

Seize the Summer with EURES

Portugal

GENERAL INFORMATION	
Name of the organisation	IEFP - Instituto do Emprego e Formação Profissional (Portuguese Institute of Employment and Vocational Training) EURES Portugal
Type of organisation	Labour Office
Address	Rua de Xabregas, 52, Lisboa, Portugal
Web page	www.iefp.pt/eures
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Member State	Portugal
GOOD PRACTICE - GENERAL INFORMATION	
Title of the good practice	Seize the Summer with EURES
Topic of the good practice	Other
Geographical focus	Cross-country (please specify) The practice refers to a cross-country project taking place online with the contribution and support from nine different countries part of the EURES network, notably: Croatia, Cyprus, France, Greece, Italy, Malta, Portugal, Slovenia, and Spain.
Duration	Annual editions since 2017 (with the exception of 2021).
Summary of the good practice	“Seize the Summer with EURES” is a European online job fair that encompasses two key elements: information and recruitment. It has been organised on an annual basis since 2017, with an interruption in 2021, due to the COVID-19 pandemic. It takes place usually in February-March and it is organised by the EURES staff in nine countries (i.e. Croatia, Cyprus, France, Greece, Italy, Malta, Portugal, Slovenia, Spain). Croatia, Portugal, Slovenia and Spain

	<p>have been the core organising team since its inception. Italy, Greece, Malta and Cyprus also participated since 2017 and France joined in 2018.</p>
<p>OBJECTIVES AND ACTIVITIES</p>	
<p>Background/context</p>	<ul style="list-style-type: none"> ▶ Since 2017, all of the countries mentioned above, and in particular Portugal, have observed an increase in the tourism sector, both in terms of demand and supply. Despite a temporary setback during the pandemic, the sector is now showing signs of rebounding to its pre-pandemic levels, resulting in an increasing need from employers in this sector to find a workforce to address existing needs. ▶ The organisation of the online fair event started as a response to the recruitment demands experienced by employers in South European countries, particularly during the summer within the tourism sector.
<p>Objectives</p>	<p>General objective:</p> <ul style="list-style-type: none"> ▶ To contribute to addressing the recruitment needs of employers in the tourism sector, particularly during the summer months, in these countries. <p>Specific objectives:</p> <ul style="list-style-type: none"> ▶ To inform potential jobseekers of the recruitment opportunities, the living and working conditions in these countries, mostly in the tourism sector. ▶ To provide an opportunity for employers to promote job opportunities across countries in the tourism sector. ▶ To increase the visibility of the EURES network and work among jobseekers and employers. ▶ To change the narrative of having South European countries as only outgoing countries, in terms of workers' mobility
<p>Main activities</p>	<ul style="list-style-type: none"> ▶ The organisation of the online job fair required high-level coordination work among all partners and stakeholders involved. The partners developed sharing working tools and quality checklists (e.g. for the

selection and follow-up of employers) and organised regular meetings to follow up on the implementation of the fair.

- ▶ The event was promoted across Europe with the help of the EURES network (represented in 31 countries) and other information networks at the EU-level such as Europe Direct Centres, Eurodesk, Europass, Euroguidance and Erasmus + (besides other relevant multipliers such as Hotel and Tourism Schools, Vocational Training Centres, Universities and Language Schools). The EURES communication contractor assisted with the provision of visuals and social media campaigns coordination.
- ▶ The concept of the online fair focused on matching EU/EEA suitable jobseekers with (mostly seasonal) quality jobs and traineeship opportunities. Each of the EURES network in the nine countries was responsible for identifying and selecting potential employers at national level, engaging and following up with them.
- ▶ The programme of the online fair in 2023 lasted six hours (with breaks) and included live sessions streamed IBM Cloud Video (using MS Teams for gathering speakers), embedded in the platform, with presentations from the different countries covering the tourism sector facts and figures (e.g. geography, population, GDP, relevant statistics), living and working conditions, recruiting companies and available job profiles. In the 2023 edition, more interactive modules were introduced, with a round table where different testimonials (from jobseekers, employers and education stakeholders) were also organised. The online job fair programme and information regarding the 2023 edition can be found here: [Seize the Summer with EURES 2023](#). The link also provides an overview regarding the purpose of the online job fair, the programme of the 2023 edition, the jobs posted and the employers that have participated in the fair.
- ▶ Attendees could also access information regarding the different Companies' (values, history, activities, among

	<p>other; either through videos, images or texts, and including testimonials and 360° visits to the companies) and their respective job offers through virtual exhibitor stands.</p> <ul style="list-style-type: none"> ▶ Preparatory webinars both for employers and jobseekers were organised (by the organisers of the event) ahead of the event to provide guidance regarding the preparation for the event. These preparatory meetings took place at national level. ▶ The online job fair allowed participants to apply for jobs directly via the events platform, from the moment they registered to attend the event. It was also possible to organise online job interviews and virtual meeting rooms were automatically created for these interviews, or using the Company's own channels. ▶ On the event day, jobseekers were also given the opportunity to contact the companies on their virtual stands (even before applying to their jobs), using a videochat tool, to ask questions, in case they so wish. ▶ Information on how to get support from the EURES Targeted Mobility Schemes¹ was shared with employers and job seekers, whenever relevant and also with a presentation on the Programme.
<p>Did you previously provide information about this particular good practice under the European Platform tackling undeclared work?</p> <p>(if yes, is it possible to provide the year and the title of good practice or a link of the good practice in ELA Virtual library)</p>	<p>No</p>
<p>Funding/organisational resources</p>	<ul style="list-style-type: none"> ▶ The online fair is hosted by the European Job Days platform.

¹ https://eures.ec.europa.eu/eures-services/eures-targeted-mobility-scheme_en

	<ul style="list-style-type: none"> ▶ The organisation of the event (e.g. identifying and reaching out to employers and promoting the event on social media) was carried out by EURES at national level (within the 9 involved countries)
PARTICIPATION	
Stakeholders involved	<ul style="list-style-type: none"> ▶ Instituto do Emprego e Formação Profissional (IEFP Portugal) ▶ EURES Portugal; EURES Croatia; EURES Cyprus; EURES France; EURES Greece; EURES Slovenia; EURES Italy; EURES Spain; EURES Malta ▶ Employers in the tourism sector in the different countries.
Target groups	<ul style="list-style-type: none"> ▶ Young people or recent graduates interested and willing to travel for some months during the summer and have enriching multicultural experiences, while getting valuable professional experience in sectors such as hospitality, catering, entertainment, outdoor activities or customer service; ▶ Experienced professionals willing to invest in their international careers; ▶ Employers (in the tourism sector).
Final beneficiaries	<ul style="list-style-type: none"> ▶ Job seekers ▶ Employers
GOOD PRACTICE CRITERIA	
Achievements/ Results and outcomes (Alignment of good practice with the priorities of the Call (if not applicable, alignment with the field of EU labour mobility))	<ul style="list-style-type: none"> ▶ The online fair allows reaching out to short-term employment seekers, providing them with an overview of existing opportunities at national and European levels in the sector. The profiles most looked after during these events were chefs, cooks, pastry cooks, kitchen stewards; waiters and bartenders; hotel receptionists; entertainers; travel agents and customer service; photographers; lifeguards; SPA therapists; room service; and maintenance workers. Overall, in the

	<p>2023 edition of the online job fair, the key results were as follows:</p> <ul style="list-style-type: none"> ▶ 2 590 jobseekers registered in the online job fair event (out of which 1 854 EU+) ▶ 6805 applications (this means that 766 participants applied for different positions. It is estimated that, in average, each participant applied to nine or ten job vacancies) ▶ 483 invitations to interviews, 324 accepted ▶ 84 interviews took place (via the video conferencing system of the platform or via the Companies' own communication channels) ▶ 179 307 page views for the event ▶ 1 087 Participants following the live-streaming event ▶ Employers' satisfaction rate regarding the helpfulness of the online job day fair regarding finding suitable candidates of 7.5 (out of 10) ▶ Job seekers' satisfaction rate regarding the helpfulness of the online job day fair regarding finding a suitable job of 6.9 (out of 10)
<p>Recognition (has this good practice been recognised on regional, national or EU level)</p>	<ul style="list-style-type: none"> ▶ There was no official recognition of this event. However, in some countries (e.g. Spain) local radios and news channels have helped promote the event.
<p>Cost effectiveness (the degree to which the practice was successful in reaching objectives and producing clear and measurable outcomes at the lowest possible cost)</p>	<ul style="list-style-type: none"> ▶ The organisation of the online fair was highly cost-effective, as it allowed the use of existing resources (like the European Job Days Platform) and optimise the work carried out already by the EURES network, bringing together, virtually, employers from nine countries and job seekers from EU/EEA.
<p>Transferability (how the experience from this practice could be transferred to other contexts i.e. what would another Member State/group/sector need to have or put in place for this measure to be successful in their country/group/sector)</p>	<ul style="list-style-type: none"> ▶ The online job fair is a cross-country initiative that can benefit all those directly involved. This initiative can be easily transferred to other Member States, especially those where touristic seasons require an additional number of the available workforce. Currently, the event

	<p>organising team is considering extending an invitation to additional three to five EU countries in the next edition of the event. In addition, it can also be an important tool for seasonal short-term recruitment in other professional sectors (such as Agriculture).</p>
<p>Sustainability (how the practice is sustainable from a social, financial or environmental perspective)</p>	<p>► This initiative does not address the issue of sustainability, per se, but can be considered a sustainable event itself as it reduces the need to travel which in itself is a great contribution to the environment.</p>
<p>Innovativeness (innovative features of the good practice)</p>	<p>► Although this job fair has been implemented for some years, it can still be considered as an innovative practice as it continues to build its programme from the lessons learnt from previous editions, exploring the digital possibilities of the European Job days platform to increase the level of interaction between employers and participants.</p>
<p>Digitalisation (Design, development and/or utilisation of digital tools, policies or plans for digitalisation, business processes and data digitalisation, data sharing digital initiatives, the use of digitalisation to facilitate the access to data in real time and detection of fraud and error, etc.)</p>	<p>► Digitalisation is at the core of this initiative as it relies on technology in all stages of the process, resorting to innovative digital tools to ensure a successful delivery of the event.</p>