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“Points CoM” ARE INFORMATION SESSIONS ORGANISED BY THE BELGIAN-WALLOON PES, LE FOREM, IN ORDER TO IMPROVE THE KNOWLEDGE OF VARIOUS TYPES OF COUNSELLORS ABOUT OCCUPATIONS IN DIFFERENT ECONOMIC SECTORS (TERMINOLOGY USED, PROFILES SOUGHT, ACCESS CONDITIONS, QUALIFICATIONS, LABOUR MARKET, ETC.). THE AIM IS TO FACILITATE MATCHING BETWEEN LABOUR SUPPLY AND DEMAND.

PROMISING PES PRACTICE¹ “Points CoM” (Points COnnaissance Métiers – Occupation Knowledge Points)

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The work of counsellors is organised by Territorial Directorate and by economic sector. The challenge for them is to optimise the positioning of supply and demand. Therefore, the theoretical and practical knowledge of counsellors needs to be improved; the collaboration and exchange of experiences between counsellors need to be facilitated on a daily basis.

Name of the PES

Le Forem (Belgian-Walloon PES)

Scope of measure

Regional level (Wallonia)

When was the practice implemented?

First pilot in 2013. Implementation has been ongoing since December 2014.

What was the driver for introducing the practice?
Was it internal or external?

The driver is internal: the quality of matching the supply with the demand for labour needed to be improved.

Which organisation was involved in its implementation?

The initiative came from the Belgian-Walloon PES headquarters and was based on an analysis of territorial directorates needs (bottom-up approaches). Two headquarter project leaders are currently responsible for managing the actions in collaboration with the product line managers of the various sectors.

Which groups were targeted by the practice?

All counsellors (including counsellors working with employers, jobseekers, migrants, orientation, redeployment units, etc.)

What were the practice's main objectives?

“Points CoM” are arranged to:

- ▶ Improve counsellors’ knowledge of occupations in various economic sectors;
- ▶ Equip counsellors with professional terminology used by companies to facilitate dialogue;
- ▶ Enable counsellors to respond adequately and efficiently to market demands and to identify skills needs; and
- ▶ Promote dialogue between different types of Walloon Regional PES counsellors, to make them aware of the needs and ways of working of other counsellors.

What activities were carried out?

One-day interactive information sessions are organised in the form of workshops, discussions and visits. Each session is devoted to a specific economic sector. The visits take place in the Belgian-Walloon PES Competence Centres and/or private companies.
(The Belgian-Walloon PES has 25 Competence Centres; each of them is aligned with different sectors and organises training courses for jobseekers).

What resources and other relevant organisational aspects were involved?

Coordination and management is the responsibility of the Headquarter’s office. It collaborates with internal partners (e. g. Competence Centres) and external partners (e. g. companies or sectoral federations) for the implementation.

What were the source(s) of funding?

Belgian-Walloon PES budget

¹ Practices referring to promising changes/reforms/approaches.

What were the outputs of the practice: people reached and products?

- ▶ On average 15 to 20 "Points CoM" sessions are organised each year. Each session is devoted to a specific sector.
- ▶ Approximately 20 to 25 different counsellors participate in each session; in this way, they increase their skills regarding the sector occupations and get to know the training offer provided by Competence Centres in this sector. They also increase their knowledge of the needs and concerns expressed by other types of counsellors participating in the session. Employers' counsellors whose client companies are facing shortage of staff realise that jobseekers trained by Competence Centres are a very interesting recruitment pool.
- ▶ The information shared during the sessions is passed on outside the participants' circle: thanks to action plans drawn up at the end of the session, some counsellors pass on the information gathered to other colleagues.
- ▶ The headquarter's office deepens its knowledge of the concrete expectations and concerns of counsellors.

What outcomes have been identified?

- ▶ Counsellors feel better equipped to talk to clients and to meet their needs.
- ▶ Employers' and jobseekers' counsellors can ensure a more accurate and adequate matching of jobseekers with the skills required by companies.
- ▶ The jobseekers' counsellors establish a better positioning of jobseekers and can better advise them regarding training for sectors in shortage.

What are the lessons learnt and success factors?

- The improvements over time are as follows:
- ▶ At first, the format of the sessions was mostly based on one-direction information sharing. It is now based on exchange and interaction, both between speakers and participants and between participants. It consists of workshops, brainstorming sessions, visits to centres, and can vary according to sectors and speakers.
 - ▶ Initially, the target audience consisted only of employers and jobseekers' counsellors; it was then extended to other types of counsellors (orientation and redeployment unit counsellors, and recently to migrant counsellors).
 - ▶ In some cases, counsellors' direct supervisors also participate in the sessions.
 - ▶ In order to increase efficiency, a change of format will take place in March 2018: the theoretical part of the session will be held remotely (webinar); the interactive part consisting of face-to-face visits and workshops will correspond to half a day.



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