



Find Your Job
IN EUROPE

EUROPEAN (ONLINE) JOB DAYS

Moving for work
can change lives

#EURESjobs
europeanjobdays.eu



Book ISBN 978-92-9464-121-2 doi: 10.2883/336636 HP-02-21-118-EN-C
PDF ISBN 978-92-9464-095-6 doi: 10.2883/114074 HP-02-21-118-EN-N

Luxembourg: Publications Office of the European Union, 2022

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CHAPTER 1

FIND YOUR JOB IN EUROPE

Moving for work can change lives

The European (Online) Job Days (E(O)JD) are a flagship EURES initiative that brings together jobseekers and employers from across the EU. Its aim is to help employers to recruit suitable candidates, help jobseekers to find the best opportunities abroad, and assist institutions and services committed in job mobility across the EU. The initiative of the E(O)JDs is implemented through a platform (www.europeanjobdays.eu), which allows online recruitment fairs helping the matching between jobseekers and employers in other European countries in a wide variety of sectors for free. The E(O)JDs complement the EURES portal in the function of facilitating the matching between jobseekers and employers.

While the EURES portal contains millions of job vacancies, enabling jobseekers and employers to search and launch intra-EU recruitment, the E(O)JD platform is a tool that helps intermediary organisations, such as public employment services or stakeholders to organise tailored intra-EU recruitment events, to the specific business needs of the organisers. Both tools are officially managed by the European Labour Authority (ELA), under the framework of the EURES network – the job service cooperation network at EU level between EU Member States and the EU Commission aimed to supporting services to intra-EU mobility.

What is the **EURES NETWORK** and how does it work?

EURES is the Network of European Employment Services committed to facilitate cooperation at European level between the 27 EU Member States (and Norway, Iceland, Liechtenstein and Switzerland) and the Commission to support intra-EU labour mobility services. The aim of the EURES network is facilitating transnational and cross-border mobility, and promoting voluntary occupational mobility in the Union. The network includes around 1,000 EURES Advisers working within the European public employment services involving activities such as information, orientation, placement and recruitment to the benefit of employers' and jobseekers' needs.

The network is supported by the European Coordination Office (ECO) of the European Labour Authority (ELA). ECO coordinates the activities of the EURES network and manages its common tools and horizontal activities in dialogue with the Directorate-General for Employment, Social Affairs and Inclusion of the EU Commission.

Year after year, an increasing number of people are recognising the benefit of gaining professional experience within the EU Member States. Despite this fact, only 3.8 % of Europeans live and work in a different Member State than their country of origin.

Moving for work is also beneficial for the European economy as a whole. The EU has some 3 million jobs waiting to be filled, even though average unemployment rates run at 6.1 % (May 2022, Eurostat). High unemployment rates and shortage of professional profiles in some sectors are two challenges that work mobility can help to solve.

In 2020, there were 9.9 million EU 27 movers – citizens (15-64) living in a Member State other than their country of citizenship, and three quarters of movers of working age (20-64), according to Eurostat figures.

In addition, there were 1.3 million EU movers resident in the European Free Trade Association (EFTA) countries. So, the total amount of working age EU movers was 11.2 million (3.8 %). Switzerland is the country with the highest number of movers coming from EFTA countries.

3.8 % of EU movers was made up by those between 20-64 years of age, which has been increasing year after year – in 2017 it was 3.5 %. Due to the large numbers of EU movers in Switzerland, they made up a significantly larger proportion of the working age population in EFTA countries (15 %).

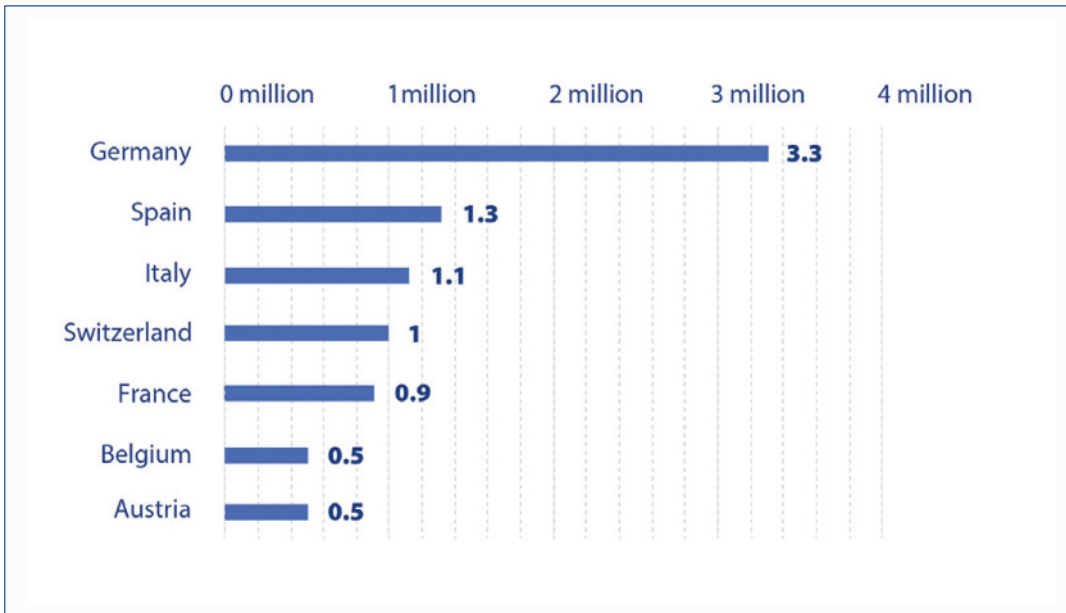
The country that hosts the most EU movers is Germany, where there are more than 3 million movers, as of 2020, which represents one-third of the overall movers. Following Germany there is Spain, Italy and France, which together host one-third of the total EU movers. Apart from these four countries only Belgium and Austria host more than half a million movers.

Despite the general trend of an increasing number of movers within the EU, in 2020 less movement was evidenced than anticipated, which can be explained by the COVID-19 pandemic.

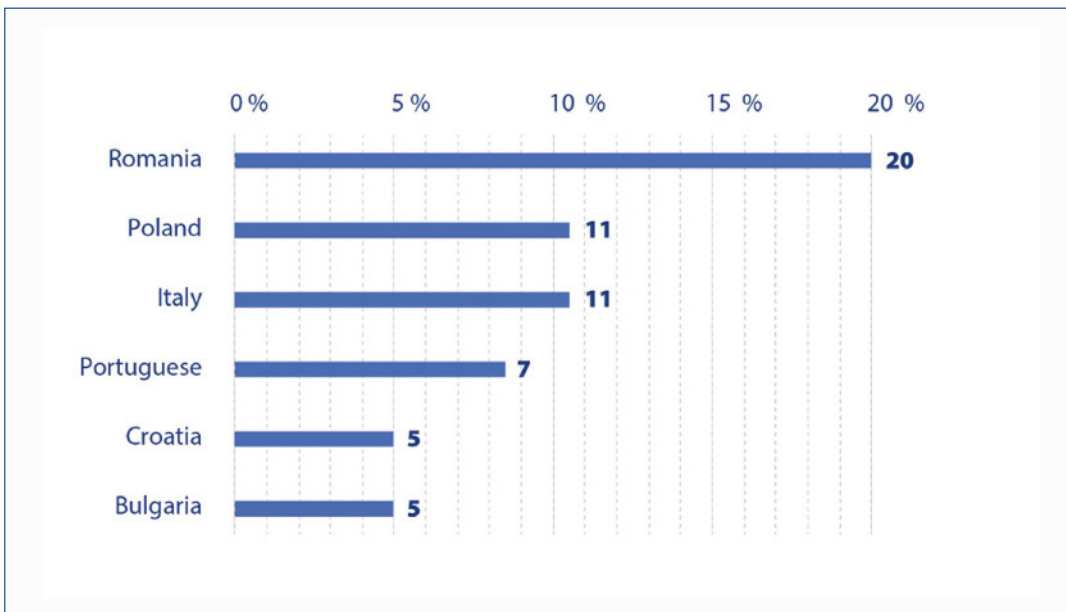
In 2020, 273,400 EU movers arrived in Germany, about three times that of Spain (92,700), which is the second most attractive country of destination.

As countries of origin, the composition of EU movers by citizenship has remained broadly the same since 2015, with Romanians maintaining the rank of largest individual group. In 2020, one-fifth of EU movers were Romanian, followed by Italian and Polish (11 % each), Portuguese (7 %), and Croatian and Bulgarian (5 % each). (Source: Annual Report on EU intra mobility 2021).

Top EU 27 – EFTA countries of destination of EU-movers



Top 6 EU 27 countries of origin of EU movers



Sources : Annual Report on EU intra mobility 2021

Return mobility is a significant component of workers' mobility. One-third of EU movers return to their country of origin after a few years abroad and movers with a tertiary education are more likely to.

CHAPTER 2

MATCHING PEOPLE

The E(O)JDs were designed to facilitate matching between employers and jobseekers, to contribute to employability and sustainable growth in the EU.

Since its creation in 2011 up until 2021, the network has organised more than 260 events to respond to the business needs in many sectors, such as tourism, ICT, hospitality, healthcare, etc.

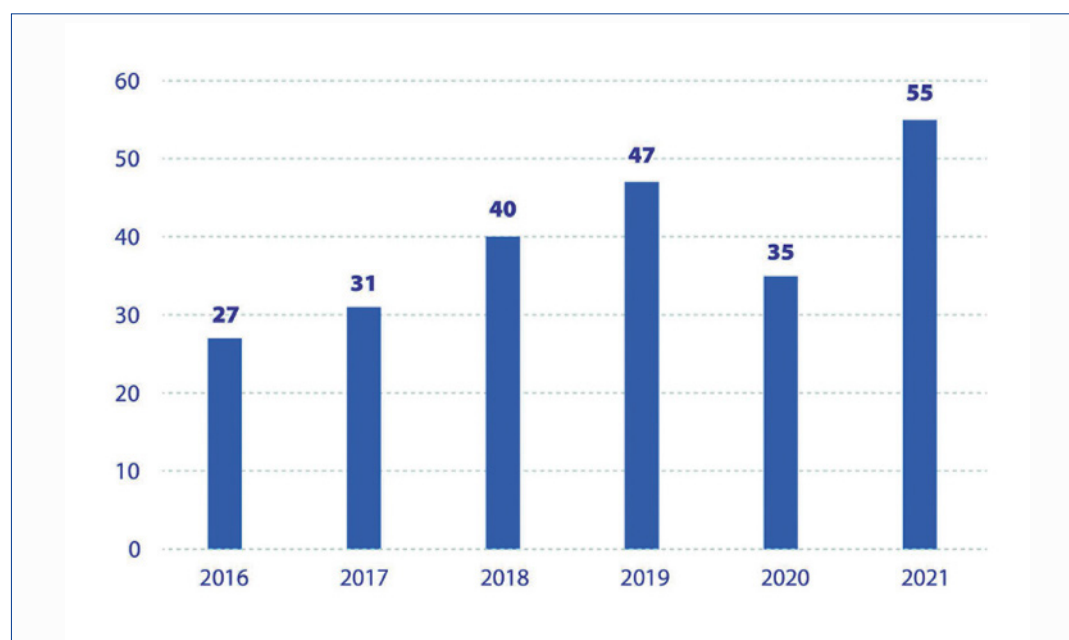
Over more than a decade, thousands of jobseekers have found a job in another EU Member State thanks to the E(O)JD platform.

All 27 EU Member States organise E(O)JD recruitment events, as do Norway, Iceland, Liechtenstein and Switzerland, either in a fixed location, online or both. Some countries like Sweden and Portugal have been organising events for many years, while others are new to the venture. The platform also helped cross-border commuters who work in one EU country but live in another, which in 2020 reached the number of around 1.5 million in the EU 27.

Employers participating at E(O)JDs have free access to a large pool of European jobseeker profiles. As for jobseekers, not only are they informed of recruitment opportunities, but some EURES Advisers also provide practical information about living and working conditions in the country.

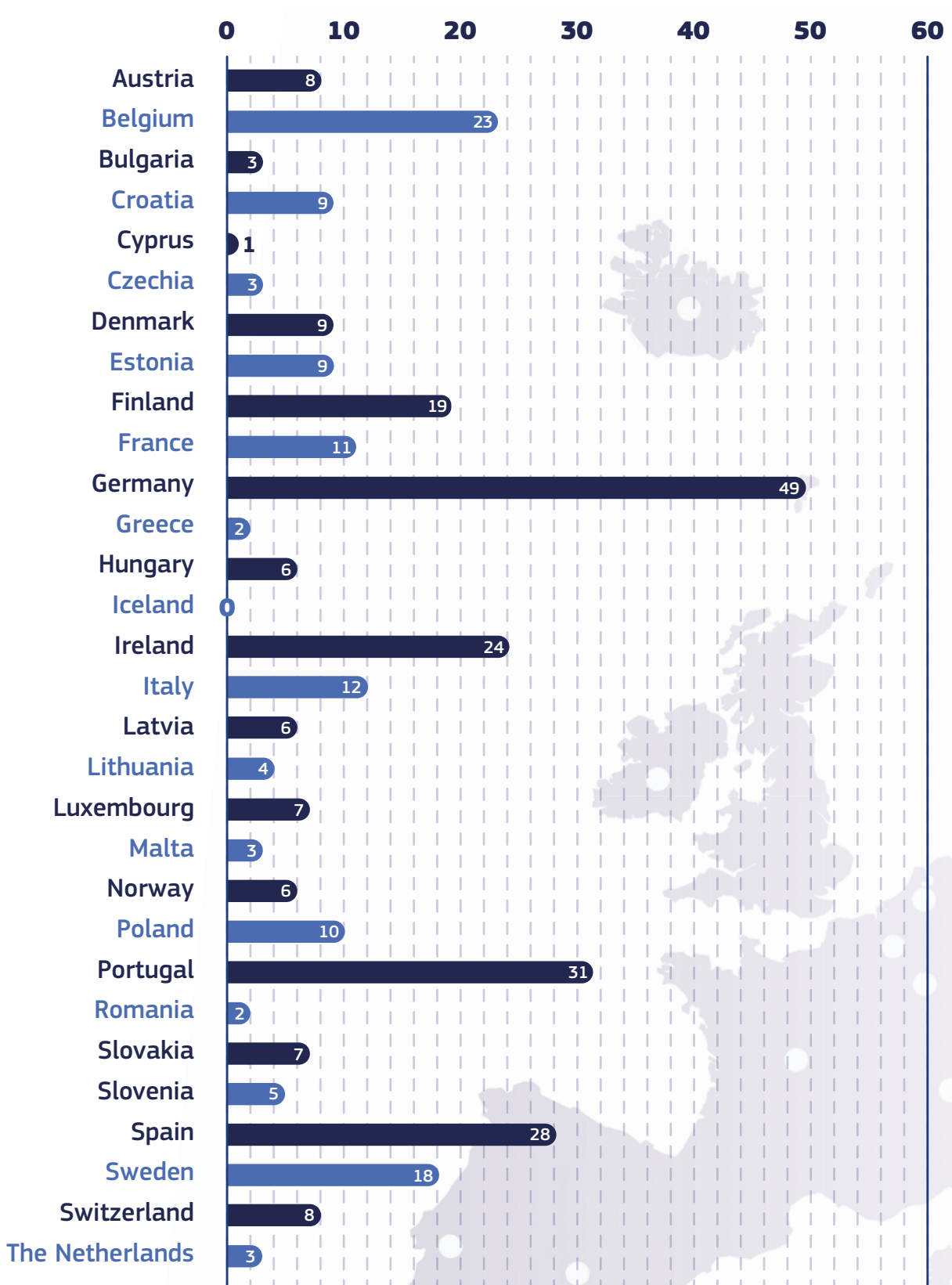
The fact that E(O)JDs can be hosted fully online has reduced administrative burdens and economic costs for participants, as they can now follow the event online and meet via an integrated chat tool.

Total Number of E(O)JDs in the last six years (2016- 2021)



Note : The number of events per year include the job fairs and information events co-organised by more European countries.

Geographic spread by countries (2011-2021)



CHAPTER 3

GOING FROM STRENGTH TO STRENGTH

An overview of the E(O)JD history

The idea of using job fairs to carry out internationally oriented recruitment is not new. But the concept of fostering this activity across the EU and branding it as a common core activity of the EURES network is.

The European (Online) Job Days, now in their 11th year, are a significant achievement. In 2006, which was the European Year of Workers' Mobility, a few colleagues at EURES came up with the idea of organising one-day recruitment events that would facilitate the idea of job mobility. The European Year of Workers' Mobility itself focused on raising awareness of the right to free movement across the EU.

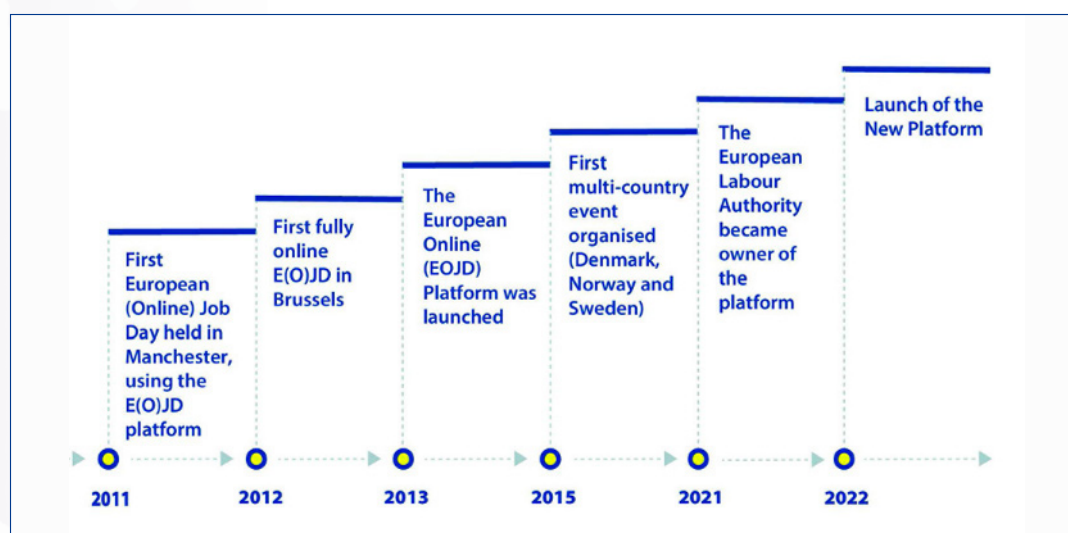
The idea was to concentrate forces at special recruitment events across Europe by bringing together employers, jobseekers and EURES staff.

The E(O)JDs are usually tailor-made to fit each country's or region's specific needs – some focus on professional sectors, others on cross-border recruitment, some are aimed at university graduates, others concentrate on regions with skills shortages.

They are put together by EURES Advisers, most of them working for the national public employment services (PES) of 31 countries (the EU 27, plus Iceland, Norway, Liechtenstein and Switzerland), and with the help of universities and social partner organisations. The EURES European Coordination Office (ECO) that used to be at the European Commission in Brussels, but now is at the European Labour Authority (ELA) in Bratislava, provides technical and logistical assistance when required.

In 2011, a pilot project in Manchester, UK, tested the first online Job Day as part of a regular employment fair. The same year EURES developed its own E(O)JD platform with information on upcoming events, jobs and participants.

MILESTONES



Most people like meeting future employers/employees face-to-face, but the first chat online will whittle down the candidates and save time and money. E(O)JDs can be held both on-site and online, but since the COVID-19 pandemic the online format has become even more popular.

The people behind the European (Online) Job Days

In most Member States, E(O)JDs are put together by the Event Organisers, a dedicated team of EURES Advisers working closely with their colleagues in other countries, where appropriate. ECO is responsible for approving each single event based on a first come, first served principle. However, geographical balance is taken into account.

EURES Advisers help run E(O)JDs in their own country and/or attend them abroad. Organising an E(O)JD means everything from applying for support at the beginning of the project to promoting the event, getting employers on board and running it on the day.

Participants in the European (Online) Job Days

Employers from large companies and small and medium enterprises (SMEs) explain their specific needs to the Event Organiser that is a country's EURES Adviser, and count on them to find suitable candidates to fill their vacancies. Getting the right companies on board is crucial to the success of an E(O)JD. Employers can attend in person as 'exhibitors' or online to interview candidates remotely. Some even go to events abroad, depending on their needs.

Nowadays, most young jobseekers use web-based tools in their quest for work. In some countries, EURES Advisers are keen to use social media to attract their attention to short or long-term jobs across the EU.

Universities that have involved themselves in the E(O)JDs have been particularly appreciated by graduates.

A number of E(O)JDs focus specifically on graduates wanting to start their careers in another country – either because they can't find work in their country of origin or because they want to broaden their horizons.

Every year, dozens of E(O)JDs, online and on-site, are held across the EU. Organised by the EURES network, these are a great opportunity for employers and jobseekers to exercise their right of free movement.



CHAPTER 4

THE TOOLS

The E(O)JD platform is a tool that builds new connections and gives jobseekers and employers more opportunities with no cost. The platform is free of charge for users. With the online format, E(O)JDs present an opportunity for both employers and jobseekers allowing them to attend recruitment fairs without administrative burdens and travel costs. The platform involves an important amount of work behind each event, to ensure that employers and jobseekers can meet their needs and achieve their goals.

For this reason, the platform is adding new functionalities year after year.

THE PLATFORM: the indispensable tool

www.europeanjobdays.eu

The E(O)JD platform is a constantly developing interactive site for employers and jobseekers that advertises upcoming events. For each event, a tailor-made webpage is set up in advance, to organise the event and manage the interaction between the end users - employers, jobseekers and EURES Advisers. Employers can list vacancies on the platform before the event and set up interviews. Jobseekers can use it to find jobs and information on living abroad and chat with employers or EURES Advisers. The service is free, and all it takes is to register. Visitors can also follow live events as they happen, with many presentations available for download.

SOCIAL MEDIA: the key to success

The E(O)JDs use social media to reach participants on their screens or smart phones. Facebook, Twitter, LinkedIn and Instagram are all ideal platforms to promote the events and attract both employers and jobseekers. ECO puts at the disposal of Event Organisers the possibility to promote their events via organic and paid social media campaigns.

ONLINE INTERVIEWS: meetings with no restrictions

Employers and jobseekers can have online interviews through an integrated conferencing tool. This means that no additional login is necessary, employers will be able to initiate the chat using the audio and/or video mode by simply clicking on one single button.

LIVESTREAMING: access without being there

Streaming a live event on the E(O)JD platform is the perfect way to allow a lot more people than those actually on-site to participate, as well as engage with last minute participants. EURES Advisers receive technical assistance before and during the event. Jobseekers can follow all the presentations and participate through the chat tool, sending questions that a moderator will then relay to the speakers. Of course, the streaming can also be viewed after an event. The recording remains available on the event's page.

CHAT ROOMS: informal contact-making

The E(O)JD platform has chat rooms where employers, jobseekers and EURES Advisers can write, verbally ask or film their questions during an event, and receive instant replies from employers or EURES Advisers. Jobseekers can use this as a first contact with an employer that may lead to a meeting, or to ask EURES Advisers specific questions about moving to another country. All E(O)JDs tools adhere to strict privacy laws, fully observing the GDPR.

ECO SUPPORT

EURES Advisers can count on the support of the European Coordination Office (ECO) of the European Labour Authority (ELA) to help them with their technical needs. A number of external contractors provide daily based assistance through a team of experts (engineers, communication experts, campaign managers, etc.) from the early stage of the planification of the event, to the implementation and a following post-event evaluation.

In particular, this assistance includes the setup of the event page, social media promotion and support with the livestreaming among other areas of assistance. The degree of assistance is determined based on the application, and in good dialogue with the Event Organiser(s). When ECO provides support to an E(O)JD, a 'campaign manager' comes to work with national organisers in the run-up to the event and to deliver technical assistance on the day itself.



CHAPTER 5

WHERE TO GO NOW: OBJECTIVE OVER THE NEXT TWO YEARS

The E(O)JDs are constantly improving. EURES Advisers are increasingly adept at using the E(O)JD platform, which is being developed to give them more autonomy so they can manage their content entirely on their own. The main objective of the platform's designers is to increase proactivity by promoting easy-to-use chat tools and by making the design clearer, easier to use and more attractive.

The platform wants to ensure targeted answers to specific questions by offering video tutorials and user guides for employers, jobseekers and EURES Advisers. These will be updated every year.

Social media is where many changes are likely to occur in the future as platforms are in a constant evolution. Although Facebook is still the main channel to reach our audiences, platforms like LinkedIn and Instagram are becoming more and more popular, with interactive functionalities such as stories or polls that allow EURES Advisers to understand the needs of jobseekers and employers.

The power of European (Online) Job Days is clear. Creating a platform where jobseekers, employers, EURES Advisers and other stakeholders can meet online has yielded promising results so far. During the COVID-19 pandemic, E(O)JDs proved to be a resilient tool and the most effective way to keep job mobility ongoing.

For the upcoming years, the EURES network is set to strengthen the E(O)JDs' strategic framework and its operativity and effectiveness.

Firstly, the last Annual Report on Labour shortages and surpluses invites the EURES network to further develop the potential cross-border job matching among different European countries and to improve synergies between them. This could favour more bilateral cooperation between countries to alleviate imbalances in labour supplies across Europe.

Secondly, the E(O)JDs activities might also be better executed by planning the events well in advance on a regular annual basis, so to further develop the strategic framework of the intervention and in addition to avoid overlapping job fair events within the same periods.

Thirdly, the EURES network and national stakeholders (PES, universities, social partners, etc.) involved as potential organisers should be further increased and extended to private employment services, in order to increase the number of events and to continue to amplify the diversity of sectors involved.

Fourthly, the widespread uptake of the EURES portal by users across Europe, will in turn help to improve communication, and in doing so ensure an adhesion to the EURES communication strategy.

Lastly, the network is working to increase the system of accountability to all interests involved in the recruitment fairs in order to further strengthen the E(O)JDs' effectiveness and to provide high sound management in terms of cost- effective analyses.

To learn more about EURES services you can visit the various sections of this website, find contact details of the EURES Members and Partners on the “[EURES in your country](#)” page or get in direct contact with a EURES Adviser by [phone](#), [mail](#) or [chat](#). You can also contact the [EURES Helpdesk](#) for help with using the portal or any other questions you may have.

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