

# Unleash the full potential of foreign-born jobseekers

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Karlskoga 

30 000 inhabitants

## Largest employers

Karlskoga stad (3375)	(municipality)
Saab Dynamics (1075)	(defence)
BAE Systems Bofors	(defence)
Cambrex	(pharma)
Moelven	(forestry)
Bharat Forge	(heavy manufacturing)
Eurencos Bofors	(explosives and fuels)

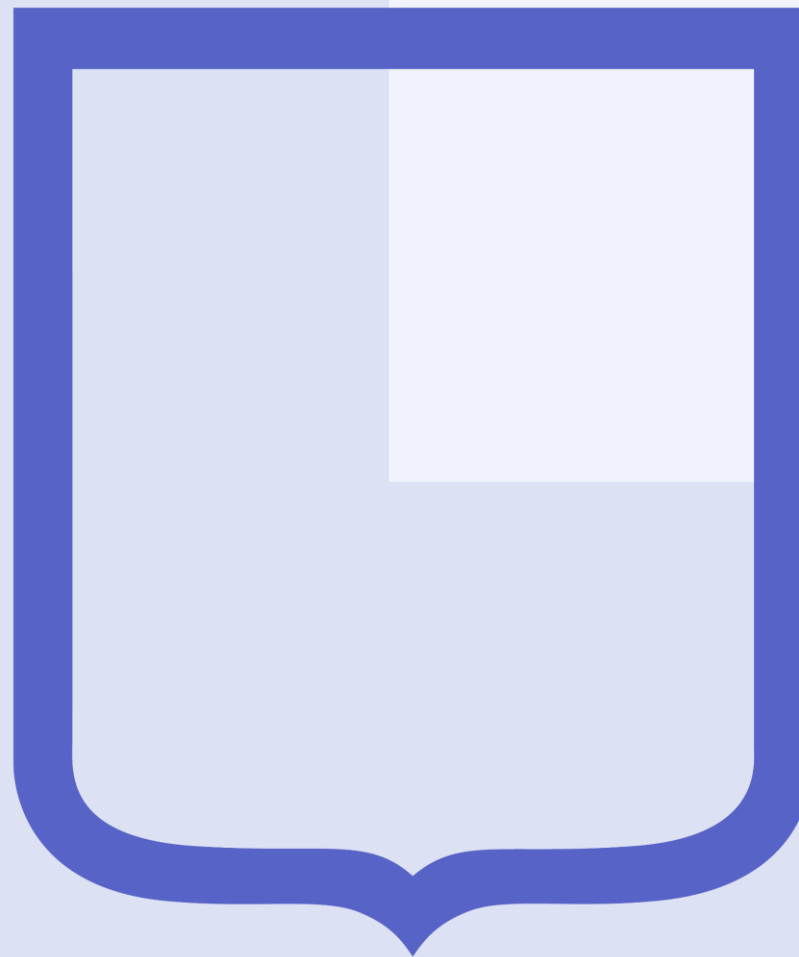
Limited small business and entrepreneurial sectors

Limited tourism and services industry

Employment rate among foreign born

Q1 2020 56,2% Q1 2023 65,6%

Welfare payments halved in real terms 2016-2023



# Project 1

## More women in industry

- Challenge: Find 1500 employees for the local industry including 600 operators (CNC/process)
- Talent pool: 250 unemployed or underemployed high school educated women from countries outside of the EU (2018)
- Goal: Increase sign-up for the standard, entry-level industrial operator training course (50 weeks)
- Funding: Region Örebro County and the municipality
- Budget: € 150 000 over two years



# Project 1

## More women in industry

Design a complete chain of actions and events which would take our target group from zero/ignorance to employment

- Recruitment pools
- Ads
- Factory visits
- Information meetings
- (Employment)

# Project 1

## More women in industry

### Recruitment pools

- Arbetsförmedlingen (Public Employment Service)
- Welfare recipients
- The Women's Office (Kvinnokontoret)
- General public



## Vi har valt att jobba inom industrin! Något för dig också?

Moderna industrijobb är något för alla som är intresserade av att jobba på en spännande, högteknologisk arbetsplats med bra lön och villkor, inte minst för tjejer. Snart börjar nya utbildningar i Karlskoga för dig som är intresserad av att jobba inom industrin och vi tjejer på bilden som redan valt att jobba eller utbilda oss inom industrin vill gärna att vi blir fler.

För dig som har högstadiekompetens och vill läsa en gymnasieutbildning är en 1-årig gymnasial yrkesutbildning inom industriteknik ett alternativ som ger dig god anställbarhet inom industrin.

Utbildningen är på 1 250 poäng och pågår under 50 veckor, inklusive APL (riktad praktik inom industrin).  
Utbildningen startar 18 maj 2020.  
Utbildningen har två olika inriktningar: Process och Maskin och produktutveckling (CNC)

Tidigare har vi arrangerat studiebesök och informationsmöten där vi informerat mera men dessa har vi tyvärr varit tvungen att ställa in under rådande omständigheter. Däremot går det bra att ansöka till kurserna nu.

Sista ansökningsdag är 29 mars.  
Du ansöker genom att fylla i ett webbformulär som du hittar på [karlskoga.se/yrkesvux](http://karlskoga.se/yrkesvux).



## Ads

- Local newspaper (print and digital)
- Employment office
- Welfare office
- Billboards
- Facebook
- Partner websites
- Total budget € 3 000



# Project 1

## More women in industry

### Factory visits

- Nobel Biocare
  - Only foreign women
  - Only females
- Cambrex
  - Only females
- Partnertech
  - Anyone

More than 100 visitors, 80% female,  
35-40% born outside of the EU.

# Project 1

## More women in industry

### Information meetings

- Central location
- Female industry representatives
- Female instructor
- Female project representatives
- Work and study advisors on site

>125 visitors

70% female

Press





# Results

More women in industry

## Accepted students

	Male SE/EU	Male exEU	Female SE/EU	Female ExEU
2018-03-12	12	3	13	0
2018-09-03	16	6	7	0
<b>PROJECT START</b>				
2019-04-01	9	8	10	6
2019-09-09	10	13	10	17
2020-05-25	11	7	6	2

# Results

## More women in industry

- No statistical difference in academic performance
- Native swedes were employed at a significantly higher rate than foreign born
- No difference male/female employment
- Covid had hit when the group graduated
- Companies are kicking themselves today
- We still have a massive employer side issue to deal with when it comes to prejudice

## Project 2



ÖREBRO



KARLSKOGA  
KOMMUN



# DEN G(L)ÖMDA RESURSEN

Tillsammans säkrar vi kommunernas kompetensförsörjning och bidrar till ett bättre resursutnyttjande.



**VI FRÄMJAR MIGRATIONENS  
MÖJLIGHETER GENOM ATT DRIVA ETT  
PROJEKT SOM MEDFINANSIERAS AV  
EUROPEISKA ASYL-, MIGRATIONS- OCH  
INTEGRATIONSFONDEN.**



EUROPEISKA UNIONEN  
Asyl-, migrations- och  
integrationsfonden

# Project 2

Den g(l)ömda resursen  
(forgotten/hidden)

- Challenges: Tertiary (university/college) educated ex-EU born had higher unemployment levels than high-schoolers (2018)
- Public office institutions find it hard to acquire and retain talent.
- Talent pool: 125 (700) men and women from countries outside the EU
- Goal: JOBS
- Funding: The Asylum, Migration and Integration Fund (AMIF) and the municipalities.

# Project 2

## Den g(l)ömda resursen

Design a complete framework to work within addressing both sides of the equation, the unemployed and the employer (i.e. ourselves mainly)

Awareness of the proven discriminations that take place within the recruitment processes including ad wording, education and experience, interview Q´ s, cognitive tests, work samples and/or trial periods.

Substitute for the lack of network that forms one of the main obstacle to work

Ride on the latest trends including Competency Based Recruitment and BIP

Use internships and practice periods to imbed project participants within organisations

# Project 2

## Den g(l)ömda resursen

### Key take-aways

- We focussed on the individual. First meeting in native language lasting 1-1,5 hours.
- Shift attitudes and perspectives of both employers (line managers and HR) and employees.
- Internships and various placements
- Create attention: LinkedIn, Media (TV, print and web), pod, politicians and higher management.

# Project 2

## Den g(l)ömda resursen

### Results in Karlskoga

- We have met 92 individuals
- 33 work (1/3 – 1/2 in college-level jobs)
- 5 study at university
- 23 study at high-school level
- 1 started a company
- 5 moved
- 22 are unemployed (6 months ago)
- 3 unknown

<https://www.svt.se/nyheter/lokalt/orebro/mariam-jag-har-fatt-mitt-dromjobb>

## Project 2

Den g(l)ömda resursen

Income

€ 4.500.000 in one year

Cost

€ 1.000.000 over three years

25% of the effect and we pay for it in a year!



## Conclusion

Check your stats!

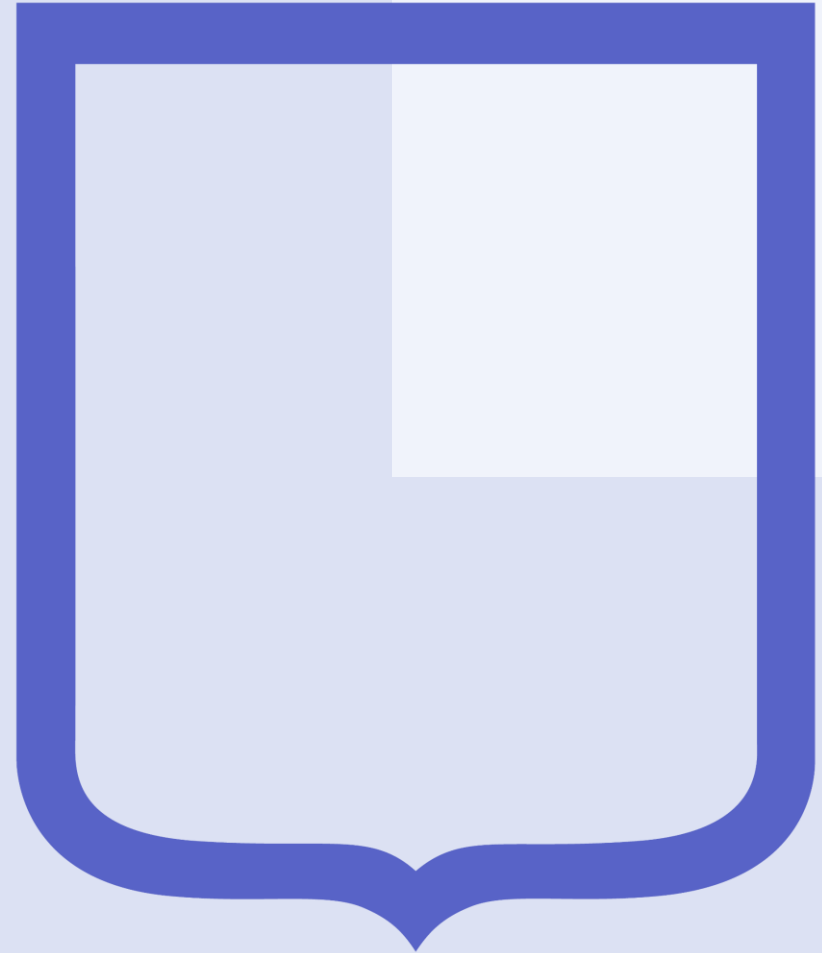
It's not difficult but you must pay attentions to all the details

Make sure your project covers A to Z from idea to employment or attractive educational option

Talk to everyone at all levels, not the least including the target group. Extreme heterogeneity

Anchor your project at as high a level as possible

QUESTIONS?



# Thank you!

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