



Reforming the existing and designing of new measures for activating inactive persons and their inclusion in the labour market in Bulgaria

# Study visit to the French PES Pôle Emploi

## 18-20 October, 2021

### Agenda

This work was carried out with funding by the European Union via the Structural Reform Support Programme and in cooperation with the European Commission's Directorate General for Structural Reform Support (DG REFORM) (Contract number REFORM/IM2020/004).

#### Background and objectives of the study visit

Close to 1 million working-age adults neither work nor study in Bulgaria. At the same time, the country faces labour shortages in some sectors of its economy, which are likely to intensify over the next decades due to rapid population decline. In this context, the experiences of other countries can provide valuable guidance, helping to identify approaches that can effectively increase activity rates. Therefore, the technical support provided to Bulgaria includes a strong peer-learning component to hear about good practices in other countries.

The objective of this study visit to the French Public Employment Service (PES), Pôle emploi, is to gain insights into innovative initiatives to support jobseekers, including vulnerable groups, to access employment. Recognising that partnerships between the PES and other stakeholders are key elements for effective and comprehensive employment services for both jobseekers and employers, the study visit puts a strong focus on public-private partnerships as well as on inter-agency cooperation.

[ACTIVATING INACTIVE PERSONS, BULGARIA \(2020-2022\) - OECD](#)

Pôle emploi is one of the most advanced PESs in the European Union in a number of areas and has made important experience in several fields that are relevant for Bulgaria. It has developed a wide range of services for jobseekers and employers, developed profiling tools of the unemployed for use by the PES and set up its own innovative approaches to flexibly respond to local labour market challenges. In addition, it has a longstanding history of partnerships with a wide variety of actors. For example, Pôle emploi has developed an integrated and combined offer of social and employment services (*Accompagnement Global*) in cooperation with departmental social services (decentralised public action) for minimum income recipients ([Revenu de Solidarité Active - RSA](#)), which is also a highly relevant group in the Bulgarian context. Recently, Pôle emploi has set up an experimental programme based on partnerships with a number of actors at the regional level with the objective to integrate long-term unemployed into the labour market (Territoires Zéro Chômeur de Longue Durée). In November 2016, 10 territories were selected by the then Minister of Labour, Myriam El Khomri, to launch the experiment. Rural or urban, they all have between 5,000 and 10,000 inhabitants and are experimenting with the approach for 5 years. In the second implementation phase between 2021 and 2026, at least 50 additional territories shall be selected.

After giving a general presentation of the institutional structure and the main services and strategy of Pôle emploi, the study visit focuses on the following programmes and tools:

- [Le Lab](#)
- *Local labour market information system and tools;*
- *Profiling tools including those that identify vulnerable groups of jobseekers;*
- *Comprehensive support for jobseekers with multiple employment barriers;*
- *Supporting vulnerable groups through partnerships:*
  - [Accompagnement global](#)
  - [Insertion par l'activité économique](#) (e.g. [fostering labour market integration of young people](#))
- *Public private partnerships with the temporary work sector*
  - Cooperation between [Pôle emploi](#) and [Prism'emploi](#) through a [partnership](#)
  - [Cooperation with temporary \(and other\) companies](#)
- [Tackling long-term unemployment](#) through local partnerships
  - [Territoires zéro chômeur de longue durée](#)
- *Pôle emploi strategies and services for employers*

## Format

The study visit is organised as a virtual visit in 3 half days with presentations made by different services of Pôle emploi as well as some of their private partners. Presenters from Pôle emploi include representatives of Pôle emploi's International Directorate, the Directorate for services offered to jobseekers, the Directorate for services offered to employers, the Directorate of partnerships and territorialisation. Private temporary work and recruitment agencies and their federation also have the opportunity to present their approaches to cooperating with Pôle emploi. Time for discussion, questions and answers is foreseen after each presentation or major topic.