



Country:	Denmark
Member/Company	Confederation of Danish Employers
Initiative	Multiple Initiatives

Overview

Introduction

The demographical changes around the world have a significant impact on the labor market which is why it is essential to smoothen young people's entrance into the labor market. The following cases are described below: 1) reducing unemployment among recent graduates, 2) roofer internship programme for unemployed and 3) Danish Employers 'DA Open Company'.

Among other initiatives, it can be mentioned that universities in Denmark also have different company dating events. An example hereof is "Spækhuggeren Karrieremesse" which is placed directly at Campus Fuglsangs Allé Aarhus University and targets future economists and business economists. This event gives companies an opportunity to meet the students face to face and recruit potential future employees.

10 recommendations to reduce unemployment among recent graduates

For several years recent graduates have had difficulties to enter the labor market and with COVID-19 there is a risk of an increasing unemployment rate among recent graduates. Therefore, a partnership consisting of the Danish Association of Masters and PhDs, the Confederation of Danish Employers, the Confederation of Danish Industry, and the Danish Chamber of Commerce has published 10 recommendations to reduce unemployment among recent graduates. The 10 recommendations are the following:

1. Prioritize concrete matches between unemployed and companies within industries with job opportunities.
2. Companies should be open to hire fresh graduates.
3. The maximum duration of an internship at a company should increase from 4 to 8 weeks for recent graduates on unemployment benefits.
4. A temporarily and targeted bonus scheme should be introduced to companies which employ and retain recent graduates from educations with high rate of graduate unemployment.
5. Career counselling and career planning at the universities should be strengthened by giving counselling prior to bachelor's and master's degrees.
6. Improve the students' knowledge, contact and cooperation with the labor market during study programs.
7. Help the students to begin active job search before completing their education.
8. Better opportunity for graduation during the year.
9. Revised model for unemployment-based dimensioning.
10. Continuously focus on the need of more study places in study programs with low rate of graduate unemployment.

Roofer internship programme for unemployed – company initiative

The roofer internship programme is a recruitment process which benefits both the roofing industry that suffers from shortage of labour and provides the unemployed with an opportunity to get a fresh start in an industry with good job opportunities and security. The recruitment process collaborates with companies around the world, that carries out roofing work.

The recruitment process helps the unemployed to enter the labour market or the educational system. The internship for the unemployed is about acquiring professional skills and learning how to act and build professional relationships with colleagues, but also to be able to carry out a job and achieve success. Furthermore, the internship



equips the company to receive the unemployed. During a two-day mentor and mentee education, the director of the roofing company receives a toolbox which should help him or her to communicate and guide the new employees.

Danish Employers 'DA Open Company'

'DA Åben Virksomhed' ('DA Open Company') is an initiative by The Confederation of Danish Employers with the aim to improve the engagement and motivation of children and young people choosing educational paths within Science, Technology, Engineering and Mathematics (STEM). Further engagement will lead to enhanced STEM learning and career orientation. 'DA Open Company' develops STEM learning for classes in primary school, secondary school, and high school, where visiting and learning within a local company is part of the course.

When children and young people discover how STEM qualifications acquired by learning and training at school are used by companies "in real life" it makes more sense to learn. This can motivate students and affect their future choice of career. Ultimately this initiative has the purpose of influencing choice of education and career and thereby enhance the work force with Vocational Education and Training (VET) or higher STEM education.

For each 'DA Open Company' course DA has made agreements nationwide with several companies within a sector, which all have agreed on participating in the course. The companies in general find it attractive to engage in this initiative and it gives them an opportunity to be an active part of their local educational system and in a direct way take responsibility for their industry's future access to skilled employees.

'DA Open Company' offered the first courses from summer 2019. Now 23 different courses are available and currently almost 500 places to visit companies for schools, upper secondary schools and high schools can be found at www.aabenvirksomhed.dk. Possibilities can be found within 96 of the 98 Danish municipalities.

Key Messages

The main goal of the initiatives mentioned is to match the labor supply with the labor demand by

- reducing unemployment among recent graduates
- matching unemployed with sectors and industries in labor shortage
- engaging children and young people to choose STEM topics.

It is important to engage and help well-educated and skilled people to enter the labor market because there is a lot to gain both for society and for the individual due to fewer on social benefits and due to more people working for the benefit of companies and the economy. The recommendations proposed range from career counselling during study programme, to employers' willingness to hire recent graduates and to prioritizing company-oriented matchmaking where the competences of the recent graduates are matched better with the employers' shortage of labor.

Furthermore, to increase labor supply it is relevant to focus on matching the industries and sectors lacking labor with the unemployed by providing and further educating the unemployed so they achieve the necessary skills to be a good match for the relevant industry or sector.

In recent years the demand of candidates with STEM educations and competences has increased. To accommodate the demand young people's and children's motivation for STEM educations must be improved. A further engagement will lead to enhanced STEM learning and career orientation. Developed STEM learning classes in primary school, secondary school and high school is an element to influence choice of education and career and thereby enhance the work force with Vocational Education and Training or higher STEM education.