

# WORLD EMPLOYMENT CONFEDERATION

The Voice of Labour Market Enablers

# **Activity Report**

2020



**Denis Pennel** Managing Director

# Foreword

2020 will remain a memorable year. The Covid-19 pandemic hit everyone around the world and has significantly disrupted both our personal and professional lives. For the private employment services industry too, the shock has been massive.

However, helping people to manage change is in our sector's DNA. World Employment Confederation members swiftly shifted gear and found new ways to mitigate the impact of the crisis for workers, businesses and society as a whole. In fact we come out of this year with many positive stories to share about the impact of our industry. It has been a great mood booster over the past 12 months to share them through our social media channels, Social Innovation Stories website, publications and eventually to award some of them at our 2020 WEC Awards ceremony.

Policymakers are increasingly recognising the positive contribution of our industry. A clear endorsement of our advocacy activities during 2020. We have worked closely with all our stakeholders – and in particular policymakers (ILO, OECD, EU, etc.) and trade unions – to jointly develop solutions for dealing with the crisis and preparing for an economically and socially inclusive recovery.

Yet, the crisis is not over. The pandemic is still raging, and its consequences for the world of work will be long felt. But the private employment services sector is ready for the new normal. The work we have conducted in 2020 - notably through the Safely Back to Work industry Alliance - has placed us in a strong position to address the new challenges.

At the World Employment Confederation, we are ready too. In 2020, we formed a new leadership team to forge the way ahead. We also rely on a strong and engaged community of members. Even though the Covid-19 pandemic has prevented us from meeting and networking in person, we have seized the opportunities offered by technology to maintain a close link with our members and enable them to get together, share their concerns and collaborate on finding solutions. Ultimately, I believe that this crisis has brought us even closer together and that makes me very optimistic for 2021!



### **WEC Head Office**



**Jochem de Boer** Global Public Affairs Manager



**Michael Freytag** European Public Affairs Manager



**Gabriella Coorey** Events & Membership Manager



**Ana Diaz** Office Manager



**Aurélie Pattyn** Communications Manager



Labour Market

Intelligence Officer

Denis Pennel

Managing Director

# Milestones 2020

Throughout the year and around the world, the World Employment Confederation (WEC) and its members pursued their mission of promoting the interests of the private employment services industry. Here are some of the key 2020 milestones.

#### JANUARY Blockchain project

WEC corporate members join forces to explore how blockchain technology can reduce frictions in the process of connecting people with work and make it a positive and trusted experience for candidates, workers and employers.



#### MARCH Covid-19 outbreak

As the Covid-19 outbreak spread fast across the world, WEC and its members switch to new work practices and put measures in place to protect the health and safety of the workforce and ensure fair treatment of all workers, regardless of their employment contract.

#### APRIL – MAY Providing support in Covid crisis

WEC supported its members by enabling best practice sharing and worked closely with global and European stakeholders and social partners to ensure the appropriate regulatory framework to weather the crisis and prepare for recovery.

#### JUNE Launch of joint webinar series with ILO

From June to October, WEC and the International Labour Organisation (ILO) organised a series of webinars addressing the impact of the Covid-19 crisis on employment services and how to deal with activation and social protection in the recovery.

#### Covid-19:

Taking stock of the impact on Employment and Employment Services

International Covid-19: Taking stock of the impact on Employment and Employment Services



#### JULY Safely Back to Work Alliance take-over

WEC turns the Alliance - initiated by Randstad, The Adecco Group and ManpowerGroup - into a pan-industry initiative to prepare for the new normal in the workplace.



SEPTEMBER Election of new leadership Bettina Schaller becomes the new President of WEC. Charles Cameron and John Healy are elected Vice-Presidents and ten new members join the Board.

#### NOVEMBER Promoting Covid actions by WEC members

Throughout the Covid crisis, the members of WEC have deployed efforts to support workers, businesses and society. More than 15 concrete cases are presented on WEC's dedicated website "Social Innovation Stories".

#### DECEMBER Conclusion of EU Sectoral Social Dialogue project 2019-2020

The joint project on social innovation in the temporary agency work sector - conducted by European social partners, WEC-Europe and UNI-Europa - concludes with the adoption of a compendium of best practices and joint recommendations.



DECEMBER WEC Awards 2020 ABU, ISF and NRF are winners of the WEC Awards 2020. Assolavoro receives a special 'Honour' for its work during the Covid-19 crisis.

2021

# **Advocacy** Global

The World Employment **Confederation (WEC)** has regular dialogue with key global policymakers to ensure a supportive legal and regulatory environment for the private employment services industry.

# Handling the Covid-19 crisis and paving the road to recovery

Dealing with the Covid-19 pandemic and its impacts on private employment services was the main focus of WEC's advocacy in 2020. First, the sector ensured that all workers were treated fairly - regardless of their form of employment, to guarantee health and safety, income and social protection. WEC relayed best practices put in place in the sector such as programmes for reallocation of workers - and also supported its members in their national advocacy efforts.

Quickly, the private employment services sector pivoted to prepare the recovery phase. In its "Road to Recovery" position, WEC demonstrated how the sector can contribute to operationalising a safe return to work, providing activation and transition opportunities and creating new forms of safety nets. It also proposed policy recommendations to create an enabling regulatory framework

## Stepping up cooperation with global stakeholders

participants on

In 2020, WEC engaged with its global stakeholders to create new opportunities. Together with the International Labour Organisation (ILO), WEC organised a series of webinars addressing the impacts of the Covid-19 crisis on employment and how to deal with activation and social protection in the recovery. Several experts from international organisations, public and private employment services and trade unions shared their insights and triggered discussions on the post-Covid world of work

WEC also supported the ILO's work on improving media coverage of forced labour and fair recruitment - a topic that the WFC President also addressed at an event

held by the International Organisation of Employers (IOE) in November.



of a media toolkit for reporting on forced labour and fair recruitment issues

The IOE is a long-standing partner of WEC and there too, cooperation was taken a step further through the launch of a joint newsletter. Every month, WEC and the IOE compile the latest developments in labour law and industrial relations around the world and track their evolution



Regular dialogue with the Organisation for **Economic Co-operation** and Development (OECD) continued, both directly and through the Business at OECD (BIAC) group. The OECD Employment Outlook 2020 explicitly recognised efforts of the private employment services sector in mitigating the Covid-19 crisis - notably through social dialogue, and its role in bringing people into the labour market

Jobseekers also need assistance in finding new work. Public and private employment services need to scale up their capacities (...). OECD EMPLOYMENT OUTLOOK 2020



WEC adopted policy recommendations to ensure a decent levelplaying field for platform work.

# Creating conditions for decent platform work

The rise of platform work raises challenges and also questions as to the adequacy of regulatory frameworks and safety nets in accommodating the changes it brings to ensure benefits for all.

WEC put forward some policy recommendations based on the experience of the agency work sector - to better balance labour market flexibility and decent working conditions.

The impact of the COVID-19 pandemic made labour market transitions even more difficult in an already fastchanging world of work, particularly for young people, older workers, workers in the informal economy and women, among other groups. Targeted and gendersensitive labour market programmes and employment services are critical to prepare workers, jobseekers and employers to sustain a job-rich recovery. This calls for strengthened capacities of constituents to design and deliver quality and inclusive client-centred services, scale up investments in active labour market programmes, ensure a coordinated implementation with social protection policies, as well as enhance collaboration and partnerships between service providers in the public, private and third sectors, while optimizing the use of digital services. The ILO will cooperate with the World Association of Public Employment Services, the World Employment Confederation, regional development banks and UN agencies.

PREVIEW OF THE ILO PROGRAMME AND BUDGET PROPOSALS FOR 2022-23

Ensuring that jobseekers receive needed assistance in finding new work, including through providing workers with effective labour market information and guidance to help them enter or return to work.

G20 LABOUR & EMPLOYMENT MINISTERS DECLARATION, SEPTEMBER 2020

# **Advocacy** Europe

As a sizeable share of regulation affecting labour markets is set by the European Union, the World Employment Confederation-Europe (WEC-Europe) regularly interacts with EU policymakers. The Covid-19 pandemic clearly prompted new methods of EU advocacy.



### Strength in unity for Covid-19 response

WEC-Europe approached its response to the Covid-19 pandemic in a spirit of cooperation. In addition to encouraging collaboration within its membership, it worked with many other European organisations including BusinessEurope and the European Business Services Alliance (EBSA) to inform policymakers about the framework conditions needed to allow private employment services to fully play their role - both during the crisis and beyond. WEC-Europe also organised a joint event on that same topic with German national federation BAP, in the context of Germany's Presidency of the Council of the European Union.

## Social dialogue: more important than ever



Meeting of EU Sectoral Social Dialogue Joint Project Committee (January 2020)



Report from research project on social innovation in the temporary agency work sector

Trade unions have been an essential partner for the private employment services sector in responding to the Covid-19 crisis. In the early stages of the pandemic WEC-Europe and UNI-Europa adopted joint recommendations to enable the protection of workers, safeguard work and prepare for an inclusive economic and social recovery.

The actions taken through social dialogue in the Covid-19 crisis build on a long-standing tradition in the agency work sector. This experience of working in partnership to create new ways of working, training and providing social protection to agency workers was documented in a research

project conducted by the Centre for European Policy Studies (CEPS) and the Catholic University of Leuven/HIVA. The findings were presented in December 2020, concluding the EU Sectoral Social Dialogue 2019-2020 work programme for the agency work industry. Based on the research findings, WEC-Europe and UNI-Europa also adopted joint recommendations to encourage replication of social innovation practices across Europe.

joint statements with trade unions or employers' organisations



## Busy EU agenda for social rights

While a great focus was laid on dealing with the impacts of the Covid-19 crisis, WEC-Europe also tackled a number of other policy issues in 2020. The European Union addressed several topics directly affecting the private employment services sector.

WEC-Europe adopted **positions** on: the protection of cross-border and seasonal workers, minimum wages, the EU Skills Agenda and the Action Plan to implement the European Pillar of Social Rights. A particular concern is to ensure that the principles established by both the Agency Work Directive and national regulation – notably on working conditions and minimum wages are respected and not unnecessarily re-examined.

In September, WEC-Europe also supported a campaign

by the European Platform Tackling Undeclared Work that promotes the role that agency work can play in offering formal and decent work opportunities.

The essential role of **diverse** forms of work - especially for economic recovery after the Covid-19 crisis - was also promoted in a joint statement by WEC-Europe and other European employers' organisations active in the persons-to-persons services sectors. Adopted against the background of the devastating impact of the Covid-19 pandemic. the statement called for the recognition of the essential role that diverse and adaptable forms of work play in the labour market and for Europe's recovery by fostering employment, economic resilience and work life balance.



Joost Korte, Director General of European Commission's DG Employment, addressed WEC-Europe's Governing Body (December 2020)





WEC-Europe participated in the EU campaign tackling undeclared work (September 2020)

# Advocacy on Artificial Intelligence & Data Protection

WEC-Europe responded to the European Commission White Paper on Artificial Intelligence and highlighted the sector's dedication to fighting labour market discrimination and supporting the upskilling of the workforce. Al provides enormous opportunities for European and global labour markets but delivering on it requires appropriate safeguards and frameworks. WEC-Europe also endorsed a broad cross-sectoral business statement emphasising the need for international data flows and their potential. The statement was prompted by legal developments jeopardising such transfers.

Diverse forms of work foster employment, economic resilience and work-life balance in Europe.

JOINT STATEMENT BY EFCI, EUROCOMMERCE, FOODSERVICE EUROPE, HOTREC & WEC-EUROPE

# Thought leadership

industry leaders interviewed for the Alliance project

Through the wide range of HR services provided by its members, the World Employment **Confederation (WEC)** is uniquely placed to observe the structural shifts taking place in the world of work. Capitalising on this expertise, WEC aims to share these new realities and improve understanding of the benefits of new workforce solutions.



# Building an industry Alliance to address Covid-19

Taking over from an initiative initiated by Randstad. The Adecco Group and ManpowerGroup in April 2020, WEC set up a dedicated task force to pool member expertise and adapt workplaces to the post Covid-19 context. In a first phase, the project resulted in best practice health and safety protocols enabling the private employment services sector and its clients to ensure a safe return to the workplace.

The project's second dimension involves a broader

reflection on the role that the private employment services sector can play in the new normal. Through interviews with industry leaders and stakeholders, WEC is producing a new vision for the sector: one that takes a lead in a time of transition and is responsibly providing solutions to the challenges of the world of work. Insights into this new vision are already shared through WEC's "Notes on the New Normal" blog and "World Views on the World of Work" podcast.





WEC's Safely Back to Work Alliance project involved interviewing more than 30 industry leaders across the globe and sharing their insights on the post-Covid world of work through social media posts, publications and a podcast.



The HR services sector can play a pivotal role in this new ecosystem.

Lohit Bhatia PRESIDENT



# Unfolding the "new normal"

With the many changes the Covid-19 pandemic brought to the way we work, WEC was regularly invited to share its views on the socalled "new normal". Such opportunities were offered by the ILO Training Center, EuroCommerce and CESI. WEC is also contributing to other think-tank discussions, including the work on skills by the UK organisation, Nesta,



WEC's Managing Director Denis Pennel on Belgian news TV channel LN24 talking about the new normal



# Tapping into the potential of blockchain technology

In 2020, WEC made a leap forward in blockchain technology. First, WEC corporate members joined forces to explore how blockchain technology could reduce frictions in the process of connecting people with work and make it a positive and trusted experience for candidates, workers and employers. Then, in October, WEC joined the Velocity Network Foundation, a consortium that seeks to use blockchain technology to build an 'Internet of Careers™'. Being part of the network of partners brought together by Velocity will accelerate the opportunities for labour market intermediaries to improve the job search process for customers and workers alike. As we prepare for the New Normal, the opportunity is there to position the industry as a 'knowledge hub' for all labour market and workplace issues"

GERALDINE KING, CEO OF NATIONAL RECRUITMENT FEDERATION (IRELAND) AND CHAIRWOMAN OF WEC'S NATIONAL FEDERATIONS COMMITTEE

# Profiling the industry

new best practices added to Social Innovation Stories website

The World Employment Confederation's (WEC) advocacy and thoughtleadership activities are underpinned by robust data collection and research activities. These contribute to a better understanding of the reality of the private employment services sector and its positive contribution to labour markets. **Regular communication** through media, publications and events further builds the reputation of WEC as a trusted partner in the world of work.

# Providing solutions to the Covid-19 crisis

Farly on in the Covid-19 crisis WEC established a knowledge hub on its website to provide information on the impacts of the Covid-19 crisis on the private employment services sector and outline the initiatives that its members put in place to cope with the situation. This involved sharing regularly updated data on the evolution of agency work markets across the world, promoting the activities of WFC members on social media and on its dedicated best practices website "Social Innovation Stories" as well as publishing opinion pieces on world of work developments.

#### WEC's 2020 Social Impact

**Report** also enriched the conversation around the significant gaps in our social protection systems that the Covid-19 crisis has revealed. Analysing social protection coverage across diverse forms of work, the report shows how the crisis can be used as an opportunity to speed-up the innovation of safety nets, taking inspiration from the private employment services sector in providing protection schemes for a dvnamic workforce.





WEC created a dedicated information hub about the Covid-19 situation on its website



WEC's Social Innovation Stories website was updated with new cases from the Covid-19 crisis



WEC's Social Impact Report 2020 addressed social protection in times of crisis





### **Spotlight on Career Management**

The World Employment Confederation considerably raised awareness about career management services in 2020. One of the HR services provided by the private employment services sector, career management benefits enterprises. individuals and society as a whole. In addition to the creation of a **dedicated page** on its website, the World **Employment Confederation** produced a **brochure** illustrating through concrete case studies how career management services add value for various stakeholders at every stage of the work life journey. Later in the year, WEC's career management members signed bi-weekly

blog posts diving deeper in the difference they can make, particularly in the context of the Covid-19 crisis.



WEC's Career Management brochure illustrates how these HR services add value throughout the work life journey.

### **Re-inventing conferencing**

2020 will go down in history as the year of the boom in online events. WFC representatives had the opportunity to speak virtually at many conferences around the world including Staffing Industry Analysts (SIA)' Executive Forum Europe and Bullhorn's Europe Engage event. WEC and SIA also collaborated on the "Staffing Insights" video series - a set of joint interviews with representatives from both organisations commenting on the latest evolutions in the staffing market.

# Sadly, WEC's annual **World Employment Conference**

planned for September in Madrid, Spain, could not go ahead. Together with its national federation member and event partner ASEMPLEO, WEC made the decision to postpone the conference until September 2021. At the time that the decision was taken, the situation created by the Covid-19 pandemic was too uncertain to guarantee the health and safety of staff and attendees. Part of the internal programme for WEC members was, however, turned into online workshops which allowed participants to exchange and reflect on their experiences and learnings from the crisis



WEC President Bettina Schaller shared her vision of the staffing sector going forward at Bullhorn's Europe Engage virtual event in November 2020.



WEC and SIA collaborated on a series of video interviews exploring the staffing market.

# Quality Standards & Capacity Building

The World Employment Confederation (WEC) works to constantly increase the professionalism of the employment industry through capacity building activities and direct support to members.





WEC's switch to online events during the pandemic allowed for broader participation from across the membership.

# **Collaboration without border**

The Covid-19 pandemic certainly impacted the way in which WEC organised member-only events. By switching to more online events, where the need to travel was no longer a constraint, the organisation benefitted from more regular interactions and broader participation from across its membership. Three interactive capacity building workshops were organised throughout the year, allowing collaborative thinking around: lessons learned from the Covid-19 crisis, new ways of working in areas such as advocacy, communications and membership development and the regulatory trends impacting HR services providers.

WEC also continued to support its members' events in a virtual way. WEC's leaders were invited as speakers at events by federations in Ireland, Colombia, Russia, Poland, Austria and Chile. Members could also count on WEC's support in addressing national issues. At European level, WEC-Europe worked with Spanish federation ASEMPLEO in its legal case with the European Commission on unjustified restrictions to the Temporary Agency Work Directive. In Mexico national federation AMECH was able to rely on WEC's support in fighting a legislative proposal to ban outsourcing activities outright. The intervention of WEC's President during a parliamentary hearing alongside the Mexican business community enabled a revision of the government's position and the start of discussions on a new legal framework to regulate outsourcing.

Entrenching our global reach and influence result from empowerment of our members. WEC aims to support them in building their capacity and maintaining the highest quality standards, as we are convinced that the future of work will become more reliant upon trustful labour market intermediaries." CHARLES CAMERON, VICE-PRESIDENT, WORLD EMPLOYMENT CONFEDERATION

## Collaborating on advocacy and regulatory comparison

In 2020 WEC engaged in various activities on the relationship between industry regulation and industry performance. It produced a regulatory report for its members comparing the regulation of agency work across its membership base. Also, following the publication of the 2020 update of the OECD **Employment Protection** Legislation (EPL) Index, WEC analysed how the EPL regulation related to agency work penetration rates. Both documents were addressed in an online workshop for members that identified and discussed trends in labour market policy and regulation.

# Focus on data collection

Improving WEC members' capacity in data collection was a clear focus for WEC's activities in 2020. The organisation produced a guide as well as a series of videos diving into the different challenges that national federations can face in collecting data and providing concrete solutions based on the experience of WEC members.



The WEC released a new exclusive playbook for its members, focusing on ways to improve data collection.

# **Best Practice & Networking**



voice.

## Stronger together in times of crisis

In a period marked by uncertainty and rapid change. best practice sharing proved more useful than ever for WEC members during the Covid-19 crisis. Between March and June 2020 WEC organised four dedicated webinars where members could share details of the issues they were facing and the solutions they implemented. A dedicated section on the Members Area also allowed content to be shared - including a list of all initiatives put in place by WEC members during the crisis.



Members meeting pre-Covid.. WEC-Europe Executive Committee meets in Czech Republic in February 2020



Members meeting in Covid times... mastering Zoom!

# WEC Awards 2020: ending the year on a cheerful note

exclusive to WFC members

extra' webinars and online workshops

While it had to be turned into a virtual event, the WFC Awards 2020 ceremony remained an occasion for WFC members to celebrate the best of the members' star initiatives of the year in a festive atmosphere. ABU (Netherlands), ISE (India) and NRF (Ireland) respectively won the Leadership in Social Innovation, Outstanding Advocacy and Rising Federation Awards, And a special year called for a special prize. WEC's Head Office granted an 'Honour' to Assolavoro (Italy) for their actions during the Covid-19 crisis



The WEC Awards 2020 went to ABU ISE and NRE and a special Honour was awarded to Assolavoro.

# Governance

# **WEC Global**

The General Assembly, Board, and standing committees are the main governance bodies of the World Employment Confederation (WEC). The General Assembly is the highest decision-making body, in which each WEC Member is represented and has the right to vote. The Board is in charge of the day-to-day operations and activities, and the management of the Confederation. Three standing committees allow members to meet on a regular basis:

- The Corporate Members Committee (CMC)
- The National Federations Committee (NFC)
- The Economic Affairs Committee (corporates & federations)

The composition of the Board aims to strike a balance in reflecting the diversity of WEC members. In 2020, WEC's Board was significantly renewed with the election of Bettina Schaller (The Adecco Group) as President, John Healy (Kelly) and Charles Cameron (RCSA) as Vice-Presidents and ten new members. The World Employment Confederation also adopted a new Constitution in 2020

## WEC Global Board 2020



Bettina Schaller

Vice-President John Healy



Treasurer Ann Cattelain\*





North America Wahlquist



Randstad Jan Denvs

Lohit Bahtia\*



Gi Group Antonio Bonardo



Peter Hamilton

Africa



Vacant











Chair Economic Affairs Committee Even Hagelien



Board Member Neil Carberry (REC)



**Board Member** Marius Osterfeld (SwissStaffing)\*



Chair National Federations Committee Geraldine King

Board Member

Alfred Budschitz



Chair Corporate Members Committee Sébastien Delfosse



**Board Member** Isabelle Eynaud-Chevalier (Prism'emploi)\*



**Board Member** Florian Swyter (BAP)\*

\* Members elected as of September 2020

### WEC-Europe

The World Employment Confederation-Europe has the Governing Body, Executive Committee, and standing committees as its main governance bodies. The two standing committees of WEC-Europe are the Public Affairs Committee and the EU Sectoral Social Dialogue Committee (SSDC).

### WEC-Europe Executive Committee 2020



Bettina Schaller (The Adecco Group) **President\*** 



Vice-President



Jurriën Koops (ABU/ Netherlands) **Vice-President** 



Sonja van Lieshout (Randstad) **Chair PA Committee** 



Agnieszka Zielinska (Polskie Forum HR) **Member** 

\* acting President until election of new WEC-Europe President in 2021

# Members of the World Employment Confederation (2020)

### **National Federations**

#### North America

Canada (cA) - ACSESS Mexico (MX) - AMECH USA (US) - ASA

#### Latin America

Argentina (AR) - FAETT Argentina (AR) - CAPE Brazil (BR) - FENASERHTT Chile (CL) - Agest Colombia (CO) - ACOSET Peru (PE) - AETT

#### Africa

South Africa (ZA) - APSO

#### North East Asia

China (CN) - CAFST Japan (JP) - JASSA South Korea (KR) - KOHRSIA

#### APAC Southern

Australia (AU) / New Zealand (NZ) - RCSA India (IN) - ISF Indonesia (ID) - ABADI Philippines (PH) - PALSCON

#### Europe

Austria (AT) - ÖPD Belgium (BE) - Federgon Croatia (HR) - HUP Czech Republic (cz) - APPS Denmark (DK) - Dansk Erhverv Estonia (EE) - EPREL Finland (FI) - HPL France (FR) - Prism'emploi Germany (DE) - BAP Greece (GR) - ENIDEA Hungary (HU) - SZTMSZ\* Ireland (IE) - NRF Italy (IT) - Assolavoro Latvia (LV) - LPDAA Lithuania (LT) - LIIA Luxembourg (LU) - FES Netherlands (NL) - ABU Norway (NO) - NHOSH Poland (PL) - Polskie Forum HR Portugal (PT) - APESPE Romania (RO) - AFSRU Russia (RU) - ACHAZ Slovakia (SK) - APAS Slovenia (SI) - ZAZ Spain (ES) - ASEMPLEO Sweden (sE) -Kompetensföretagen Switzerland (сн) - swissstaffing Turkey (тк) - OIBD United Kingdom (ик) - REC

\* Membership suspended for one year as of 30 January 2020

## **Corporate Members**









nr randstad



ManpowerGroup



\* House of HR became WEC member as of September 2020



### About the World Employment Confederation

The World Employment Confederation is the voice of the private employment services industry at the global level, representing national federations as well as workforce solutions companies from across the world. Members of the World Employment Confederation represent a wide range of HR services, including agency work, direct recruitment, career management, Recruitment Process Outsourcing (RPO) and Managed Service Provider (MSP).

The World Employment Confederation works to broaden recognition of the positive economic and social role which the private employment services industry plays in enabling work, adaptation, security and prosperity. This role involves building networks with relevant stakeholders such as policy makers, social partners and the academic world; setting high recruitment and employment standards and practices; acting as a thought-leader shaping futureproof and competitive labour markets and providing strategic data on employment issues.



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