

Employ



<http://employid.eu>

Scalable & cost-effective facilitation of professional identity transformation in public employment services

Project duration: Feb 2014 – Jan 2018

Project budget: 6.7 Million €



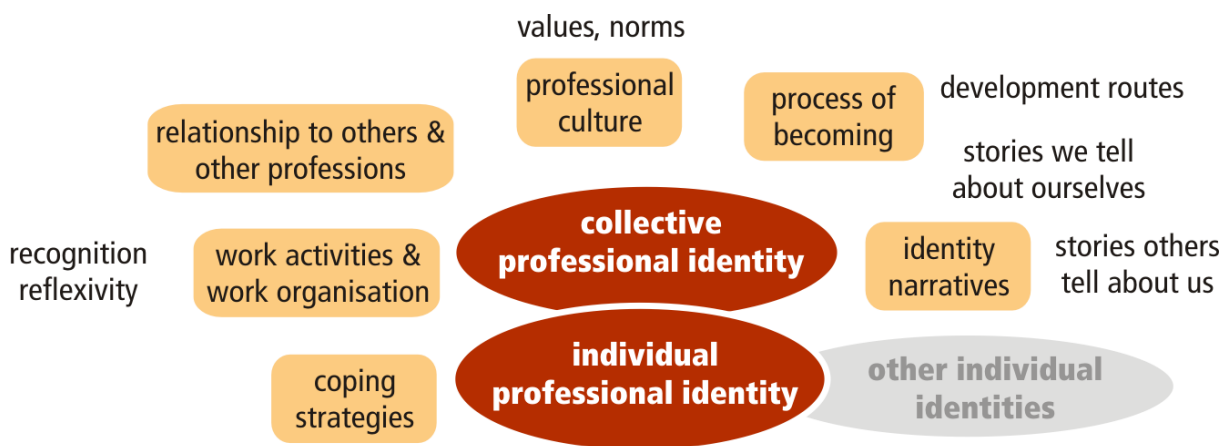
European Commission
Information Society and Media

CHALLENGES FOR PUBLIC EMPLOYMENT SERVICES

European Public Employment Services (PES) and its employees are facing fundamental challenges to the delivery of efficient and effective services and need to change their strategies to combat rising unemployment and demographic change. The matching paradigm, which requires that individuals are matched to the best fit jobs, no longer has universal credibility. In periods of high unemployment, when job vacancies are few, this practice paradigm is of limited value. Customers/clients are frustrated that it is increasingly difficult to get a job from their PES and PES practitioners feel disempowered, because it is harder to get their customers/clients into a job. PES practitioners need new paradigms for practice, which conceptualise labour market information differently, for example, by making use of 'Big Data' (e.g. through use of visualisation tools for local, regional and national labour market information).

Career adaptability, defined as the ability to manage successful transitions in employment, training, education and other contexts, consistently across the life-course is increasingly seen as a key part of the solution to these challenges.

However, supporting the development of career adaptability in the customers/clients of PES requires PES practitioners (1) to enhance their own career adaptability and, linked to this, (2) to **transform their own individual and collective professional identity**. Such a transformational process is a complex and continuous learning process that needs a holistic, technology-enhanced approach to facilitation and support of PES providers and their staff.



Professional identity consists of many different elements that interrelate. First of all, professional identity has an individual and a collective dimension, and for individuals it is linked to other aspects of their personal identities, relating to other life roles. Identity encompasses work activities and work organisation, the relationship with other professions, and the professional culture as well as processes of becoming part of the profession.

FACILITATING IDENTITY TRANSFORMATION PROCESSES

To engage actively in professional identity transformation processes, PES practitioners and their organisations need support in the following activities:

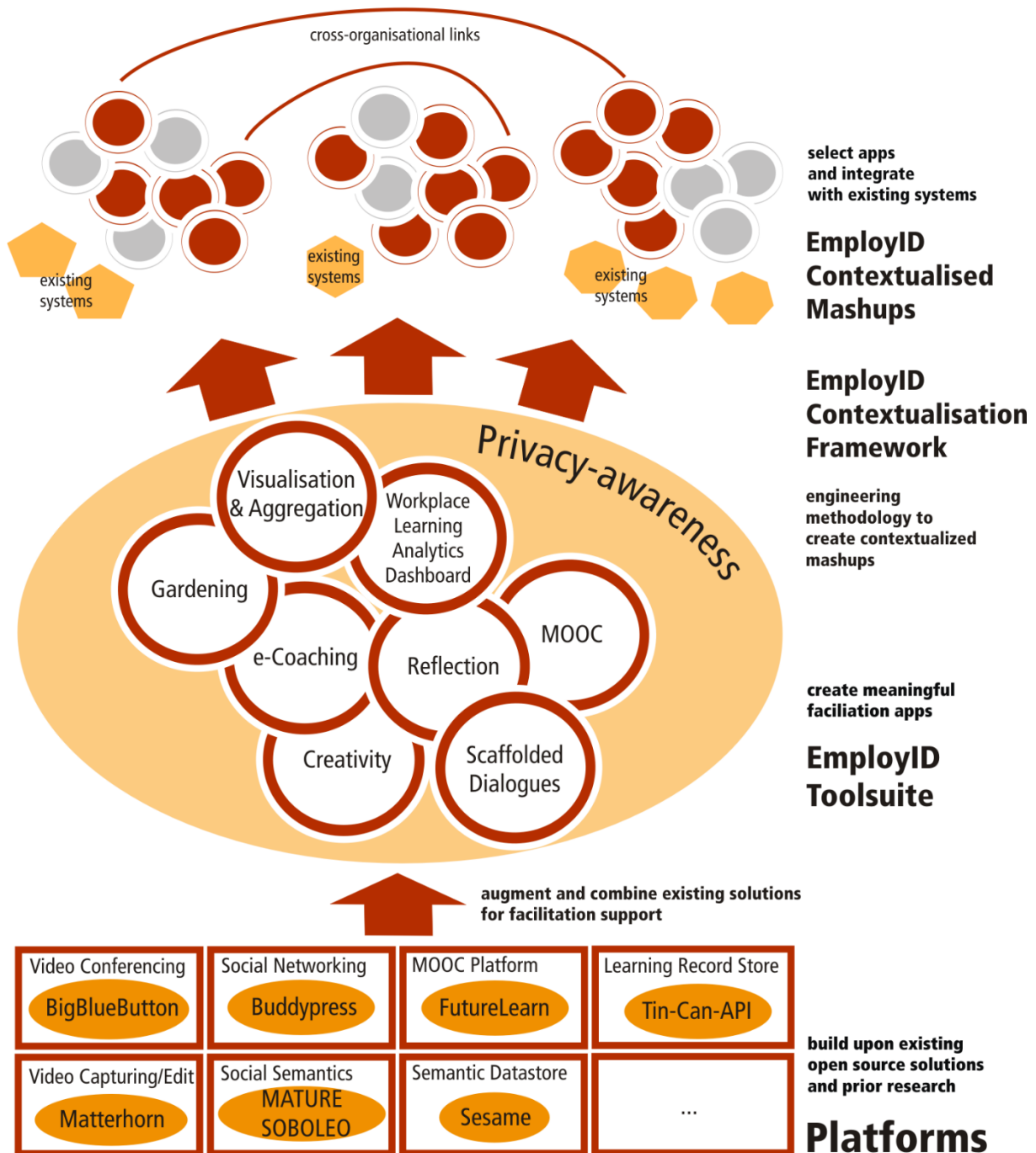
- **Reflecting**/revisiting their experiences as "perspective taking and perspective making"
- Networking/participating in wider communities and engage with others in the **co-construction** of their new professional identities;
- **Diffusing** lessons learned, especially through new approaches such as Massive Open Online Courses (MOOCs) and **creating of structures**
- Adopting new skills set, with a focus on **facilitating the learning of others** in a move from traditional supervision-based models to peer-models of **intervision** (i.e., strengthening the role of peers through peer coaching).
- **Measuring, collecting, analysing and reporting** data about practitioners and their diverse contexts in order to optimise learning about the processes of identity transformation across Europe and to link identity transformation to organisational performance (and existing performance measurement systems)



EmployID will deliver comprehensive, sustainable, and cost-effective support for the facilitation of professional identity transformation as a complex and continuous learning process, on an individual, organisational and European network level using a holistic tool suite combining and linking eCoaching, reflection, MOOCs, networking, analytical and learning support tools, leading to improved individual and organisational performance on employment counselling.

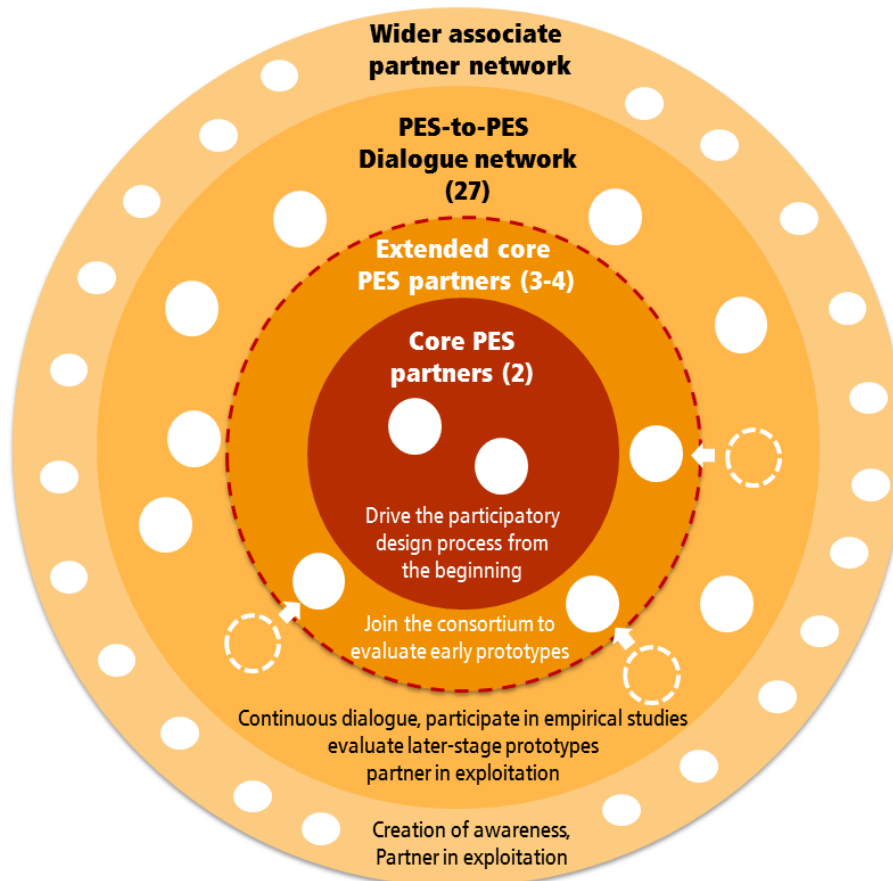
AN OPEN TECHNOLOGY APPROACH

Towards sustainable solutions, EmployID will pick mature (and preferably open source) platforms that are (i) **combined** in a meaningful way and (ii) **customized and extended** by functionality that support individuals facilitating the learning processes that constitute an identity transformation process. This will result in a generic **EmployID tool suite** for PES organisations (and beyond) that, in a second step, is contextualised for specific organisations (or parts thereof) based on the mash-up paradigm. The issue of **privacy** will be deeply integrated into the design process at early stages.



HOW YOU CAN PARTICIPATE

EmployID has already established an initial Associate Partner Network (APN) which consists of organisations interested in various aspects of the project. The APN is an open network and actively invites additional institutions and individuals to join. Get in contact with any of the consortium members to find out how to become a member!



The APN targets especially the following organisations:

- **Application Partners** are interested in using the tools in their own environment. They have the unique opportunity to try out innovative solutions, and influence the development of the tools. Here, the PES-to-PES dialogue network plays a prominent role.
- **Technology Partners** are interested in extending and enhancing their products. As a partner, they get new ideas and get the possibility to incorporate EmployID technology into their development processes.
- **Consultation Partners** are interested in the conceptual topics and their discourse as well as empirical findings and experiences. They give feedback to the project, e.g., in workshops, interviews or other forms of consultation, become part of an ongoing dialogue that is mutually inspiring.
- **Research Collaboration Partner** are interested in collaborating on specific research topics and in complementing their own research activities with EmployID. They can benefit from the EmployID scenarios as rich contexts for research, increase their impact by profiting from the visibility of EmployID, or just benefit from exchanging experiences.

WHO WE ARE & CONTACT DETAILS

Administrative Coordinator

Zentrum für Soziale Innovation Austria

Scientific Coordinator

Karlsruhe University of Applied Sciences Germany

Research & Technology Partners

Karlsruhe Institute of Technology Germany

University of Warwick UK

Pontydysgu UK

Enzyme Advising Group S.L. Spain

Ruhr University of Bochum Germany

Jozef Stefan Institute Slovenia

Application Partners

Employment Service of Slovenia Slovenia

Department for Work and Pensions UK



Barbara Kieslinger, project co-ordinator

Centre for Social Innovation - ZSI

Linke Wienzeile 246, 1st Floor

1150 Vienna, Austria

phone: +43-1-495 04 42 – 31

fax: +43-1-495 04 42 – 40

mail: kieslinger@zsi.at

<http://www.zsi.at>



Andreas P. Schmidt, scientific co-ordinator

Karlsruhe University of Applied Sciences

Moltkestr. 30

76133 Karlsruhe

phone: +49 721 925-2914

fax: +49 721 925-1509

mail: andreas_peter.schmidt@hs-karlsruhe.de

<http://andreas.schmidt.name>