

Beat: Business

## 50 PARTNERS GATHER IN EPHEMERAL START-UP TO FIND A JOB IS A OFFBEAT INITIATIVE

### LABOUR MINISTER PENICAUD & THE YOUTH

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**USPA NEWS** - An offbeat initiative for employment has just opened in Bagneux, in the unprecedented form of an ephemeral company in which 50 recruiters of job offers are associated. It is from November 14 to December 21, 2017 that the first edition of the Ephemeral Enterprise for Employment takes place in the Paris region. There are 50 voluntary participants in professional transition called "job recruiters" who provide a mission of 6 weeks on a frantic pace.

The Minister of Labor, Muriel Penicaud, as far as she is concerned about the employment of the youth, expresses her wish to encourage the education and the recovery of young people and companies.

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This social innovation, at the service of the return to employment, comes in the form of an innovative concept.-----Accompanying partners benefit from digital tools specifically designed to optimize return to work.

The goal is threefold:

- make each participant a partner of his ephemeral employment company;
- enable him to acquire operational training related to the skills expected from the services of the ephemeral company;
- contact all companies in the area concerned and combine all existing offers, visible and non-visible, by responding in real time to the expectations of recruiters.

Previous editions with significant results This is the third ephemeral company after a pilot who took place in Arles. The results are at the rendezvous: 400 to 500 hidden job offers were identified in 6 weeks. In the second edition, which has just ended in Valencia, 60% of participants have already found a job. The originality of the approach is that each participant successively occupies various functions of this company: commercial, communication, administrative, HR. At the same time, the partner applies for job offers detected by the team, which correspond to his profile and professional project. The participants are followed by coaches and by the creators of the concept. All the coaches involved are certified to this method of accompaniment of a new kind, based on the intensive training and the commercial approach in situation of job search. Entreprise À%phémère pour l'Emploi has received the support of Pôle Emploi for the selection of partners and has free computer equipment and smartphones through Bouygues Telecom.

THE MINISTER OF LABOUR IS COMMITTED TO DEVELOP LONG LIFE TRAINING FOR THE YOUNGSTERS AND LIFT UP THE BRAKES-----

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In France, the number of apprentices has capped around 420,000 during the 2016-2017 school year, ie 7% of young people aged 16-25. The government does not set a numerical target, but warns that "it will take years to really grow."

The Minister of Labor, Muriel Penicaud, also wants to lift ten months of brakes to the learning and that "the companies engage more in the co-construction of the diplomas" and that they can "more control the training centers in function their needs".

**Article online:**

<https://www.uspa24.com/bericht-12484/50-partners-gather-in-ephemeral-start-sup-to-find-a-job-is-a-offbeat-initiative.html>

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