

Connecting seasons by EURES Croatia

Croatia

GENERAL INFORMATION	
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Member State	Croatia
Name of the organisation and address	Croatian Employment Service – Central office Savska cesta 64, 10000 Zagreb https://eures.hzz.hr/
Type of body/organisation	Ministry of Labour
GOOD PRACTICE - GENERAL INFORMATION	
Title of the good practice	Connecting seasons by EURES Croatia
Geographical focus	Cross-country (please specify) Austria – Croatia
Duration	Since 2013 - ongoing (seasonally)
Summary of the good practice	Each year, EURES Croatia organises, in collaboration with EURES Austria, a series of events directed to Croatian summer seasonal workers interested to work in the HORECA sector in Austria during the winter period. These events include an annual job fair event in October and on-site recruitment events in November. During these events, which take place in Croatia, Austrian EURES advisors and employers can meet Croatian candidates.
OBJECTIVES AND ACTIVITIES	
Background/context	▶ EURES Croatia has identified a peak in the unemployment of seasonal workers after the summer months. ▶ Every year, from October onwards, two trends can be observed: first, the registration of Croatian summer seasonal workers as 'unemployed' in the national

	databases; second, the move of some Croatian workers to Austria to work abroad during winter. ▶ Since 2013, EURES Croatia and EURES Austria formalised their cooperation for the organisation of annual recruitment events for Croatian seasonal workers in Austria during the winter months.
Objectives <i>(The objectives of the practice)</i>	General Objective: ▶ To achieve year-round employment for Croatian seasonal workers. Specific Objectives: ▶ To strengthen the professional skills and language competencies of Croatian seasonal workers during the winter season in Austria. ▶ To make Croatian seasonal workers more competitive upon returning to the domestic labour market during the summer season in Croatia. ▶ To provide Croatian jobseekers with tailored information about their working rights and benefits, as well as living conditions, as seasonal workers abroad.
Main activities	▶ After the end of the summer season, EURES Austria sends a compilation of the winter vacancies available to EURES Croatia. EURES Croatia translates and publishes the compilation of vacancies in the national EURES Croatia job database. Then, EURES Croatia distributes the vacancies to advisors from the Croatian Employment Service, who inform potential candidates. ▶ Croatian jobseekers can then apply through the Croatian Employment Service's portal. These applications are then sent to the Croatian EURES advisors in charge of the pre-selection procedure. ▶ The vacancies are also uploaded to EURES Croatia's portal and promoted online through campaigns on EURES Croatia social media platforms (Facebook and Instagram), on the Croatian Public Employment Service's notice boards and sometimes in local radio stations or newspapers. EURES Croatia also gets in touch with EURES Austria to check the working

conditions offered by the proposed employers

- ▶ During October, job fairs take place in the cities of Osijek and Zagreb. EURES Croatia, EURES Austria, Austrian employers from different regions, and Advantage Austria attend these fairs, where they can meet potential candidates. During the job fairs, Croatian jobseekers get tailored information about living and working conditions in Austria as well as about the existing vacancies. Both Croatian and Austrian EURES advisors participate in this event, in order to answer any questions coming from Croatian jobseekers regarding the rights and obligations in seasonal work.
- ▶ During November, the city of Osijek traditionally hosts an on-site recruitment event for the region Vorarlberg, where EURES Advisers from the region conduct interviews with pre-selected Croatian candidates and connect them with the employers they represent.
- ▶ At the recruitment event, Croatian jobseekers and Austrian employers have the chance to meet and check whether their needs are matched by their counterpart. The Croatian and Austrian Employment Services' labour experts are also available during the on-site recruitment event, in order to provide any needed information about the rights and obligations related to seasonal work.
- ▶ The EURES Croatia Career Guidance Department assists candidates with creating CVs and the application process. EURES advisors collect applications, review CVs and refer shortlisted candidates to selection. The applications of those who are unable to physically attend the event or apply later are forwarded to the Austrian EURES advisors via email by mid-December. EURES Croatia carries out the preliminary tests, checks that the jobseekers meet the required criteria, and sends the shortlisted applications to EURES Austria.
- ▶ The successful candidates among the Croatian jobseekers are hired in Austria as seasonal workers for the winter season. The Austrian employment

	services provide information on the number of Croatian seasonal workers hired by EURES Croatia and the Croatian Employment Service. ▶ After the end of the winter season, Croatian workers return to Croatia to work during the summer season, with reinforced professional and linguistic skills. ▶ Throughout the year, both the Croatian Employment Service and EURES Croatia have ongoing promotion campaigns. Periodically, they send relevant information to registered Croatian jobseekers through social media – either through Facebook, newsletter, emails, or phone calls. ▶ On some occasions, EURES Austria attends the on-site events in Croatia, reinforcing the mutual cooperation ties, as well as the Austrian Foreign Trade Office (ADVANTAGE AUSTRIA).
Relevance	This activity aims at providing information on the peculiarities of seasonal work, particularly in the context of cross-border movements. In particular, this practice focuses on informing Croatian jobseekers about their rights and conditions abroad and facilitating their employment during the winter season.
Funding/organisational resources	▶ Funding from the European Social Fund and from EURES Croatia was used for the 2021-2022 season. ▶ Funding was directed mainly to the organisation of the on-site events: renting a conference room, the online launch of the advertisement campaign etc. ▶ In October 2021 ELA advertised the practice with a paid advertisement in a Croatian newspaper.
PARTICIPATION	
Stakeholders involved	▶ EURES Croatia ▶ EURES Austria ▶ Croatian Employment Service (HZZ) ▶ Austrian Public Employment Service (AMS) ▶ Austrian Foreign Trade Office (ADVANTAGE

	AUSTRIA)
Target groups	▶ The direct target group are seasonal Croatian jobseekers who are interested in working in Austria during the winter season. ▶ Indirectly, this practice targets the seasonal resort sectors' employers, both in Austria during winter and in Croatia during summer.
Final beneficiaries	More than 70 Croatian jobseekers that attained year-round employment since 2015 thanks to the activities promoted by EURES Croatia, which enabled them to stay employed through winter in Austria and through summer in Croatia.
ACHIEVEMENTS & RECOGNITION	
Results and outcomes	▶ After each event, EURES Croatia gathers statistics on the number of attendees. In 2021, 60 attendees went to the event in Osijek, and 100 attendees assisted the event in Zagreb. ▶ Once the Croatian workers are finished with the winter season in Austria, EURES Croatia asks them to fill in a satisfaction survey which reflects their experience abroad. For example, a Croatian worker who got a winter job in Austria thanks to this practice said that "the experience of the season in Austria helped us [them] a lot with getting to know the culture, the way of life here [Austria], and with improving the German language". In general, the survey shows that Croatian seasonal workers considered their work experience in Austria as an "interesting and useful experience that will help them continue their professional careers". ▶ The National Coordination Office for EURES Croatia receives data about the winter season employment statistics only through the Austrian National Employment Service. Between 2015 and 2018, the circular season practice employed a total of 68 Croatian workers. ▷ 17 workers for the 2015/2016 season: ■ Chef: 5 ■ Waiter: 12 ▷ 31 workers for the 2016/2017 season:

	■ Chef: 8 ■ Maid: 7 ■ Masseuse: 1 ■ Receptionist: 2 ■ Waiter: 13 ▷ 20 workers for the 2017/2018 season: ■ Chef: 7 ■ Maid: 5 ■ Masseuse: 3 ■ Waiter: 5
Recognition – national or regional level	As of now, the practice has not received explicit recognition at the national or regional level.
Recognition – on EU or international level	The practice has not received recognition at the EU or international level yet.
Cost effectiveness	The information campaign, as well as the cooperative effort with EURES Austria, have been a cost-effective way to reach a large target group, distribute information, and get potential employees and employers in touch.
Transferability	Most aspects of the information campaign are easily transferrable to other Member States, especially those where there are noticeable touristic seasons which require an additional number of the available workforce.
Sustainability	The initiative has proven to be socially and economically sustainable since the living and working conditions of the Croatian workers are now stable and improved throughout the year.
Innovativeness	While this practice has been ongoing for almost ten years, they have currently improved it with different innovative practices such as the use of social media for advertising vacancies or radio announcements.
Digitalisation	This initiative has had a clear digitalisation component, as most of the advertisement and reach-out process is done online, as well as the data sharing among EURES Croatia and EURES Austria. Thanks to digitalisation efforts, EURES Croatia ensures that all age groups can access the information.