



Investing in your future
Cross-border Cooperation Programme 2007-2013
Part-financed by the European Union (European
Regional Development Fund)

fact sheet 1

Accessible solutions in employment for disabled

1. Title of the project

Ro!Entree

2. Please summarise the main characteristics of the project

Ro!Entree is an innovative business orientated service delivery enterprise. Its goal is to get people with a certain distance to the labour market into employment. It provides telecom services for the municipality of Rotterdam. Citizens connecting with their local authority by calling 14010 are being helped by Ro!Entree. It also provides email processing, data-entry and data-handling for the municipality and local businesses.

3. What issue is addressed? (What is the context of the project?)

Ro!Entree offers employment opportunities to Rotterdammers limited in their capacity to work outside their home. By offering 'work at home' possibilities the threshold for them to get into work is significantly lowered.

4. Information about the project

Ro!Entree offers its services via a virtual call centre which is operated from home. This allows its employees to work without being hindered by their limited capacity to work outside. They might be physically impaired, chronically ill or forced to combine care taker responsibilities. Very often these people are particularly motivated to participate in society. Working from home offers a way to lower their respective thresholds for entering the labour market. Those who are willing and able to work outside their homes Ro!Entree offers a working space at one of its locations.

5. Who will benefit from the project

- Rotterdammers hindered by their limited capacity to work outside because of being physically impaired, chronically ill or forced to combine care taker responsibilities.
- The citizens being served when calling the municipal service number.



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6. What are the basic assumptions, rationales or theoretical models behind the activity?

- There are limited working and learning combinations/on the job training possibilities available those unemployed, looking for a job and (temporarily) limited in their capacity to work outside their home
- Call centers offer employment unbound to any location.
- The local authority is both owner and client. She establishes adequate municipal service delivery, reduction of the unemployment level and promotes self actualisation of its vulnerable citizens by offering its call centre activities in this way.

7. Which actions does the activity involve? Max. 75-100 words

New employees are trained for 7 weeks both on the job and in the classroom. After these 7 weeks, they start working from home.

Ro!Entree offers flexible working hours for its employees which results in increased accessibility of services for its citizens. The contracts range from 12-24 hours, to be worked in three working days a week or more, partly during office hours. Its hourly wages are above the national agreed wages for the sector. The employee also receives dispensation for the working place at home.

8. Source of funding/resources used

Daad-traject : temporary subsidising of the labour costs and training costs.

9. What are the main results?

Currently, 120 employees are in place.

Part of the work force is helped to alternative employment, freeing up space for 25 new candidates, every year.

A growing client portfolio generates a growing capacity.

Ro!Entree has quickly developed into a high end call centre, working according to COPC systems. It has received the Nationale Contact Center Responsibility Award



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2009.

10. Evaluation

Ro!Entree employs involved Rotterdammers prepared to answer questions from Rotterdammers. The communication, reaction time and customer satisfaction are regularly evaluated.

11. Contact information

Ro!Entree

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12. Further information