

Public-Private Partnerships bridge the gap to the labour market mastership

Background

Roteb is a municipal waste disposal, cleaning and production service, operating in the Rotterdam area. It was launched in 1876.

Roteb offers residents of Rotterdam employment opportunities in maintaining a clean city, creating the basis for attractive living conditions and a social climate. The work offered is suitable for the identified target group and also satisfies a real labour market demand.

The target groups are those citizens looking for support on their way into social independence. They may need permanent or temporary support in entering the regular labour market and staying there, or temporary training/work experience, they may not be able to access the regular labour market and may require sheltered employment or need a safety net where they can stay active if necessary.

Roteb has adjusted employment opportunities to fit the abilities of its employees and trainees, and has adjusted the training programmes to meet the demand of employers. All of Roteb's companies (the 'Robedrijven') provide tailored employment for their employees. They offer employment or work related training opportunities that include a wide range of options i.e. cleaning; horticultural industry; metal industry; call centre work and logistics. Depending on the participants' competences and capabilities these opportunities may be offered off premises at another employer's location, in a sheltered environment or from home.

Potential candidates can access the Robedrijf services via the 'Werkpleinen' (job centres) where the Municipal Department for Social Affairs and Employment works together with UWV Werkbedrijf

(Dutch government organization responsible for social security)

Out of the 5100 employees working in the Robedrijf services, 37% are civil servants, 43% are people that are from disabled groups and 20% are people from other targeted groups (people on benefits, substance misuse and ex-offenders).

Robedrijf Baan en Markt (Job & Market)

Robedrijf Job & Market provides a skilled workforce for different sectors in the labour market by training employees in recognised sectors and occupations. Robedrijf develops its training programmes (Jobtracks) in cooperation with its business partners in order to ensure the trainees and training programmes meet the requirements of the businesses.



Once individuals have completed the training programmes and are sufficiently employable, they progress to direct employment with the business partners. Where necessary, a job coach stays in touch with the employees in their new jobs.

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The Business Model

CONCEPT

- A Robedrijf is a partnership with market operators, based on demand specified by the sectors themselves. It aims to meet the labour demands of Roteb, the Municipality, and market operators.
- The Role of Roteb: Occupation specific training on the job, in a working environment; work placements.
- The role of market operators: supply knowledge (market, management, further training), offer and fill vacancies

PROCESS

Inflow pre-selection → basic training → training-on-the-job → intermediation → outflow to partner

VITAL STRENGTH INDICATORS

- Defined industry / sector specific qualifications
- Focused upon true, calculated demand in the market
- Quantifiable order portfolio for Robedrijf (within Roteb/municipality/market)
- Quantifiable workflow, based on long term contracts
- Inspiring working and learning environment (rich with content)

CONTROL DATA

- Costing intake + preselection
- Costing basic training + training on the job
- Costing intermediation
- A calculation of the fallout ratio in each phase of the process
- Benefits: calculated savings on social security + social return

History

Robedrijf Baan & Markt started in 2008 with the two pilots RoFood and RoClean.

After a period of experimenting, a business model was developed to facilitate the development of other training pathways. The business model as illustrated below covers the concept, processes, vital strength indicators and quantitative control data (cost benefit analysis) and functioned as a framework for future business plans.

In 2011 the following Jobtracks are operational:

- RoFood cooperation with catering companies
- RoClean cooperation with cleaning companies
- RoLogistics cooperation with transportation and logistics companies
- RoBouw cooperation with building, metal, wood and electronics companies
- RoSecurity cooperation with security companies
- RoCare cooperation with care companies
- RoEntree cooperation with call centre companies





Roteb: a year at a glance (examples)

Output Clean:

- 273,000 tonnes of waste collected
- 223,000 tonnes of non-recyclable waste
- 18,000 tonnes of paper
- 7,000 tonnes of glass
- 25,000 tonnes of oversized waste
- 267,000 visitors to recycling stations
- 103,000 visitors to Piekfijn (recycled goods shop)

Output Production

- 80,000 bicycles
- 1,600,000 caravan window openers
- 1.900.000 Hedera (ivy) plants grown
- 100,000 Christmas hampers
- 10,000,000 copies for the local council
- Prototypes for mini windmills, LED lightning.

Output work:

- Increase in skilled potential labour supply
- 500 people (50%) (re)enter regular jobs via Robedrijf
- Savings on public spending: €9m (500 people off benefit)
- A multiplier effect:
 - Health, security, involvement, stability, development
 - Reduced tax burden

- Reduction of other social and health care expenditures
- More buying power = more spending = growing economy

Robedrijf Baan & Markt: jobtracks (examples)

RoLogistics (3 – 6 months)

RoLogistics focuses on jobs in logistics: warehouse employee, fork-lift truck driver, taxi driver, truck driver, refuse collection driver. Candidate taxi drivers, for example do their training on the job at Flex, a company that uses exploit electric tuk-tuks. Roteb Educational Centre provides the basic training.

The Rotterdam Taxi Company offers jobs to 60 successfully trained candidates per year. The transfer to Rotterdam Taxi Company's in-company training centre is seamless.

RoFood (3 months)

RoFood focuses on jobs in the catering industry. Candidates do their training on the job in one of the canteens of the Municipality. Roteb Educational Centre provides the basic training. Successfully trained candidates can find a job at the catering company Sodexo, or other catering partners. The transfer to further training is seamless.