

Reaching out to specific groups

The case of Regional Labour Office in Krakow



About Regional Labour Office

RLO is regional institution responsible for:

- creating employment policy
- monitoring situation on regional labour market
- implementing programs in the field of labour market (ESF)
(as an intermediary institution)

RLO is an organizational entity of the self-government at the regional level

Target groups

institutions

- labour market institutions at the „powiat” level
- volunteer labour corps (people below 25)
- academic career offices
- employers (mainly small and medium enterprises)
- Regional Labour Market Council (members of VLMC)

individuals (adults)

- unemployed people
- job seekers
- the employed
- career counsellors/ advisors

Target groups

*specific groups

- national act

Act on employment promotion and labor market institutions

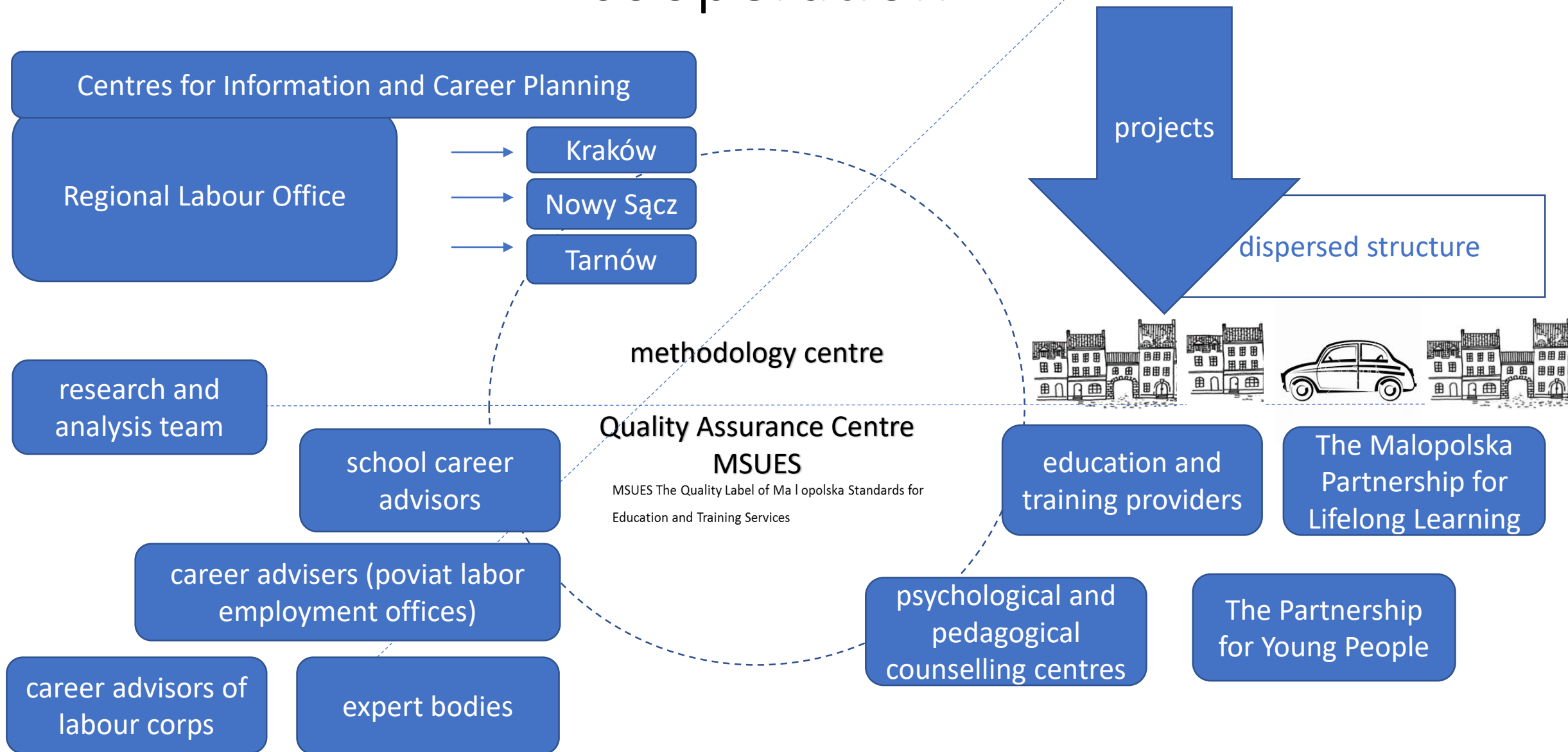
- projects

- prisoners
- people finishing therapy in psychiatric hospitals
- people returning from abroad
- working people
 - with the lowest qualifications
 - the disabled
 - 50+

Our mission is:

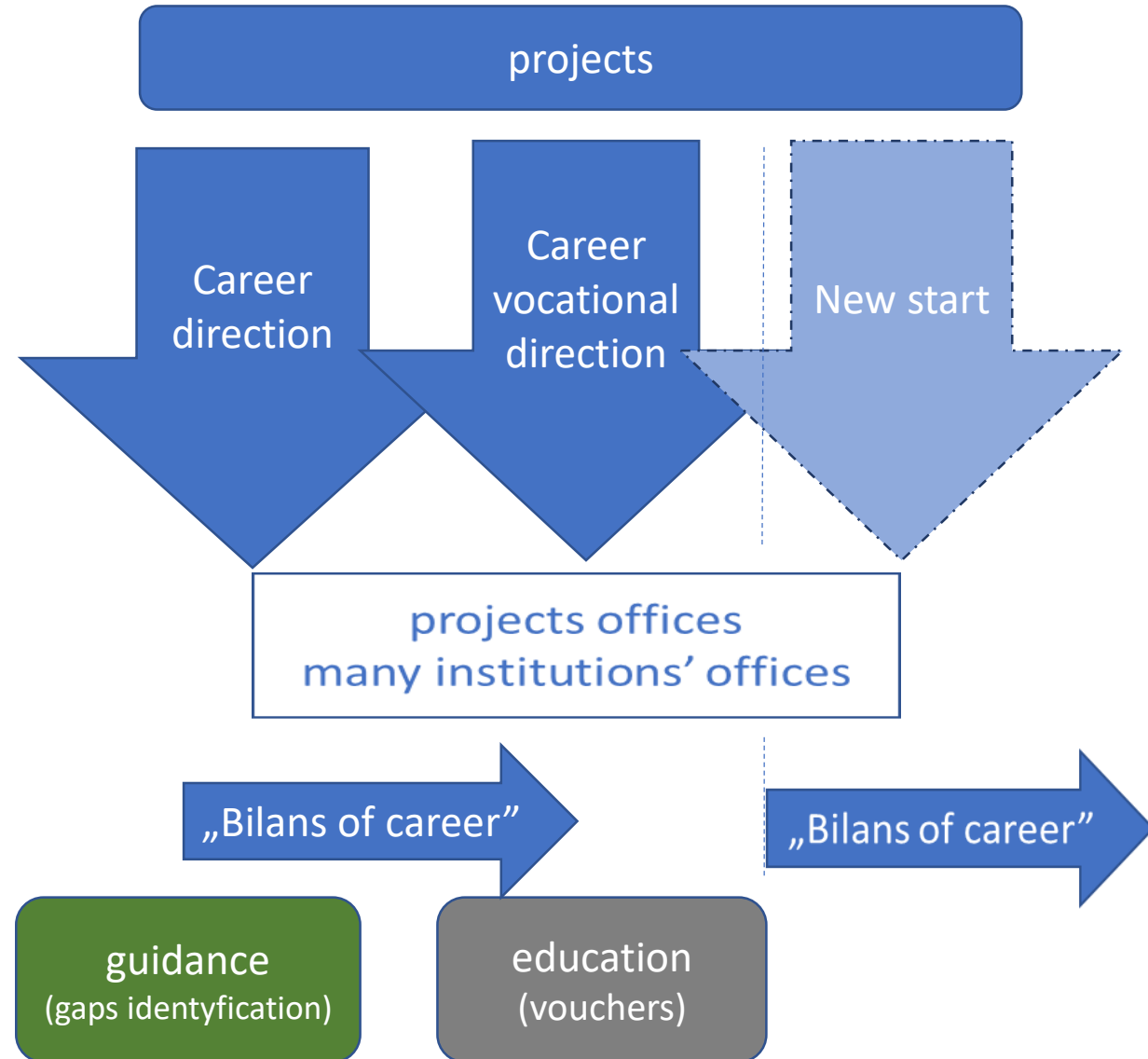
**A competent, qualified and
employed resident of the
Małopolska region**

cooperation



organisation of the guidance services

Centres for Information
and Career Planning
in Kraków, Tarnów and Nowy Sącz
(Integrated part of RLO)



Case: Project Direction Career

GROUP:

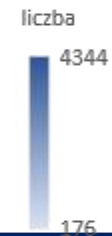
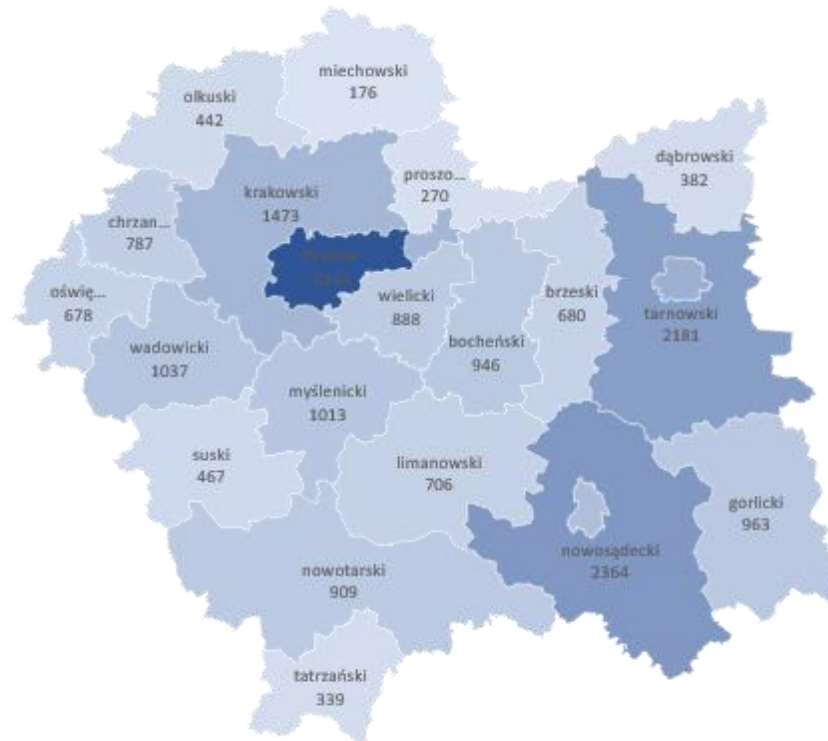
Working people – employee

- low qualifications,
- 50+

MAIN CONDITIONS:

- Low motivation to develop
- Dispersion target group
- Scale of the project
- Low awareness of job advising into target group

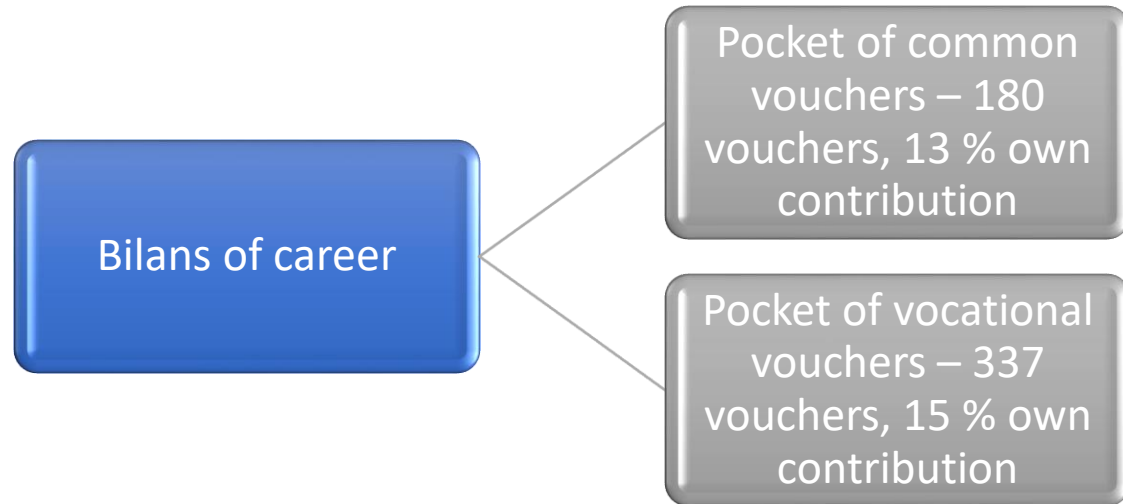
Participants of project Direction Career



AIMS:

- ❑ to develop competences of working people to be competitive on labour market.

How the system is build



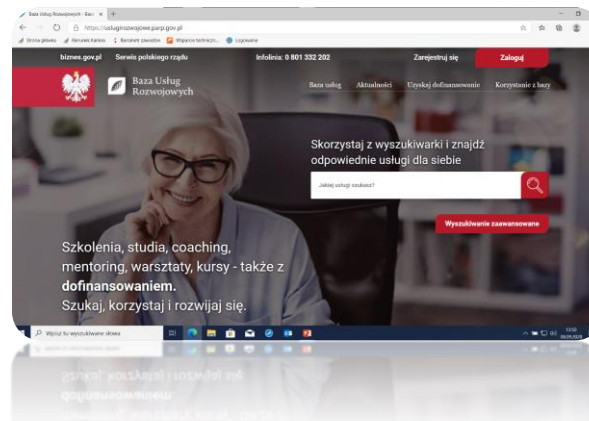
WHY OBLIGATORY MEETING WITH JOB ADVISOR

- To promote right attitude to develop
- To promote job advising among working people

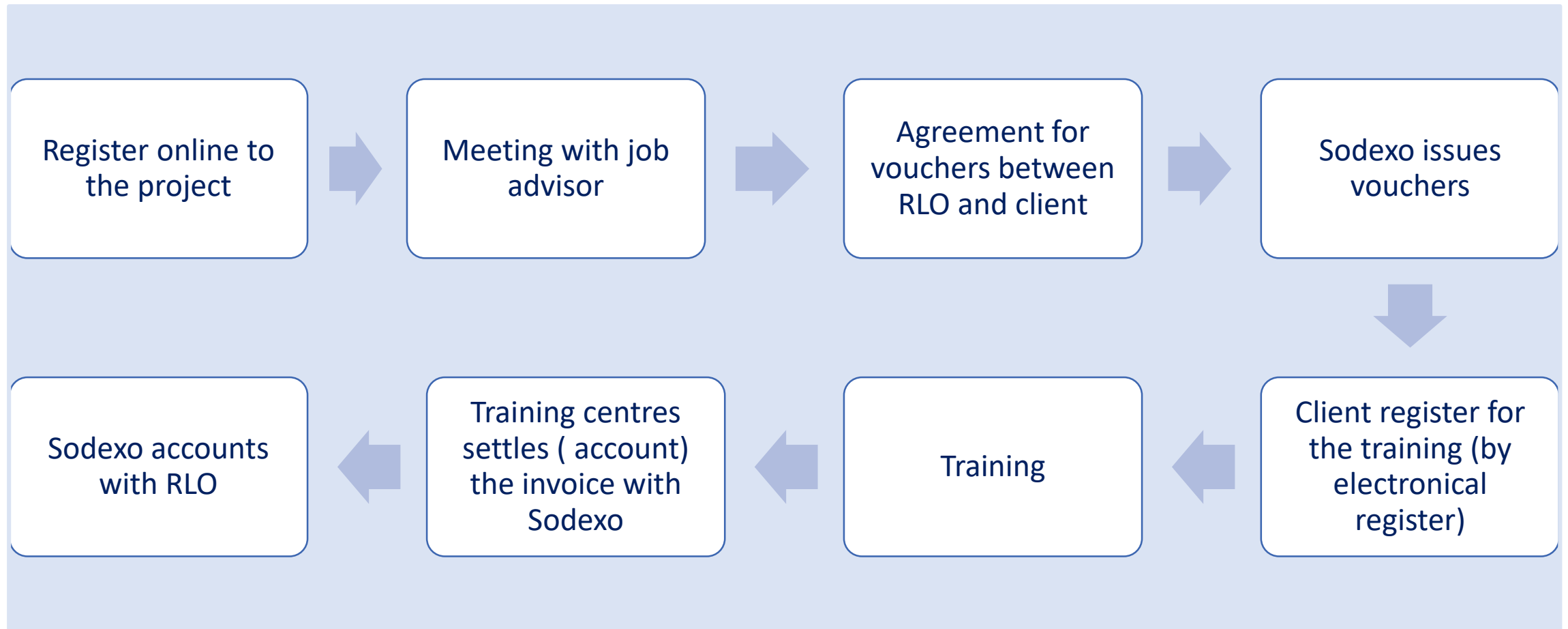
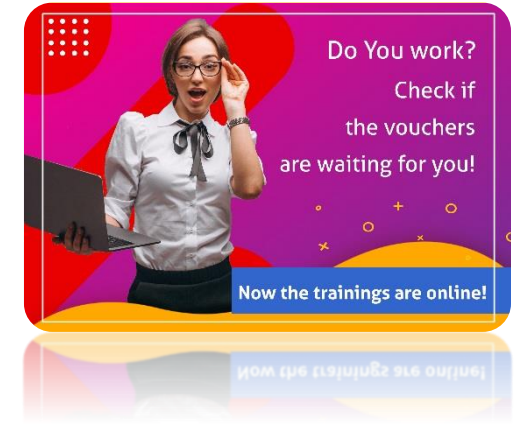
WHY VOUCHERS:

- Flexibility
- Time
- Security

National register of services



Steps of vouchers system



Barriers:

Traditional tools of promoting didn't work

Job advisors was waiting for clients – but it was a waste of time

Who is the job advisor? – the serves was unknown



Solutions :

1. Cooperation with local authorities and local leaders
2. To build local relations between people who already are in project to convince other people from their area
3. To show the project by stories about change of professional live
4. Job advisors in local institutions – very near workers

Interesting points:

- People with low qualification – completely different meaning of the definition
- Training isn't the best way to developed – a lot of people use the informal learning to professional development (for example youtube)
- Time and access – the main important elements is to plan the support for workers – these people are tired!

Thank you for your attention
Dziękujemy za uwagę

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