





's-Hertogenbosch, The Netherlands





Regional labourmarketpolicy

Well functioning labourmarket in the region of 's-Hertogenbosch



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





3 pillars....

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....

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....

Pillar 3: Sustainable labourparticipation 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....

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....

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.....



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.....



Further development of a regional competence-centre



Professionalise careerorientation and careerguidance

Professionalise HRM policy

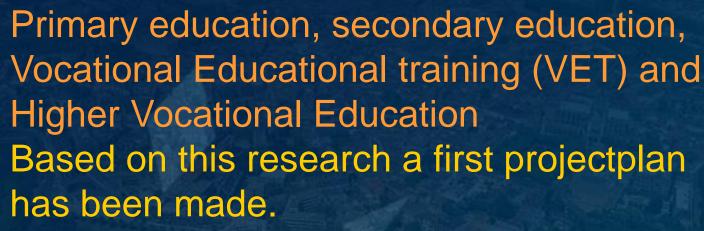
Development role of education in a well functioning labourmarket



Careerorientation/careerguidance



Research on careerorientation and careerguidance...



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





Important....

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



- 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....