



THE VET CIRCLE  
SCHOOLS-STUDENTS-COMPANIES



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# An Employers Perspective

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**2Welfare**  
**Work**

Dutch Foundation of Innovation

### Marketing Overview

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on how the gain sees by accuracy and keeping customers.

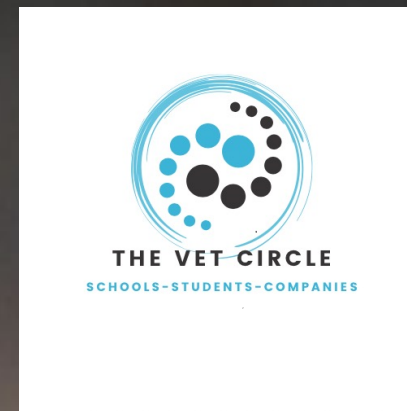
A marketing strategy helps convey effective messages with the right level of marketing approaches that will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General tools	+800.82	-13.9	+800.82	+7207.75	+80.82
Health & Medical	-13.9	+82.94	+229.74	-229.00	-13.9
Art Supply	+82.94	+800.82	+800.82	+800.82	+800.82



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# Icebreaker



”  
**NO Mobile Phones!**

Type something

1. Block of wood must be nailed up
2. Nails must be released
3. Nails should only be placed on the nail and not lean against anything
4. Nails may not be tacked, glued, or held in place with magnets, etc

# Detailed Employer Approach

From detailed planning to research, exchange of knowledge, generating knowledge to applying knowledge: Formulating, implementing and executing the pilot project.

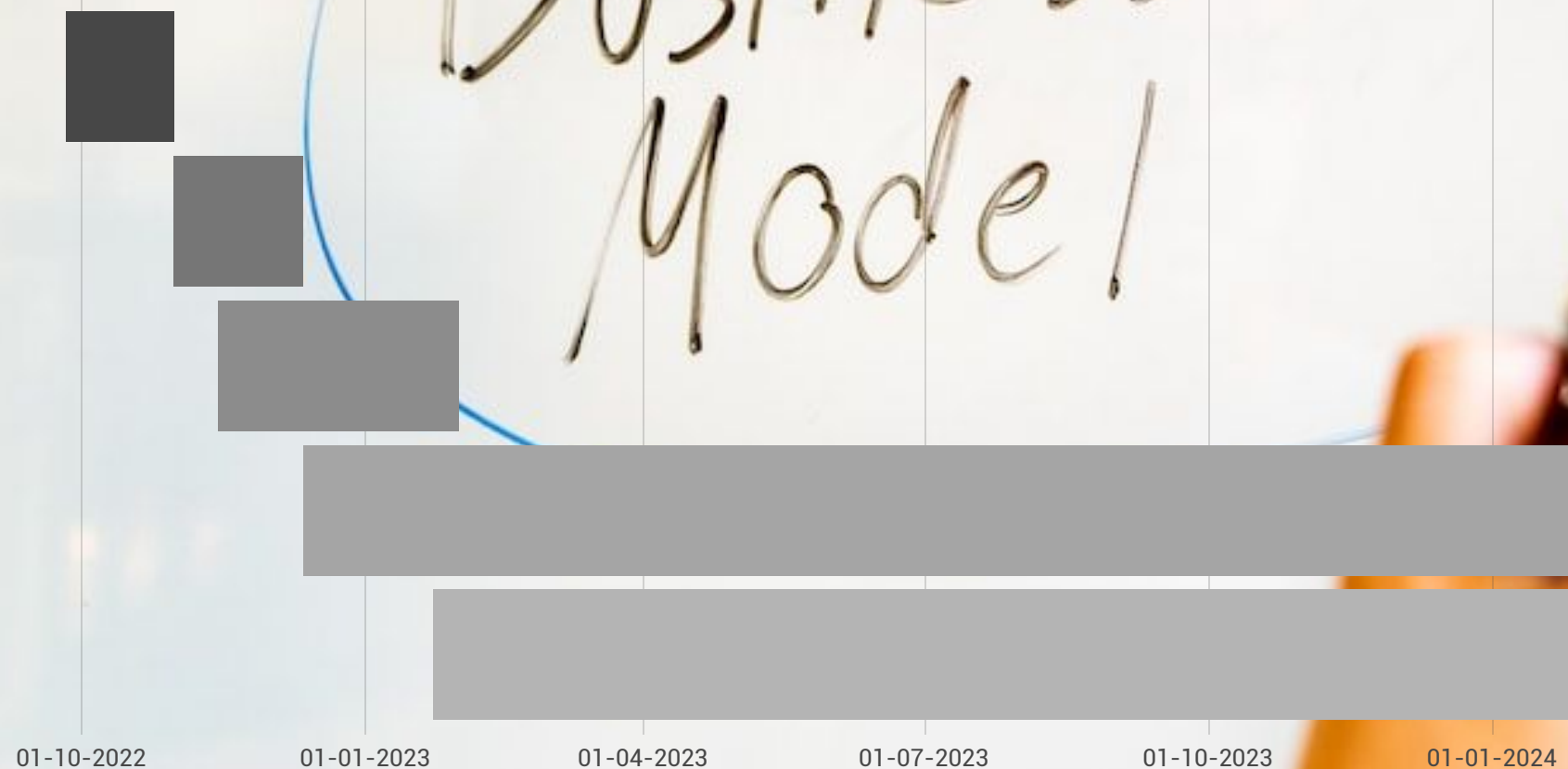
Meeting 1: Introduction to the VET-Circle to employers (Month 1)

Meeting 2: Knowledge exchange, study / Work based learning visits at best practices (Month 2)

Meeting 3: Development room / Company visits and best practices (Month 3)

Meeting 4: Closing meeting / roll-out of WBL experiments, 23 January 2023.

Business Model



## 0-6

0. Detail Planning Employers Approach
1. Where do young people (with a non-Western background) fall behind?
2. Andersson Elffers Felix (AEF) research
  3. Employer perspective
  4. Positions and Statistics
4. Relationship (intakes and freedom of study choice) education and the labor market
  5. Incentives and Thresholds
6. Detailed planning meetings 2, 3 & 4



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**Programma Verdere Integratie op de Arbeidsmarkt (VIA)** onderzoekt in acht pilots wat werkt om de arbeidsmarktpositie van mensen met een niet-westerse migratieachtergrond te verbeteren. Deze acht pilots richten zich op loopbaanmomenten waarop zij achterstand oplopen op de arbeidsmarkt.

**1**

Where do Dutch young people with migration background fall behind?



# Where do young people fall behind?

Waar lopen zij bijvoorbeeld hun achterstand op?



Bij het kiezen van een vervolgstudie na het vmbo



Bij de overgang van het mbo naar de arbeidsmarkt



Bij het vinden van een (nieuwe) baan



Bij het behouden van een baan en door-groeien bij de werkgever



Bij het (re-)integreren en instromen op de arbeidsmarkt

...ter, werkgevers, onderwijsinstellingen en UWV werken in acht pilots:

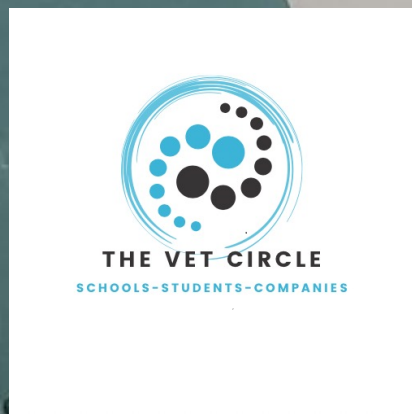
**pilot 2**

**pilot 3**  
Nudging in Werving en Selectie

**pilot 4**  
Behoud en Doorstroom

**pilot 6**  
Leren en Werken

**pilot 7**  
Intensieve



2

AEF Research



# Recommendations AEF research

★  
Buddy  
system at  
employers

★  
How do we  
prepare  
employers?

★  
Targeted  
cooperation  
with  
employers

★  
Workplacement  
support for  
employers



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An Employers Perspective



GOOD

VIBES



ONLY

1. Regular employer
2. School as employer  
(and as an example)
3. Self-employed Path  
(Young Entrepreneur)

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**36%**

The most ethnically diverse companies are 36% more profitable than the least ethnically diverse companies.  
Source: McKinsey, 2020



**4.**

Statements and statistics

**Nr. 1**

The Netherlands are at the top of the EU ranking for the last 2 decades with the lowest (youth) unemployment rates on average. These amount to 4.9 percent of the working population between January 2000 and 2021 (Eurostat 2021)

1. The most ethnically diverse companies are more profitable than the least ethnically diverse companies

2. The Netherlands has been at Nr. 1 of the European ranking for the last two decades with the lowest unemployment rates on average.



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**3. (Young) people with a non-Western background are 30% less likely to be invited with the same CV for candidates with a non-Western migration background**

**40%**

40% less chance of being invited for an interview, with the same CV for (young) candidates with a non-western migration background.  
Source: Utrecht University

**4. The percentage of young people who are NEET is much lower than the EU average of 15.2%,**

**6.1%**

The percentage of young people who are NEET at 6.1% is much lower than the EU average of 15.2%.





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**90.1%**

The employment rate of recent graduates (90.1%) is higher than in the EU (78.2%).

**5. The employment rate of Dutch recent graduates is higher than 90%.**

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**6. Dutch  
young people  
often choose  
follow-up  
courses that  
offer few  
opportunities  
on the labor  
market**

**OPPORTUNITY  
KNOCKS**

The VMBO group of young people  
(with a non-Western migrant  
background often choose follow-  
up courses that offer few  
opportunities on the labor market  
(VIA study, 2021);



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**8%**

The percentage of early leavers from education and training at 8.0% is lower than the EU average of 10.7%. It is also below the Europe 2020 average target of 10%, and exactly at the national target of 8%

7. The Dutch percentage of Early School Leavers is below the EU Average of 10%

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## 8. More than 50% of young people on welfare have a non-Western migration background.

**51,4%**

11.8% of the potential labor force has a non-western migration background, while 51.4% of people on welfare have a non-western migration background

Source: CBS

9 out of 10 young people in rotterdam have a migrant background!



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**5**  
Employer perspective:  
Incentives and Sanctions

Employers are looking for sustainable potential.

The strategy towards large companies and SMEs is completely different

A financial incentive is a good incentive for both SMEs and potential employees?

Employers must be unburdened at all times.

How well does job carving actually work in practice?

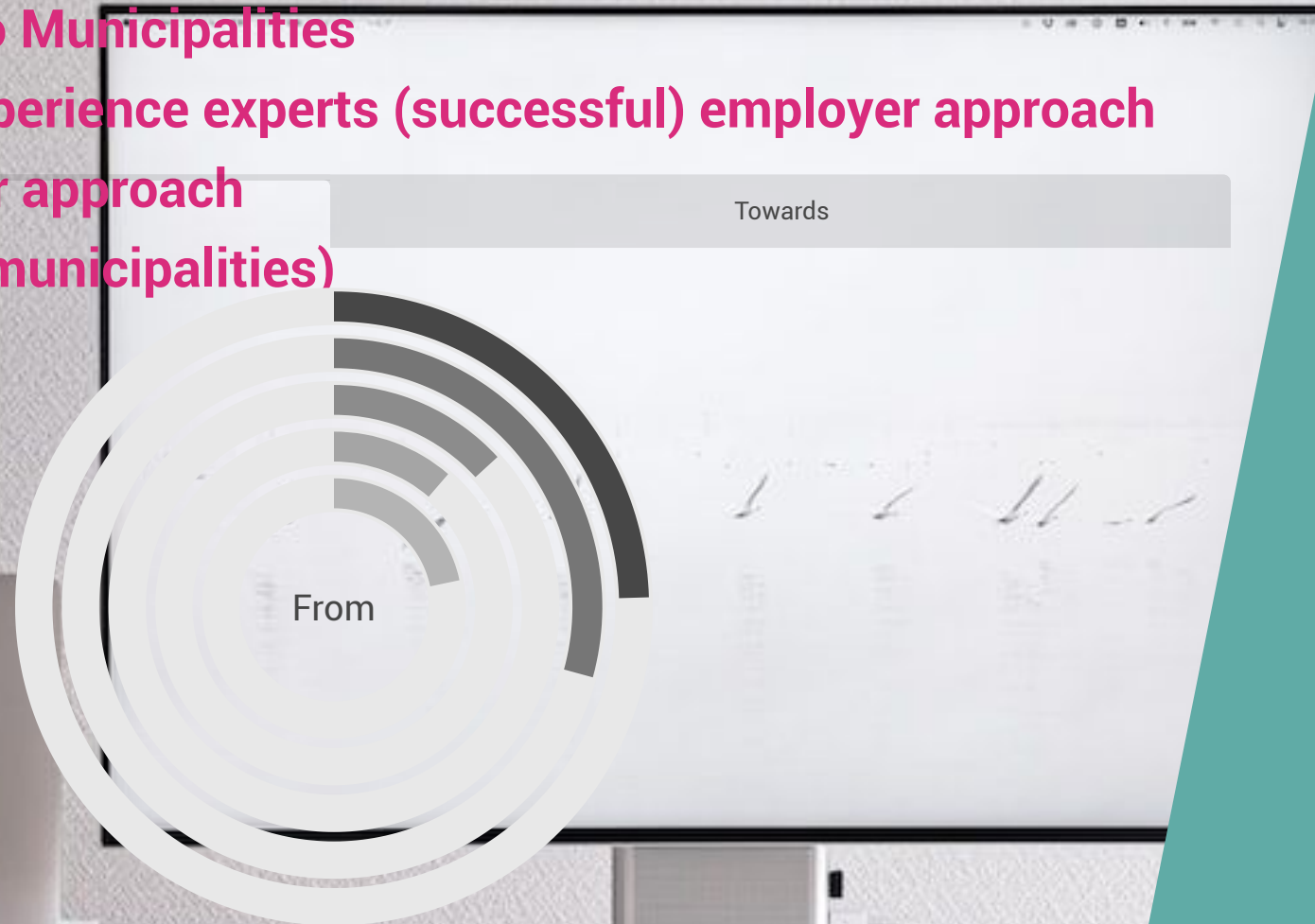
(Wage costs) subsidies help employers to get over the line

Employers unconsciously stigmatize

Employers should be supported in terms of cultural diversity  
from a policy point of view.

# Detail Planning Meetings

- \*Analyze relevant data and data
- \* Presentation Employers
- \* Best practice visits to Municipalities
- \* Recruit and select experience experts (successful) employer approach
- \* Bottlenecks employer approach
- \* Handles (from other municipalities)



*During this meeting (1) the VET Circle theme will be introduced and the data analysis will be performed.*

*Employers' meeting 2 focuses on knowledge exchange and best practices*

*Meeting 3 is focused on the development room and best practices*

*Applying VET Circle Best Practise*



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**Questions?**



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