



INTEGRATION THROUGH WORK

Ambassadorship 2022

Mission Statement



“Every **vulnerable person** in our community has the **right to fully participate** in our society. **Employment** is the most important **integrator** in this regard...”

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1. JOBRoad

1.1 About JobRoad

JobRoad is a network organisation based on the vision that employment is the best means of integration. The partners of this INPO are VDAB, Voka, Travi, the ESF and the Flemish Authorities.

The first objective was to place **non-Dutch speaking newcomers & new Belgian people** into the labour market within **one year**. We guide them towards sustainable employment, with temporary work, work-based learning and/or internships as an important **lever**. This project, named 'Integration', brings together the following players in a tight public-private network: (supra)local governments, intermediary organisations, temporary employment agencies, employers and employer organisations. This results in a noticeable interplay as on the one hand, 80% of Flemish businesses are functioning below capacity due to an acute shortage of workers, while on the other hand many recognised persons with a migrant background are ready to start working.

In the meantime, the activities have been further expanded to include other target groups, such as **NEET youths**, **persons over the age of 55** and persons from **other disadvantaged groups** who receive personal assistance in their search for work.

In addition, JobRoad is also building a network to assist people with a **detention history** to find a place in the job market. This project is called '**Reintegration**'.

A third large project is the study on **applicants for international protection ('asylum seekers')** in collaboration with Fedasil. Could the time that they are waiting [for an outcome on their application] be better used by offering them an adapted training course or by guiding them towards employment?

Once concluded, this study done by JobRoad and HIVA (KU Leuven) has resulted in a test case within the job market.

JobRoad originally started as a CSR project within Accent/House of HR (2016) and became an independent INPO in 2019.



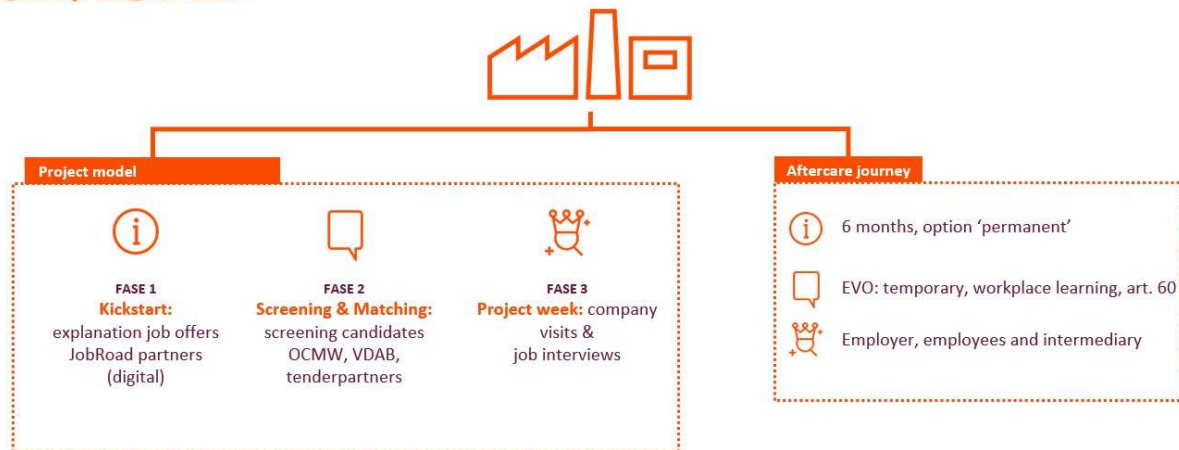
"JobRoad, a major player that can make a difference with its large network and close partnerships."
(Hilde Crevits, Flemish Minister of Economics, Innovation, Work & Social Economy)

1.2 The pillars of JobRoad

JobRoad wants to further increase and improve the already achieved **placement results** for these various disadvantaged groups in terms of **sustainable employment**. Recently, the organisation has expanded its activities to other vulnerable target groups.

JobRoad INPO supports integration through employment (= participation for anyone outside of the job market) based on three pillars: activation, training and awareness.

JOBROAD



Activation:

In terms of activation, JobRoad creates the current **project editions** for the previously mentioned target groups outside of the job market. The team is working in various regions of Flanders to bring together the most essential organisations (companies, intermediaries, temporary employment sector) in a network, so that candidates may be guided in a targeted and personalised manner towards a potential employer.

Training:

JobRoad's first goal is to guarantee a quality intake and smooth flow of candidates into **existing** training courses at VDAB or other partners. Subsequently, JobRoad will develop **new innovative** training programmes where needed. These will complement the existing programmes on offer in order to prepare target groups outside the job market for active employment.

Awareness:

Finally, there is awareness. JobRoad wants to help companies, local and supra-local authorities to better deal with **'inclusion in the workplace'** by offering socio-artistic workshops and by awarding a 'quality label' to Ambassadors and members (local authorities). You can find our varied offer for your employees on all levels in a convenient catalogue on www.jobroad.be/downloads.



"The time has come for practical solutions. The JobRoad project is a good example of this." (Peter De Cuyper, research manager KU Leuven)

2. The benefits of Ambassadorship of INPO JobRoad

Any company, big or small, can support the work of INPO JobRoad and become an Ambassador. As an Ambassador, your company endorses the mission and vision of JobRoad. As a full member of our INPO, you can help determine the program from the moment you join.

As a committed Ambassador of JobRoad you will be able to support and benefit from the in-house developed training courses on offer.

2.1 Ambassadorship rate

Our annual Ambassadorship rate is 1.000 € (+ VAT).

2.2 The benefits and impact for the Ambassadors

2.2.1 Your vote in the General Meeting

As a JobRoad Ambassador you and your company have a direct **impact** on the operation of JobRoad INPO. You automatically have a vote as an NPO member in our General Meeting (GM). This meeting takes place at least once a year to review the strategy and development of JobRoad. The meeting will be concluded with a networking opportunity.

2.2.2 Evident visibility and storytelling

Your Ambassadorship will result in evident **visibility** and is your introduction to the JobRoad community. Your company will be permanently featured on the official JobRoad website. Your story and focus on inclusiveness and sustainability will be shared on social medial platforms such as Facebook, Instagram, LinkedIn and Twitter (mention).

In addition, your JobRoad Ambassadorship will be highlighted in the quarterly digital newsletter that is sent to all involved parties and stakeholders.

2.2.3 Quality label

The JobRoad Ambassadorship gives access to the **Quality Label**, clearly demonstrating your openness to inclusiveness within your company and your commitment to equal access to the job market for all. For this purpose, JobRoad collaborates with 'The Workplace Architects'.

2.2.4 Participation in Project Editions

As an Ambassador you will get priority access to information regarding **project editions**, to which your company commits its participation. JobRoad guarantees its Ambassadors and members that after the organisation of a project day in their region, candidates with the right profile will be directed to them for possible employment.

2.2.5 Access to Training Programmes

The training programmes that are currently available on the market and for which JobRoad ensures a quality intake and flow, are open to all companies and public authorities.

In addition, JobRoad can design a **tailor-made** training programme for your company.

2.2.6 'Inclusion in the Workplace' workshops in your company or organisation

As an Ambassador you get **10% discount** on the enrolment fee for the 'Inclusion in the Workplace' workshop. Moreover, you may be eligible for an **extra discount** in view of our recognition as service provider to the SME portfolio (20-30%). You will receive more information from our team.

You can view our varied offer of workshops on www.jobroad.be/downloads.

2.3 Commitments of JobRoad

JobRoad INPO's commitments to its Ambassadors:

- invitation to the General Meeting
- make mention of their Ambassadors on their website, in their newsletter and via social media (JobRoad community)
- award the quality label
- to inform them of planned project editions in their area
- to put forward suitable candidates for possible employment after a project edition and to inform them of training programmes
- grant access to workshops at a reduced rate

3. Contact

For more information and/or to register, contact:



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INTEGRATION THROUGH WORK

4. Ambassadorship Form 2022

Approved by

I, the undersigned, [surname, first name]

.....

[function within the company]

.....

declare that [name of company]

.....

[company address]

.....

.....

[company registration number]

.....

[VAT number]

.....

[name of contact person in financial department or accounting]

.....

is appointed as an Ambassador at JobRoad INPO.

The new Ambassador agrees to pay 1.000 euro (+ VAT) for a 1-year membership into JobRoad INPO's bank account.

Tax deductibility (*):

This membership complies with the general principles or tax deductibility of business expenses according to Article 49 WIB92. Membership is 100% tax deductible.

(*) if applicable

Bank account number JobRoad INPO: BE68 7370 5052 6434

Drafted at on/...../.....

Signature (preceded by handwritten 'read and approved')