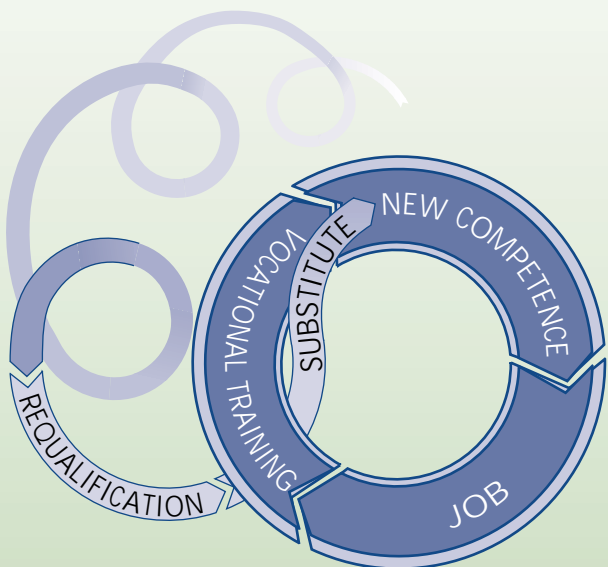


# Job rotation

»Nothing is as powerful as an idea  
whose time has come«

Victor Hugo



in Europe

# EO Jobrotation

## – a European Concept within a European Partnership

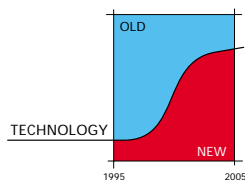
### The gloomy future

The population in Europe is rapidly getting older, which means that an aging labour market is a European reality today. In the year 2005 the number of young people (under 30 years) will have gone down with 17%, at the same time there will be 7% more of the 30-50 years old and 12% more of the 50-60 years old.

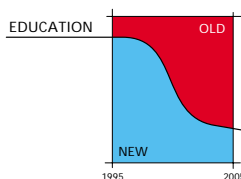
Presently the composition of the work is changing very rapidly with an increasing content of knowhow in the production. Furthermore the use of new technologies is changing dramatically.

Year 2005:

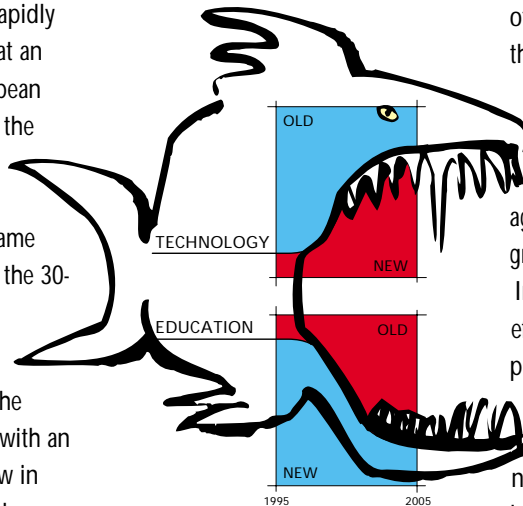
- 80% of the technology will be less than 10 years old, that is unknown today.



- 80% of the workforce will have an education that is more than 10 years old



This is what is meant by the so-called Skills Gap:



The lack of qualifications will be so tremendous and historically unique, that it will become a real and substantial threat to the European economies.

Closing the Skills Gap by heavy investments in lifelong learning is the European challenge the next ten years.

### Concept and idea

We are in a situation and an epoch where lifelong learning and further



training is a necessity and an accepted prerequisite for the development of the human resources. These are the resources which will carry the future growth and competitiveness in Europe.

At the same time the battle against unemployment is seen as the greatest social challenge of our time. In spite of relatively comprehensive efforts in the battle against unemployment, still larger groups are trapped in an unemployment spiral which will, as time passes, alienate them more and more from the labour market.



There is a need for new initiatives which will ensure a higher employment rate – a need which is recognized in Europe generally. Projects, which will in a convincing way ensure a gradual absorption into the labour market, and which will make active use of the idle hands, are not only a social necessity, but also a labour market political prerequisite for sustaining and improving the economic growth.



European companies may ask:  
*»How will we be able to find the time and money for all that further-training«.*

With Jobrotation as a tool, we can give a very realistic answer:

- because of the unemployed substitutes, the production will continue and stay intact,
- the economy of the further-training is the cheapest possible, because the resources are already there – passive money are turned into active money.

### A win win strategy

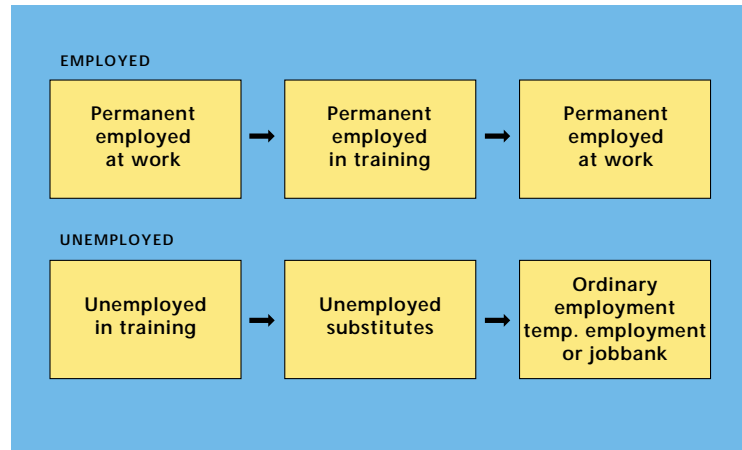
The model and the thinking is very simple. An unemployed is trained to become a substitute in a company for an employed who meanwhile gets further training.

The advantages are obvious: The enterprises obtain an upgrading and qualification of their employees the need for which is typically caused by either organizational or technological changes, and this is possible without any reduction in their workforce. Furthermore they get acquainted with the substitutes who may be candidates for later employment: no loss of production and if the substitutes do not stay in job, they go into a job bank.

For the unemployed it is a chance to get real job experience which for the vast majority turns into permanent jobs and those who do not stay in the enterprises there is a fairly good chance that they will be taken in consideration at the first possible job opening.

### The European Partnership

In the beginning of 1995 the EU-Jobrotation Secretariat was created and the EU-Jobrotation Network initiated. The time had come to see whether or not the idea of Jobrotation could catch on internationally.

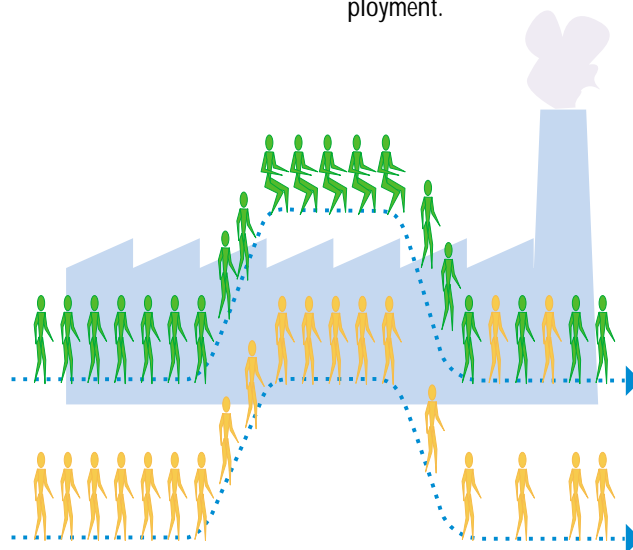


The labour market effects will be increased flexibility, improving the unemployment situation, and finally it will prevent bottleneck problems either internally or externally in relation to the company.

Rarely has anything been so simple and at the same time only had winners: the employed, the employers, the unemployed, and the society.  
*»It is common sense - it has to work«.*

Today the EU-Jobrotation Network consists of app. 35 partners from all EU memberstates, either running or preparing pilot projects.

The network is a powerful base of European knowledge and through common efforts and a strong commitment the network will contribute to the development of Lifelong Learning in EU and at the same time play an active role in the battle against unemployment.



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The Partners are

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SPI - Jobrotation	D	The Northside Partnership	IRL	Warrington Borough Council	UK
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