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EUROPEAN (ONLINE) JOB DAYS

BROADENING WORK HORIZONS

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FIND YOUR JOB IN EUROPE

MOVING FOR WORK CAN CHANGE LIVES



Living and working in another country is an exciting option for Europeans of all ages. European (Online) Job Days (E(O)JD) play their part by making job vacancies easier to access throughout the EU. Get to know more about the European (Online) Job Days platform, sponsored by the European Commission. Read about jobseekers and employers who have had success thanks to the EURES network and the platform.

The EU has developed tools that make it easier to match candidates to jobs across European borders. The EURES portal contains job vacancies, enabling jobseekers and employers to search and launch intra-EU recruitments. While the European (Online) Job Days platform helps intermediary organisations, such as public employment services, to organise recruitment events both on-site and online – events known as ‘European Job Days.’ The platform is simple to use, interactive and offers many ways of tailoring an event to the specific needs of the organiser(s) and users. The EU budget covers the operational cost of the platform and the European Commission provides the organiser(s) with technical support. Since its creation in 2011, around 2 000 EU citizens have found jobs in another Member State at events promoted by this platform. This is the story of a product and its technology that epitomises the best the EU can offer its citizens: building new connections and giving them more opportunities, wherever their career prospects may take them in the EU.

Getting a job abroad can be professionally beneficial and exciting at a personal level. A new place can change the way you think about the world as you learn about another culture, while also offering the prospect of a more challenging future. It may mean learning a language, and will certainly involve meeting new colleagues and making new friends.

One of the great benefits of EU citizenship is that you do not need a work permit to get a job in another EU country because European law entitles you to move freely between Member States. You’ll pay taxes like everyone else, but you’ll also have, in principle, access to the same social benefits as local citizens. Hiring people from other EU countries is increasingly done in the health, IT and hospitality sectors, much to the benefit of all concerned.

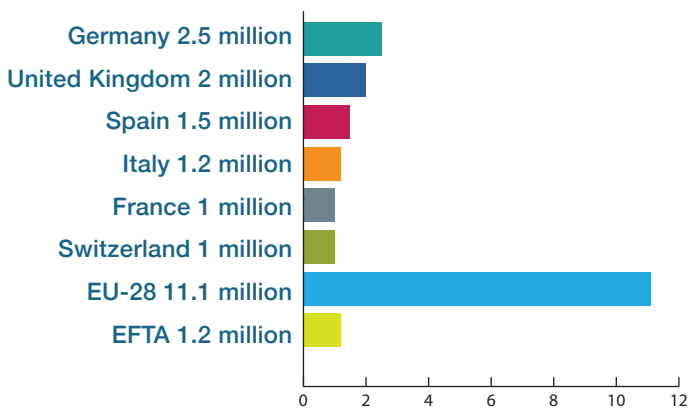
Moving for work is also beneficial for the European economy as a whole. The EU has some 2-3 million jobs waiting to be filled, even though average unemployment rates run at around 10%⁽¹⁾. By actively promoting job mobility, EURES – the network of European Employment Services – is helping to resolve the mismatch in our labour markets between supply and demand. The future of Europe very much depends on having more people in jobs to handle the demographic trend towards ageing populations.

⁽¹⁾ Eurostat.

Every year, hundreds of E(O)JD, online and on-site, are held across the EU. Organised by the EURES network, these are exciting occasions when employers and jobseekers can exercise their right to free movement. The purpose of the E(O)JD is double: helping employers find skilled labour, and finding jobs for jobseekers, people looking to change jobs, graduates and the unemployed.

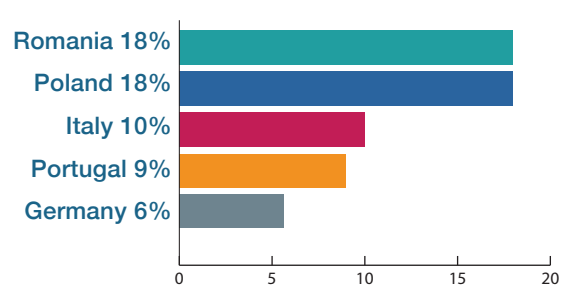
In 2014, there were **11.3 million EU-28/EFTA movers of working age⁽²⁾ across the EU-28** (an increase of around 1.4 % compared to 2013). Of those, **8.3 million were employed or looking for work**. Furthermore, there were **1.6 million cross-border workers** (of all age groups) within the EU-28/-EFTA. Some 59 % of people who move to another country find work within a year, compared to only 39 % of those who stay at home⁽³⁾.

TOP SIX COUNTRIES PEOPLE FROM THE EU, NORWAY, SWITZERLAND AND ICELAND GO TO FOR WORK, INCLUDING CONSOLIDATED FIGURES FOR THE EU-28 AND EFTA



Source: Annual report on intra-EU labour mobility, figures are for 2014.

TOP COUNTRIES THAT JOBSEEKERS FROM THE EU, NORWAY, SWITZERLAND AND ICELAND COME FROM



Source: Eurostat.

⁽²⁾ Based on Eurostat data; according to EU-LFS data, this figure is 10.6 million.

⁽³⁾ 2015 Annual Report on Labour Mobility.

EMPLOYER SOURCING IT TALENT



"We at TomTom, the Dutch sat-nav company headquartered in Amsterdam, are always on the lookout for technical people," says Daan Smit, Senior Talent Acquisition Consultant, "and particularly people who can do algorithms. There aren't enough of them in the Netherlands, so we're looking for people from all over the EU and beyond its borders. The E(O)JD platform is user-friendly and cool, and we use it to post our vacancies."

JOBSEEKER THE FAST TRACK TO A GRADUATE-LEVEL JOB



"If it hadn't been for EURES, I wouldn't have found such interesting work at my level so soon," says Kristin Jacobsen, a Swedish psychologist who obtained her master's in Belgium and now works in her third job in Norway. "Some of the friends I studied with didn't find proper salaried jobs in Belgium until 5 or 6 years after they had graduated. I quickly found my first job on the EURES portal and would recommend moving to anyone who can't find work where they are."

EURES STAFF FOCUS ON YOUNG JOBSEEKERS

"As Irish people, we've traditionally emigrated to other English-speaking countries," says Muriel Cleary, Ireland's National Coordinator for EURES. "Among the activities EURES supports, there is a programme called *Your first EURES Job* that focuses on actively helping people under 35 wanting to move to another country to find a job. We stress the work and training experience they'll get out of it, and the added benefits of learning a new language and experiencing a new culture. The support *Your first EURES Job* offers includes not only advice but also funding towards travelling and settling in another one of the 32 countries where EURES operates."

WHAT IS EURES AND HOW DOES IT WORK?

EURES services are available in all EU/EEA countries. EURES services to jobseekers are free of charge. The services can be offered through different channels and contact points: online, in employment offices, via help desks, call centres, etc.

EURES services are mostly offered by the national public employment services (PES). They collaborate with a wide network of employers, universities, trade unions and jobseekers. Each country works in its own way, but all provide information on mobility to citizens and organisations and support processes for matching supply and demand in the job market. PES share their publicly available job vacancies on the EURES portal.

The network is supported at EU level by the EURES European Coordination Office (ECO) at the European Commission's Directorate-General for Employment, Social Affairs and Inclusion. ECO coordinates the activities of the EURES network and manages its common tools and horizontal activities, including the EURES portal and the E(O)JD platform.

EUROPEAN (ONLINE) JOB DAYS

MATCHING PEOPLE, WORK AND TRAVEL

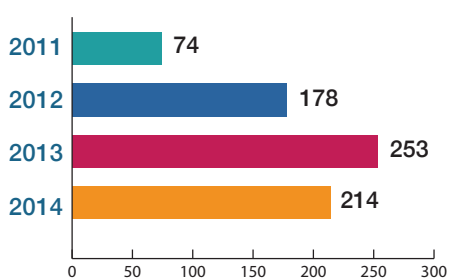
Securing sustainable growth in the EU means getting more people in work and improving the match between jobs and skills. The E(O)JD were designed to help achieve this by helping those wanting to move to another country for work, as well as those seeking to hire someone from elsewhere in the EU. Job mobility means moving abroad, but it also applies to cross-border commuters who work in one EU country but live in another.

All 28 EU countries organise E(O)JD recruitment events, as do Norway, Iceland, Liechtenstein and Switzerland, either in a fixed location, online or both. Some countries like Sweden and Portugal have designed inventive operations that have been going smoothly for years, while others are new to the venture. So far, E(O)JD have concentrated on placing people in jobs in specific areas such as tourism, engineering and the hospitality and medical sectors, but this is an evolving initiative in which nothing remains static.

Employers visiting an E(O)JD have access at no financial cost to a large pool of European jobseekers. As for jobseekers, not only are they told of recruitment opportunities, but some EURES staff are also on hand with practical information about schools, housing, healthcare and administrative procedures in their potential new country. In the early days, all participants had to travel to the event. This can be quite an investment for both employers and jobseekers. By going online, the E(O)JD have reduced costs and effort for participants as they can now meet in cyber space during the event via a chat tool or follow the event online using livestreaming.

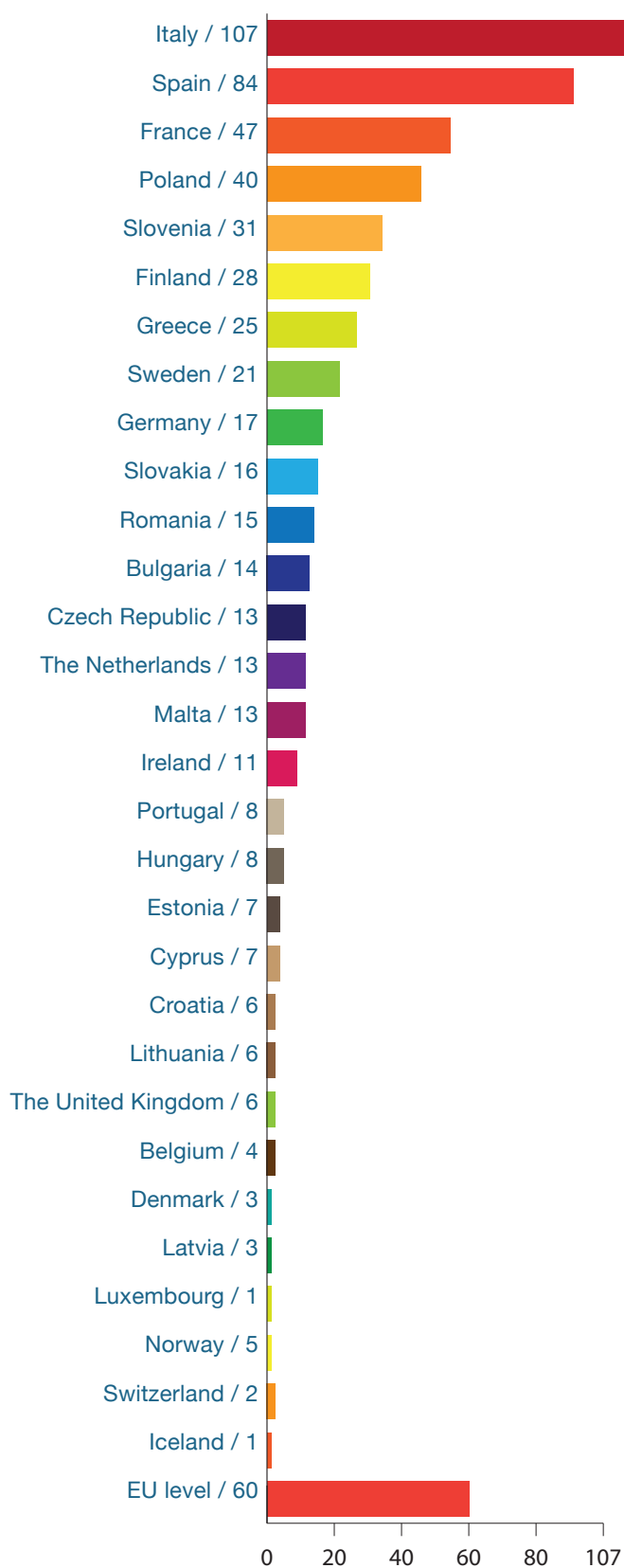


TOTAL NUMBER OF E(O)JD, 2011-2014



Note: These figures are for all E(O)JD, organised with and without support from the European Commission.

GEOGRAPHIC SPREAD OF E(O)JD, 2011-2014 NUMBER OF E(O)JD



Note: These figures are for all E(O)JD, organised with and without support from the European Commission.

EURES STAFF CUTTING THE COST BY GOING ONLINE

"I live in a very special place, the Canary Islands, far away from the heart of Europe," says Daniel Bellón, a Spanish EURES staff member based in Las Palmas de Gran Canaria. "Travelling means flying and so the European (Online) Job Days offer our local jobseekers an excellent opportunity to find work. There are seven islands in the Canaries, and so even if many Canarians prefer the on-site Job Days, they will watch the online livestreaming instead if they can't afford the cost of an airline ticket."

EMPLOYER MEETING SKILLS SHORTAGES



"We're a hi-tech IT company in the north of Sweden," says Henrik Olsén, VP Customer Services and Supply Chain for the Network Security firm Clavister, "and it's not easy for us to find enough skilled engineers and software developers locally. The European Job Days offer us the perfect opportunity to meet new candidates and to benefit from the marketing EURES provides before and after each event. Our company now has 22 nationalities represented in our staff, mainly from the EU."

THE JOBSEEKER A FIRST JOB IN ANOTHER COUNTRY

"I went to the Health Care Day at the University of Turin during my last month at university because I was keen to work in the UK, learn English and get acquainted with another country's health system," says Eleonora Carlevaris, 22, who comes from Mondovi, a small town near Turin and has just started her first job in a hospital in Birmingham in the UK. "At this event we were presented with several options by very helpful, patient people who also explained the Your first EURES Job scheme (4). Furthermore, my English classes were reimbursed. I am very happy with my choice to work in Birmingham. I would recommend this to anyone who wants to work in another country."

GOING FROM STRENGTH TO STRENGTH

The idea of using job fairs to do internationally oriented recruitments is not new. But the idea of fostering this activity across the EU and branding it as a common core activity of the EURES network is.

The European (Online) Job Days, now in their 10th year, are a tremendous achievement. In 2006, the European Year of Workers' Mobility, a few colleagues at EURES came up with the idea of one-day recruitment events that would dynamise the idea of job mobility. The European Year of Workers' Mobility itself focussed on raising awareness of the right to free movement across the EU.

The idea was to concentrate forces at special recruitment events across Europe by bringing together employers, jobseekers and EURES staff.

The European (Online) Job Days are usually tailor-made to fit each country or region's specific needs – some focus on professional sectors, others on cross-border recruitment, some are aimed at university graduates, others concentrate on regions with skills shortages.

They are put together by EURES staff, most of them working for the national public employment services (PES) of 32 countries (the EU-28, plus Iceland, Norway, Liechtenstein and Switzerland), and with the help of universities and social partner organisations. The EURES European Coordination Office (ECO) at the European Commission in Brussels provides technical and logistical assistance when required.

In 2011, a pilot project in Manchester, UK, tested the first online Job Day as part of a regular employment fair. The same year EURES developed its own E(O)JD platform with information on upcoming events, jobs and participants. Most people like meeting future employers/employees face-to-face, but a first chat online will whittle down the candidates and save time and money. As a result, the E(O)JD are now held both on-site and online, with many events combining both.



MILESTONES



(*) The Your first EURES Job scheme specifically targets young people looking for a job, traineeship or apprenticeship in another EU country. It also provides financial support for an interview abroad as well as some training and relocation costs.

THE PEOPLE BEHIND THE EUROPEAN (ONLINE) JOB DAYS

Within many organisations a large cast of characters is working to help job mobility across the EU become a reality.

In most Member States, E(O)JD are put together by a dedicated team of **EURES staff** working closely with their colleagues in other countries and where appropriate, with the support of ECO.

EURES staff help run E(O)JD in their own country and/or attend them abroad. Organising an E(O)JD means anything from applying for support at the beginning of the project to promoting the event, getting employers on board and running it on the day.

PARTICIPANTS IN THE EUROPEAN (ONLINE) JOB DAYS

Employers from large companies and SMEs explain their specific needs to their country's EURES staff, and count on them to find suitable candidates to fill their vacancies. Getting the right companies on board is crucial to the success of an E(O)JD. Employers can attend in person as "exhibitors" or online to interview candidates remotely. Some even go to events abroad, depending on their needs.

Nowadays, most young **jobseekers** use the Internet and web-based tools in their quest for work. In some countries, EURES staff are keen to use social media to attract their attention to short or long-term jobs across the EU.

Universities find that involvement in the E(O)JD is greatly appreciated by graduates.

A number of E(O)JD focus specifically on graduates wanting to start their careers in another country – either because they can't find work at home or because they want to broaden their horizons.

MEMBER OF THE EURES EUROPEAN COORDINATION OFFICE



"The EURES European Coordination Office has two people who regularly work on the European Job Days," says Elke Smets, who is one of the two. Her main task is to handle requests for assistance from EURES staff in 32 countries. "When EURES staff apply for assistance, I transfer their demand up the hierarchy and, more often than not, they give their approval. Based on feedback from users, we also deal with the development of the portal, monitor it, and sort things out on the rare occasions when our campaign managers run into especially tricky problems. We are always happy to receive feedback from employers, jobseekers and EURES staff to improve the service."

PROVIDING PRACTICAL SERVICES TO BOOST E(O)JD

EURES PORTAL

N° of vacancies online:

1.1 million

N° of CVs:

255 385

N° of employers registered:

6 580

As of 30/05/2016.

EURES COORDINATOR USING E(O)JD TO IMPROVE DIGITAL SERVICES



"Our involvement in European (Online) Job Days is part of a strategy to provide more services on digital platforms because they are convenient for the customer, cost effective and can be accessed 24 hours a day," says EURES Coordinator Michael McDadd, based in Sheffield, who has been working for EURES for 18 years within the UK's Department for Work and Pensions. "We're increasingly shifting our focus to online Job Days and how to improve them. Ultimately we want to put the right person with the right skills in front of an employer. People nowadays like to look for work on their smart phones, and we need to develop apps to support that. Technological changes are happening all the time, and we're on an ongoing journey about how best to adapt. My favourite moments so far working on E(O)JD have been livestreamed conversations with exhibitors and the YouTube chat tool that allows viewers to intervene with questions which we can then put to the employer in real time."

JOBSEEKER ONE INTERVIEW LED TO A LIFE ABROAD

"I went to the Engineers Mobility Days in Lisbon wanting to get something out of it, and I did," says Daniel Mainha, 33, a Portuguese system developer now working for Skyline Communications in Izegem, West Flanders. Skyline Communications was among a handful of Northern European companies attending the event in 2012, and Mainha brought them his CV after listening to their presentation. He was interviewed on the spot, soon after again in Lisbon, and then he was hired. "I had always wanted to go abroad to have an experience outside my comfort zone. I like my job and I'm very happy."

EURES STAFF HELPING PEOPLE IN NEED OF A NEW BEGINNING



Stefanos Pallas is a EURES staff member in his home town of Trikala in central Greece, where he receives some five to 10 visitors a week looking for work abroad. They are mostly single people under 30 wanting jobs as engineers or doctors, but also in the hospitality sector as waiters and hotel clerks. Pallas used to work as an administrator for his region's PES, until three years ago when he added EURES to his responsibilities. He enjoys the outlook on Europe. "People ask for information about how they can get a job abroad," he says, "and I show them how to find vacancies on the EURES portal. It's a rewarding job because I can help people in need, and I share their satisfaction when they find work."

THE TOOLS



THE PLATFORM: THE INDISPENSABLE TOOL

The E(O)JD platform is a constantly developing interactive site for employers and jobseekers that advertises upcoming events. For each event, a tailor made site is set up beforehand, to organise the event and manage the interaction between the end users: employers, jobseekers and EURES staff. Employers can list vacancies on the platform before the event and set up interviews. Jobseekers can use it to find jobs and information on living abroad and chat with employers or EURES staff. The service is free, and all it takes is to register. Visitors can also follow live events as they happen, with many of the presentations available for download. EURES staff have unlimited access to the content of their own events.

SOCIAL MEDIA: THE WAY OF THE FUTURE

The E(O)JD use social media to reach jobseekers on their screens or smart phones. Facebook is ideal for creating events, twitter is much in use before and during events, and LinkedIn promotes upcoming events among professionals.

LIVESTREAMING: ACCESS WITHOUT BEING THERE

Streaming a live event on the E(O)JD platform is the perfect way of allowing a lot more people than those actually on-site to participate. EURES staff who don't have the equipment can ask ECO for technical assistance. Jobseekers who can't visit the actual event can see all the presentations, and participate through the chat tool if they want to send a question that a moderator will then relay to the speakers. Of course, the streaming can also be watched after an event. The replay remains available on the event's page.

CHAT ROOMS: INFORMAL CONTACT-MAKING

Rather like Skype, the E(O)JD platform has chat rooms where employers, jobseekers and EURES staff can write, verbally ask or film their questions during an event, and receive instant replies from employers or EURES staff. Jobseekers can use this as a first contact with an employer that may lead to a meeting, or to ask EURES staff specific questions about moving to another country.

ECO SUPPORT

EURES staff can count on ECO at the European Commission to help them with their technical needs.

This assistance may include help with livestreaming during an E(O)JD, or simply advice on the planning of the event. The degree of assistance is determined on the basis of the application and in good dialogue with the organiser(s). When ECO provides support to an E(O)JD, a 'campaign manager' comes to work with national organisers in the run-up to the event and to deliver technical assistance on the day itself.

EURES STAFF MAKING THE MOST OF SOCIAL MEDIA



“Social media is fantastically useful for E(O)JD,” says Mikael Lindbom, Assistant EURES Coordinator at the NCO in Sweden. “LinkedIn, Facebook and on-line chats are what give each and every one of us access to them. Our Facebook page has been going for almost four years and is increasingly active. We have tailored our LinkedIn page to create subgroups according to professions, which makes it easier for prospective employers to find the person they are looking for. Then we have weekly online chats to answer queries from hundreds of jobseekers. They are usually pleased even if the answers don’t actually result in a job, simply because they have spoken to someone who has explained their prospects.”

EURES STAFF TECHNICAL HELP ON-HAND



“We’re always on hand to help during an event,” says campaign manager Maciej Krysciak who works for ECO’s service provider. “If people have login or password problems with the chat tool there’s a dedicated help desk on the day of the event, and an e-mail response any other time. First-time users of the portal may have a little to learn, but there are step-by-step videos that show you how to use it, and calendars that detail schedules. We encourage people to send feedback but we hardly ever get complaints.”

TIPS FOR AN EMPLOYER FROM A EURES EXPERT

According to Ana Margarida Silva from the guidance and placement unit of Portugal’s National Coordination Office (NCO): “There are several advantages to participating in an online event. The first is that you don’t have to travel and can participate from your office, free of charge, which means a saving in time and money; you can introduce your company thanks to an online video; you can use the online chat tool to interact with the audience during the event’s livestreaming; you can connect with jobseekers across Europe (and not just the country where the event is taking place); you can conduct one-on-one online interviews with pre-screened candidates; and you can also get fully dedicated technical support and EURES advice (even at a distance) on screening candidates and recruiting from other EU countries.

“But if you prefer the more traditional on-site method because you like face-to-face contact and interviews, these are also widely available, although not entirely free. In these cases you will have: a dedicated stand for your company; time slots to present your company; and in some cases a reserved space for recruitment interviews. The EURES advice services are naturally available.”

WHERE TO GO NOW: OBJECTIVES OVER THE NEXT TWO YEARS



The E(O)JD are constantly being improved upon. EURES staff are increasingly adept at using the E(O)JD platform, which is being developed to give them more autonomy so they can manage their content entirely on their own. The main objective of the platform's designers is to increase proactivity by promoting easy-to-use chat tools and by making the design clearer, easier to use and more attractive.

The platform now uses videos to explain how E(O)JD work, but an FAQ page will soon complement this by offering more targeted answers to specific questions.

Social media is where many changes are likely to occur in the future, as this is how more and more people can be reached at home. Facebook has an enormous potential audience for E(O)JD, even if those using it are not all looking for a job. Those who are can be reached thanks to effective targeting, which makes Facebook an excellent place for informing them about the E(O)JD platform, and encouraging them to register.

"In future, more use could be made of 'Facebook events', a page that among other things notifies Facebook users about upcoming occasions and offers the possibility for EURES staff, employers and jobseekers to interact on the wall where messages are exchanged" says Denis Vandercruyssen who works on this for ECO's service providers: "It offers a space where people can debate before, during and even after an event."

The plan is also to inform EURES staff and attract them to Facebook events, as they may not be familiar with them. The potentialities of social media are vast, and the better use EURES staff can make of the pages the more autonomous they will be in their work.

The power of European (Online) Job Days is clear. Creating a platform where jobseekers, employers, EURES staff and other stakeholders can meet online has given promising results so far. In addition to on-site recruitment events, this online tool has proven to be a welcome asset. By exploring the possibilities of this tool matching its users, the European (Online) Job Days are a great and useful meeting arena with a huge potential for effective matching of candidates to job opportunities in Europe.

FIND OUT MORE

European (Online) Job Days platform: <https://www.europeanjobdays.eu/en>



EURES portal: <https://ec.europa.eu/eures/public/en/homepage>



EUROPEAN (ONLINE) JOB DAYS BROADENING WORK HORIZONS

European (Online) Job Days match jobs with people across Europe in online and on-site recruitment fairs. Born in 2006, they have helped employers across Europe source specific skills and jobseekers find a new life and career abroad. Find out how they can help you or your business thrive.

