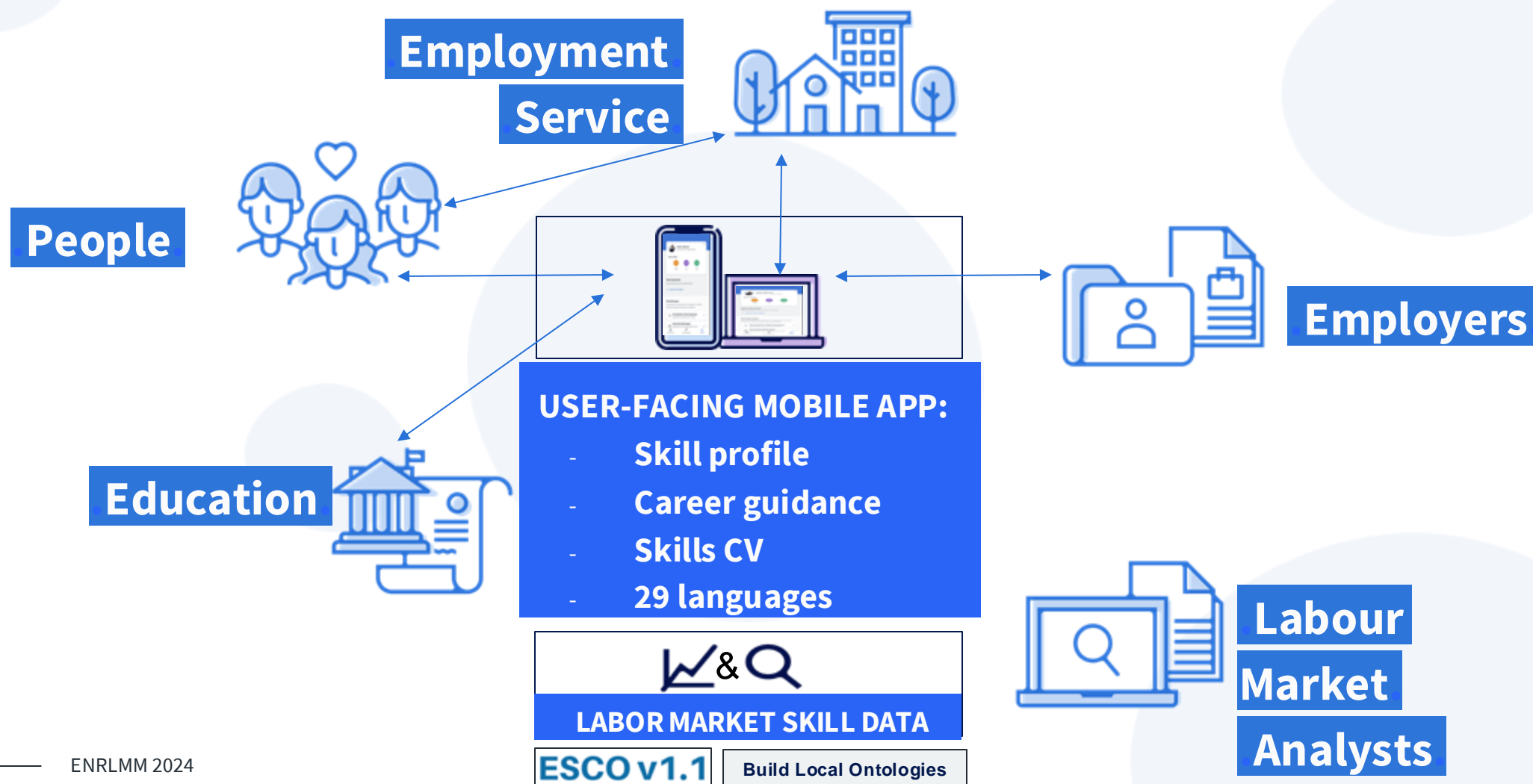
A client-facing mobile application that enables them to:

- Skill assessment
- Creating a skill profile
- Career interest assessment
- Exploring careers and education
- Exporting a skill-CV and applying for jobs



# A comprehensive labor market information system

Connect **People**, **Jobs** and **Education** through the language of skills





Connecting **PEOPLE** with  
**EDUCATION** and **JOBS**  
through a common  
language of **Skills**

# The focus on Skills in the Netherlands

Figure 11. Expectations of employers, public authorities, individuals and training providers

<p><b>EMPLOYER:</b></p> <ul style="list-style-type: none"> <li>• To reduce the establishment's skills shortages</li> <li>• To improve efficiency of hiring and HRM</li> <li>• To increase productivity</li> <li>• To increase occupational safety and health at the workplace</li> <li>• To increase staff motivation</li> <li>• To comply with regulations that affect employees and/or business</li> <li>• To identify training needs</li> <li>• To promote staff skills better</li> </ul>	<p><b>INDIVIDUAL:</b></p> <ul style="list-style-type: none"> <li>• I want a job (of my choosing)</li> <li>• I want to utilize my skills</li> <li>• I want to be paid better</li> <li>• I want be confident about my skills</li> <li>• I want to study more</li> <li>• I want career progress</li> </ul>
<p><b>GOVERNMENT:</b></p> <ul style="list-style-type: none"> <li>• To increase competitiveness and economic growth</li> <li>• To reduce unemployment</li> <li>• To improve the match between supply and demand on the labour market</li> <li>• To promote social inclusion and equity</li> <li>• To improve the labour market situation of migrant workers</li> <li>• To improve coherence between education, training and migration policies</li> <li>• To improve the status of TVET</li> <li>• To support lifelong learning</li> <li>• To improve employers' and workers' confidence and buy-in in skills development policies</li> <li>• To support transition from the informal to the formal economy</li> <li>• To ensure quality and safety for certain occupations</li> </ul>	
<p><b>TRAINING PROVIDER:</b></p> <ul style="list-style-type: none"> <li>• To focus training provision better</li> <li>• To increase the public's interest in training</li> </ul>	

Figure 11 summarizes the various expectations and priorities of employers, individuals, public authorities and training providers that may be addressed by skills recognition.

2016



International  
Labour

# Understanding the potential impact of skills recognition systems on labour markets: Research report

Jiří Braňka

# Skill approach in the Netherlands

- House of Skills 2017, region Amsterdam
- Economic Board Amsterdam, HvA, HAN (Universities for Applied Sciences)
- Focus op skills, Leven Lang Development
- Labor market mobility needed (>400.000 vacancies)
- European Year of Skills mei 2023
- Skills Embassy: november 2023

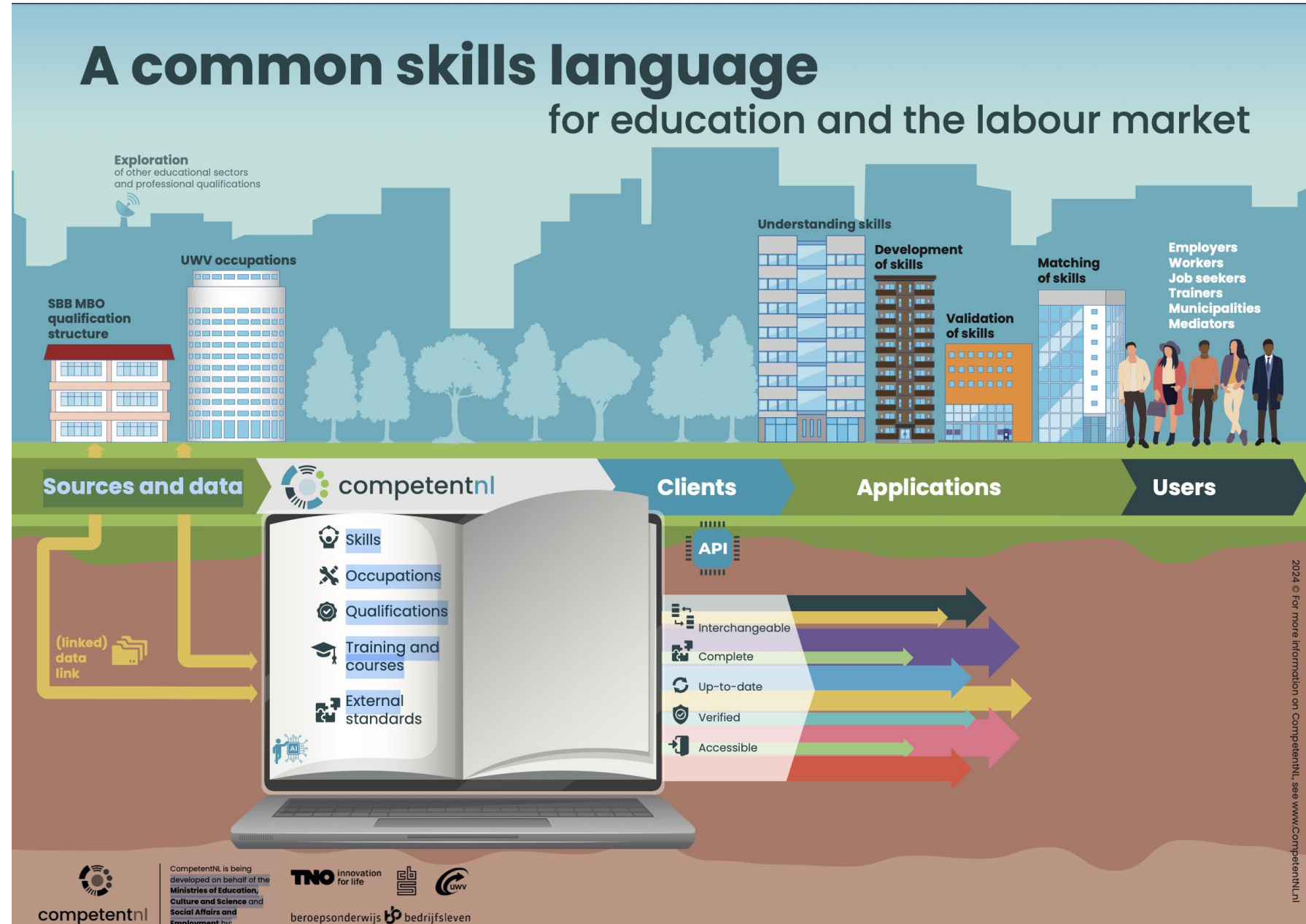


# Building a National Skills Ontology: CompetentNL

National project

3 ministeries:

- Education
- Economics
- Social Affairs and Labor



# Why focus on skills

## Drivers:

- Labor market shortages
- Inclusive labor markets
  - Migrants, NEET's
  - No certificate, many skills?
- New jobs, which skills?
- Upskilling needs

## Enablers:

- Skill taxonomies; ESCO, O\*NET,....
- Mobile/computer power/storage
- AI -> UX ; use big data in a user friendly way

## Rolling into 2024: Why we need everyone on board for the Year of Skills

The Year of Skills has already achieved great results, and guess what? It continues!

Brussels: April, 30th 2024

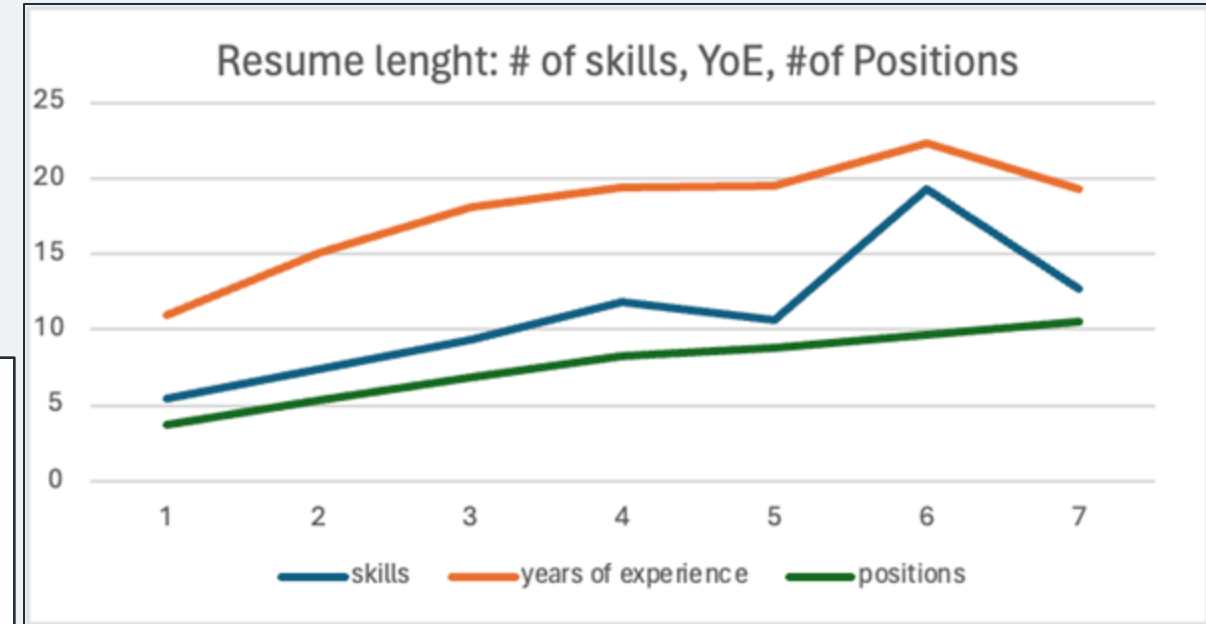
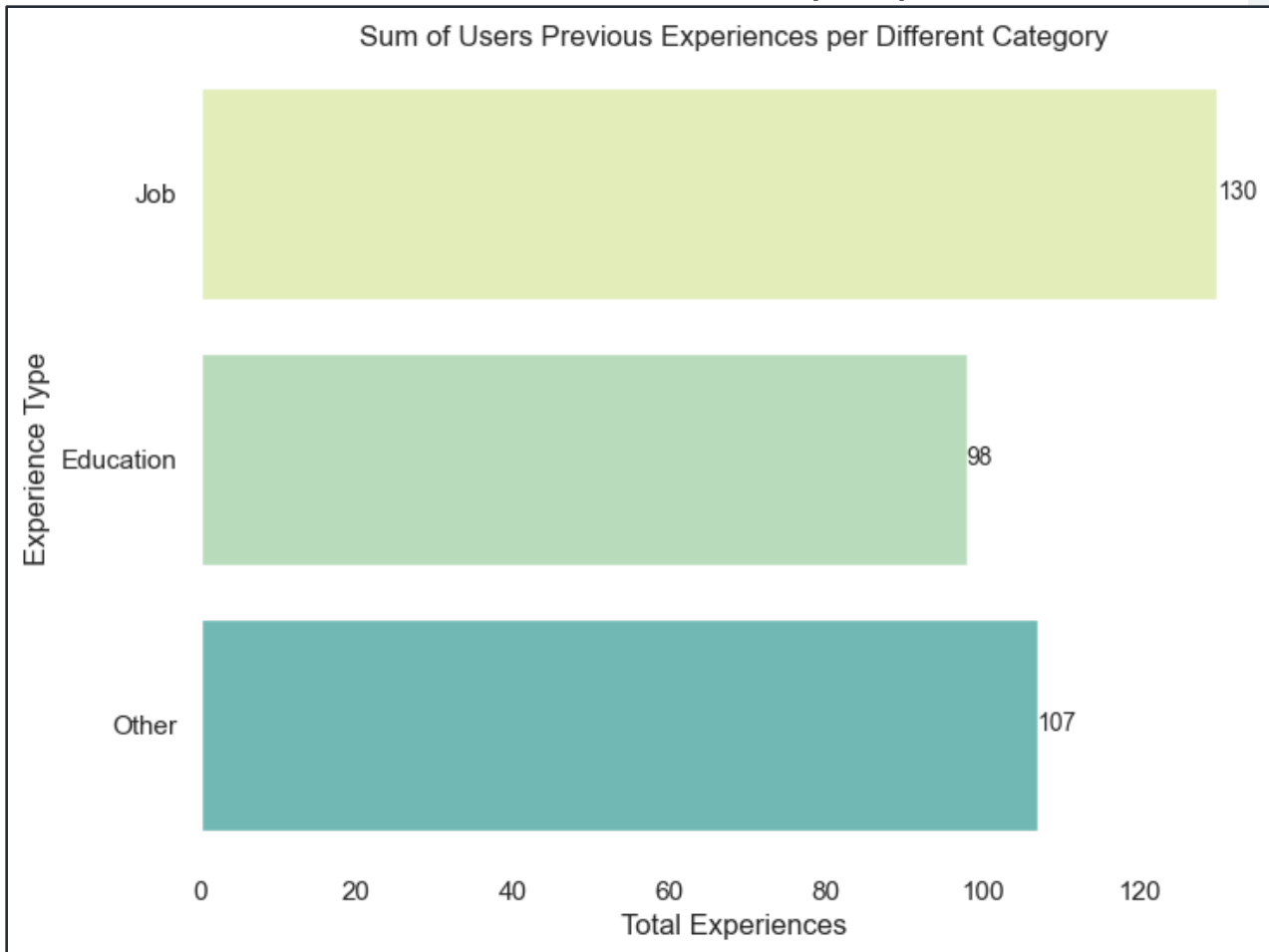
<https://ec.europa.eu/social/main.jsp?langId=en&catId=1163&furtherNews=yes&newsId=10622>

**Skill-based approaches** to job matching have the potential to make recruitment more inclusive and should be stepped up.

EUROPEAN  
SKILLS AGENDA  
FOR SUSTAINABLE  
COMPETITIVENESS, SOCIAL  
FAIRNESS AND RESILIENCE

# The case for skill-assessments

- Most people don't have a good sight on all their skills achieved
- Mostly they focus only on some job skills
- More theoretical educated people have



**Research project USA: number of skills in a sample of 12,000 resumes.** <https://enhancv.com/blog/resume-statistics/> :

- **1 page: 5.46 skills, 10.94 years, 3.72 positions**
- **2 pages: 7.38 skills, 15.11 years, 5.33 positions**
- **3 pages: 9.38 skills, 18.12 years, 6.88 positions**
- **4 pages: 11.88 skills, 19.93 years, 8.31 positions**
- **5 pages: 10.62 skills, 19.49 years, 8.82 positions**
- **6 pages: 19.29 skills, 22.31 years, 9.71 positions**
- **7 pages: 12.67 skills, 19.28 years, 10.5 positions**

# Informal learning -> skill assessment

- Much skills are learned “by doing”
- People don’t have a good understanding of their own skill-sets-> they develop constantly
- A skill-assessment helps to get more insight into your skills

## Pilot project Ukrainian Refugees SkillLab

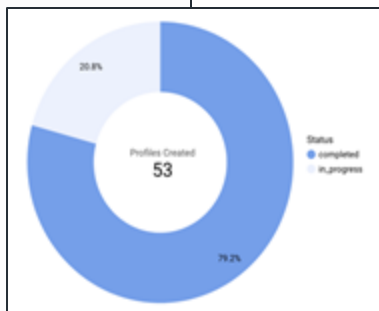
**488** skills reviewed on average (per user)

**112** skills added on average (per user)

**6069** total skills added

**104** total career interests added

**101** total CV exports



## The importance of informal learning at work

On-the-job learning is more important for workers' human capital development than formal training

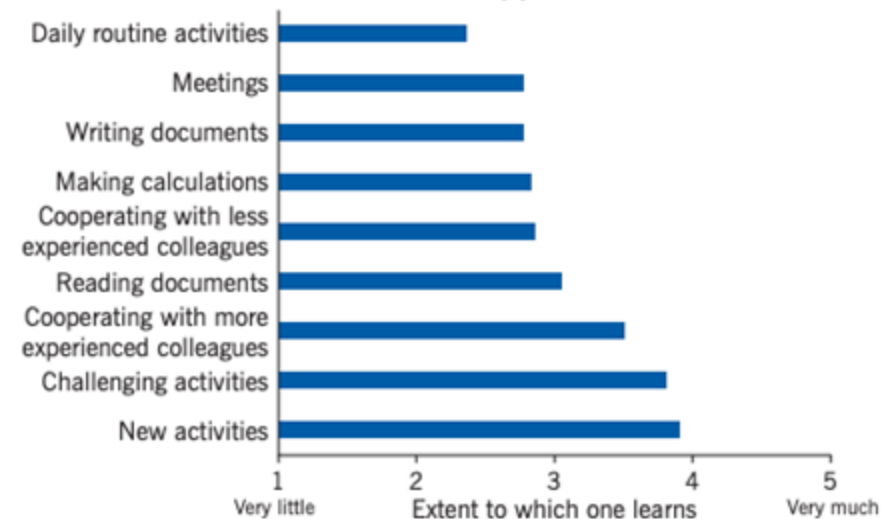
Keywords: informal learning, human capital, learning by doing, learning from peers, worker productivity

On-the-job learning is more important for workers' human capital development than formal training



Andries De Grip  
Maastricht University, the Netherlands,  
and IZA, Germany

Figure 2. The extent to which workers learn varies by job task, 2013



Source: Borghans, L., D. Fouarge, A. de Grip, and J. Van Thor. *Werken en leren in Nederland*. Maastricht University, 2014. ROA-R-2014/3. Online at: [http://roa.sbe.maastrichtuniversity.nl/roanew/wp-content/uploads/2014/05/ROA\\_R\\_2014\\_3.pdf](http://roa.sbe.maastrichtuniversity.nl/roanew/wp-content/uploads/2014/05/ROA_R_2014_3.pdf) [12].

# Ukrainian Refugees Amstelveen

- 24-2-2022: Invasion Rusland in Oekraïne
- 2023: nearly 100.000 Ukrainian refugees in the Netherlands
- Amstelveen: 500 refugees
- Municipality asks Participe, (social care) to provide aid
- Centre in old theatre Uilenstede
- Central thesis:
  - Can we help with a skill approach to get jobs better matching their experience?



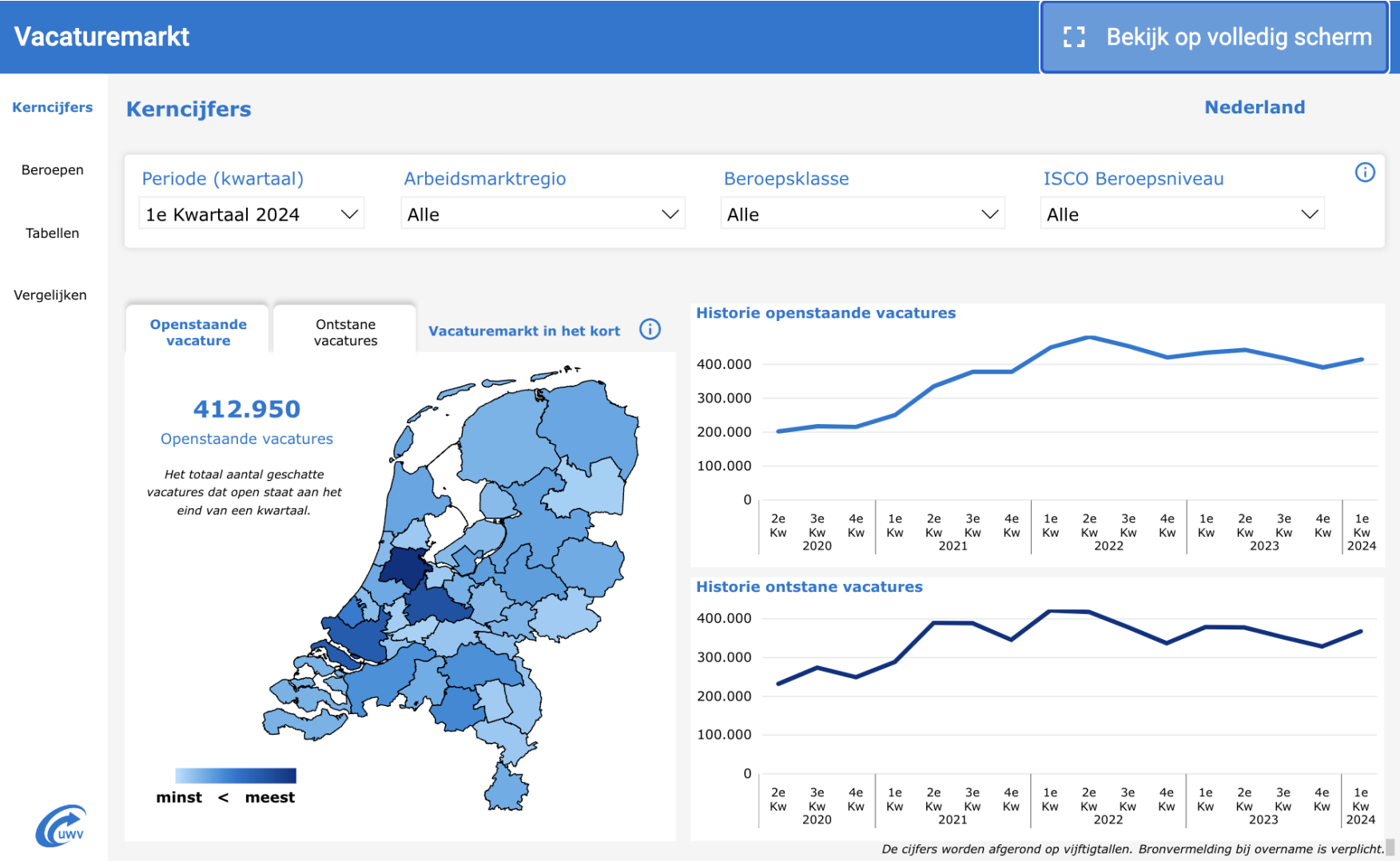
Algemeen

**Amstelveen: inmiddels 460 vluchtelingen uit Oekraïne in hotels ondergebracht**

art 2022 om 16:57



# Labor market challenges in the Netherlands



# Ukrainian Refugees Amstelveen

Pilot Project Skilllab's skill-assessment

- 5 evening meetings
- Explanation project Skill Passport
- Explanation of the skill assessment
- Hans Cremer, lector at HvA: focus on motivation: self esteem/image and attitude
- Interviews and Job placement with their skill profiles



# Ukrainian Refugees Amstelveen

Pilot Project Skilllab's skill-assessment

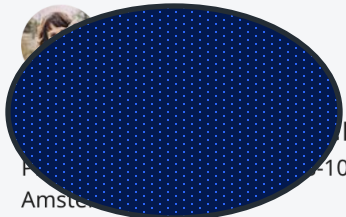
- Skills assessment and skill profiles: in small working groups

## Partners:

- Participe (social care)
- HvA: University of Applied Sciences
- "Werkplein Amstelveen"
- Salto group (training provider)
- Manpower (recruitment / staffing)



# Example of a skills profile



enko

Amsterdam 10




CV

[View CV](#)

ASSIGNED TO

Unassigned

STATUS



EXPERIENCES

7

SKILLS

118

ACTIVITY

7 months ago

Start a new chat

Career Matches

Experiences

Skills

Personal Information

Search Careers

Added skills

Needed skills

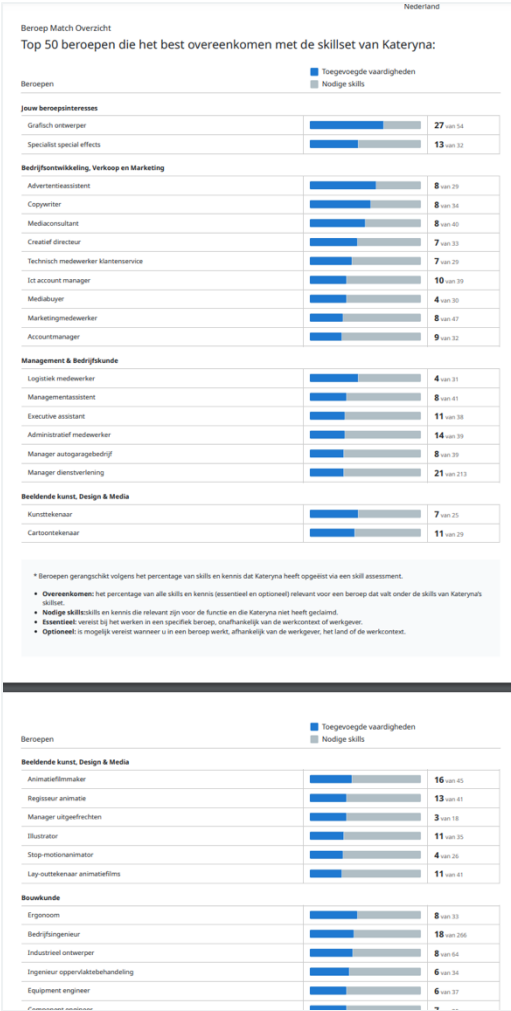
Career interests (2)

Graphic designer	Essential skills	10 out of 15	<div></div>
Special effects artist	Essential skills	7 out of 16	<div></div>

Legal, social and cultural professionals (126)

[View all](#)

Drawing artist	Essential skills	7 out of 16	<div></div>
Cartoonist	Essential skills	7 out of 17	<div></div>
Artistic painter	Essential skills	7 out of 18	<div></div>



# Ukrainian Refugees Amstelveen

Project duration 4 months (March-June 2023)

50 participants

44 participants with a complete profile

35 participants introduced to employers

17 participants on interviews

**14 placed in jobs (32%)**

# UKRAINIAN PUBLIC EMPLOYMENT SERVICE



## Objectives

Project with NRC Ukraine, World Bank and Ukraine's State Employment Service to reintegrating Ukrainians in the workforce

Ukrainian stakeholders to enable skill-based labor and education markets (*SSO DIA App, education providers, employers*)

World Bank evaluates to evaluate the outcomes for job seekers (*Randomized Control Trial*)

Confidential



## Solution

Comprehensive career guidance platform

- Enables self-counseling for job seekers
- Connects job seekers with counselors
- Counselors adding jobs to the platform and activating employers

Integrated job feeds

Integrated courses



## Key Stats (after 4 months)

<b>3,200+</b> users	<b>230+</b> counsellors
<b>+31.8%</b> improved employment outcomes	<b>-17%</b> time to hire



# Questions & Discussion

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