



Presentation studyvisit  
ELGPN  
Euroguidance


20 april 2011

's-Hertogenbosch, The Netherlands



## Regional labourmarketpolicy

Well functioning labourmarket in the region of 's-Hertogenbosch

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- Connection between (future) workforce and (future) jobs at the regional labourmarket
  - Facilitate networks, formal and informal contacts



## 3 pillars....

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Pillar 1: Increase establishment of companies

◆ Companies have enough skilled workers at their disposal in future

Innovative dynamic trade and industry

... more jobs



## 3 pillars....

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### Pillar 2: Talentdevelopment (future) working force

Inhabitants of the region develop their talents: youngsters until 27 years enter the labourmarket with a so called “starting qualification”

Inhabitants (18-67 years), who want to use their talents, get support


... higher educationlevel



## 3 pillars....

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### Pillar 3: Sustainable labour- participation of the workforce



As much as possible inhabitants  
participate at the labourmarket in a  
job, payed job or addional job

...higher rate of labourparticipation



# Cooperation....

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Leadinggroup education and labourmarket at strategic/tactical level:

Local government (s'-Hertogenbosch / Boxtel)

Labouroffice

Schools: Secondary Education, VET and Higher Vocational Education

Chambre of commerce

Knowledge-centres

Companies: Heineken, BZW, JBZ



# Cooperation....

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## Operational management Education and labourmarket:

Local Government ('s-Hertogenbosch /  
Boxtel)

Labouroffice

Schools: Secondary Education, VET and  
Higher Vocational Education

Knowledgecentres

Companies: BZW (employersassociation)



## 8 core-activities.....

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Harmonise and cooperation well-functioning labourmarket region 's-Hertogenbosch 2011-2014

◆ Extension structural labourmarket-information region 's-Hertogenbosch

Mainstreaming demand-orientated employersapproach

Further development youth-approach





## 8 core-activities.....

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Further development of a regional competence-centre



Professionalise careerorientation and careerguidance

Professionalise HRM policy

Development role of education in a well functioning labourmarket



# Careerorientation/careerguidance

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Research on careerorientation and careerguidance...

Primary education, secondary education, Vocational Educational training (VET) and Higher Vocational Education

Based on this research a first projectplan has been made.

Projectteam: local government, schools at different levels, labouroffice, education-specialists and national experts.



# Important....

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New:

Careerorientation and careerguidance is a joint responsibility of all stakeholders in the city and region. On strategic/tactical level and operational level.

Prevent that COCG is one of many projects!

Mainstreaming of COCG!



## Projects Careerorientatin and guidance

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- Research Avans about situation COCG in schools at different levels
- Leonardo partnership Niceguide (Germany, Sweden, Austria, Netherlands)
- Core-activity (as mentioned before)
- Project secondary schools – Higher Vocational Education
- Project VET – Higher Vocational Education
- Einstein4all (also TOI)

And hopefully 2012 TOI COCG....