

EUREStv - Season 2 Episode 3 Seasonal Jobs: Opportunities in Europe

The Netherlands

GENERAL INFORMATION	
Name of the organisation	UWV EURES (Uitvoeringsinstituut Werknemersverzekeringen / Netherlands Employees Insurance Agency)
Type of organisation	Labour Office
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Member State	Netherlands
GOOD PRACTICE - GENERAL INFORMATION	
Title of the good practice	EUREStv - Season 2 Episode 3 - Seasonal Jobs: Opportunities in Europe
Topic of the good practice	Other
Geographical focus	Cross-country (please specify) The Netherlands & Finland
Duration	Episode broadcast date 7 December 2023. EURES The Netherlands launched EUREStv 1 July 2022, still ongoing.

<p>Summary of the good practice</p>	<p>EUREStv offers an unique insight into the European labour market, opportunities, and challenges for jobseekers and employers. The platform features various episodes, such as Season 2 Episode 3 which focuses on European labour mobility. It explores seasonal job opportunities in different sectors, taking viewers to a Holiday Resort in the Netherlands, a strawberry farm and a Husky Safari in Finland. The episode also features guests in the studio, including Herbert van Oord from HISWA-RECRON (trade association for watersports and recreation in The Netherlands), Jordy Kamerling from EURES The Netherlands, and Daniel Bellon from EURES Spain.</p> <p>Since COVID-19, EUREStv has been exploring new ways to improve the connection with European citizens and engage in a digital way. The project was implemented by UWV EURES in the Netherlands in cooperation with various EURES colleagues, Member States, employers, social partners and jobseekers, while this episode in particular was realised together with TE-Live, which is Finnish public employment service that produces live broadcasts online. This initiative highlights the benefits of using EURES services and provides valuable insights and tips on working abroad. EUREStv continues to be an excellent way to engage with European citizens and promote fair labour mobility across the EU.</p>
<p>OBJECTIVES AND ACTIVITIES</p>	
<p>Background/context</p>	<p>The collaboration between EUREStv and TE-Live aimed to showcase seasonal work opportunities across Europe and inspire potential jobseekers, highlighting reciprocity and cross-border cooperation. Their cooperation in 2023 resulted with an episode (Season 2, Episode 3¹) promoting seasonal job opportunities and experiences in Finland, expanding the digital link between EURES members and partners and European citizens through an online broadcast discussing various themes related to job opportunities and challenges. Thirty minutes long episode broadcast date was 7 December 2023.</p> <p>The project involved creating three items to promote seasonal jobs in the EU, focusing on the agricultural and tourism sectors in Finland. Filming took place at two</p>

¹ Season 2, Episode 3 available here: [EUREStv - S2E3: Seasonal Jobs: Opportunities in Europe \(youtube.com\)](https://www.youtube.com/watch?v=S2E3)

	<p>locations in Finland, highlighting companies offering seasonal jobs such as Portaanperän Mansikkatila Strawberry Farm in Padasjoki and Bearhill Husky Tour in Rovaniemi. Also, the third location visited was the Holiday Resort De Molenhoek in the Netherlands. The project team conducted interviews with employers and employees/mobile workers, capturing their experiences and insights into seasonal work in Europe. The partners have agreed to share the costs and efforts of the production, as well as to provide technical and onsite support.</p>
<p>Objectives</p>	<p>The main objective of EUREStv is to showcase the diverse and dynamic labour markets in Europe and to provide practical guidance and support for jobseekers and employers who want to work or recruit abroad. By featuring stories and experiences of seasonal workers in different sectors and countries, the respective Season 2 Episode 3 of EUREStv also aims to highlight the opportunities and challenges of seasonal work and to promote it as a viable and beneficial option for fair labour mobility in the EU.</p>
<p>Main activities</p>	<ul style="list-style-type: none"> ▶ Pre-production planning included activities like conducting preparatory meetings with stakeholders to discuss co-production, engaging stakeholders and assigning specific roles for the production, writing a script, creating a draft agenda detailing the filming schedule and locations and forming a project team. Content creation included activities like developing a proposal for filming and involving companies and candidates to provide content based on seasonal work, while post-production and promotion included editing the onsite reports and episode itself including the subtitles, drafting a communication plan for promoting the content on various platforms and preparing reports. <p>Description of the Season 2, Episode 3:</p> <ul style="list-style-type: none"> ▶ This episode of EUREStv takes a deep dive into the world of seasonal job opportunities across Europe, with a special focus on the Netherlands and Finland. The episode is a part of the EUREStv initiative, created and financed by EURES the Netherlands, aiming to connect

European citizens with job opportunities and challenges in the European labour market.

- ▶ In this episode, viewers can discover more about TE-live and the Finnish employment service. This segment demonstrates how they link jobseekers with seasonal work opportunities, providing a window into the Finnish job market and the variety of seasonal positions available, spanning from agriculture to the tourism industry.
- ▶ Portaanperän Mansikkatila Strawberry Farm in Padasjoki, Finland: This visit to a strawberry farm in Padasjoki explores the agricultural sector's seasonal jobs. Showcasing what it's like to work on a farm during the harvest season, including the tasks involved, the working conditions, and the unique experiences that come with agricultural work both from the employer's side and the seasonal worker side.
- ▶ Bearhill Husky Tour in Rovaniemi, Finland: This segment takes the viewers to the snowy landscapes of Rovaniemi, describing the responsibilities of a husky safari guide as a seasonal job opportunity, the training involved, and the joy of working in such a picturesque and adventurous environment.
- ▶ Visit to the Arctic Circle: The episode concludes with a special trip to the Arctic Circle for an interview with a person performing the job positing of Santa Claus, who shares his experiences of living and working in this extreme environment. This part adds a personal touch, highlighting the challenges and rewards of seasonal work in the specific environments like the Artic Circle.
- ▶ Showcasing the Holiday Resort in the Netherlands: viewers can learn about various seasonal job roles in hospitality, maintenance, and entertainment. The employer shares with the viewers how she makes the mobile workers feel welcome.
- ▶ The episode includes studio guests such as Herbert van Oord from HISWA-RECRON, Jordy Kamerling

	from EURES The Netherlands, and Daniel Bellon from EURES Spain. The discussions revolve around the benefits of using EURES services and provide valuable tips for working abroad.
<p>Did you previously provide information about this particular good practice under the European Platform tackling undeclared work?</p> <p>(if yes, is it possible to provide the year and the title of good practice or a link of the good practice in ELA Virtual library.)</p>	No.
<p>Funding/organisational resources</p>	EUREStv is funded by UWV EURES, but also sharing costs with other countries, depending on the topic of the episode. TE-Live and EURES Finland have offered their support in creating the content, reaching out to the showcased seasonal employers in Finland and organised and financed all the needed technical assistance from their side.
PARTICIPATION	
<p>Stakeholders involved</p>	<p>EURES the Netherlands</p> <p>EURES Finland</p> <p>TE-Live Häme and Rovaniemi</p>
<p>Target groups</p>	Mobile workers, jobseekers, employers
<p>Final beneficiaries</p>	European citizens, European labour market participants
GOOD PRACTICE CRITERIA	
<p>Achievements/ Results and outcomes (Alignment of good practice with the priorities of the Call (if not applicable, alignment with the field of EU labour mobility)</p>	<p>Successful production of EUREStv episode promoting seasonal work, increased awareness of EU labour mobility, and showcased the benefits of using EURES services.</p> <p>With this episode, EUREStv has elevated its reach to the EU level, showcasing the successful integration of seasonal work into the EU single job market narrative and</p>

	<p>providing a platform for employment opportunities in other Member States.</p> <p>Here are some of the audience reach numbers for this episode of EURES TV across various platforms:</p> <ul style="list-style-type: none"> ▶ YouTube: 668 views (2412 views season 2 total) ▶ Website: 1171 views (4215 views season 2 total) ▶ LinkedIn: Post of the onsite report Bear Hill Husky 12.000+ views via EURES channel ELA. <p>The episode was also promoted on Facebook using the ELA's EURES channel and Instagram via EURES NL channel.</p>
<p>Recognition (has this good practice been recognised on regional, national or EU level)</p>	<p>The practice has been recognised on a European level for its innovative approach to promoting labour mobility from the European Labour Authority.</p>
<p>Cost effectiveness (the degree to which the practice was successful in reaching objectives and producing clear and measurable outcomes at the lowest possible cost)</p>	<p>The project team, consisting of a changing editorial team and permanent project members Kevin Sikma and Marleen Houtman, two EURES advisors from the Netherlands, worked together with TE-live Finland to share costs and use resources effectively to create high-quality content.</p>
<p>Transferability (how the experience from this practice could be transferred to other contexts i.e. what would another Member State/group/sector need to have or put in place for this measure to be successful in their country/group/sector)</p>	<p>The concept can be adapted by other Member States to promote labour mobility within their contexts. For example, other countries can use the EUREStv format to showcase their own (seasonal) work opportunities or to highlight good practices in labour mobility in partnership with other countries. They can also collaborate with other EUREStv partners to share content and best practices and to learn from their experience.</p>
<p>Sustainability (how the practice is sustainable from a social, financial or environmental perspective)</p>	<p>EUREStv is an initiative that is created and financed by EURES the Netherlands. The collaboration with TE-Live from Finland involves shared costs and creative input for the episodes, exemplifying cross-border cooperation in the spirit of fair and free mobility, highlighting reciprocity by showcasing job opportunities in Finland.</p>

<p>Innovativeness (innovative features of the good practice)</p>	<p>The use of digital media to engage with mobile workers and European citizens in general and promote labour mobility is an innovative aspect of the practice. EUREStv combines informative and entertaining content to showcase the benefits and challenges of working in different EU countries, as well as the support available from EURES. The practice also leverages the potential of social media to reach a wider and more diverse audience. EUREStv also fosters interactivity and engagement by inviting viewers to share their questions and feedback, and by featuring real stories and testimonials from workers and employers. It makes it tangible for both employers wanting to recruit in Europe and jobseekers willing to go working abroad.</p>
<p>Digitalisation (Design, development and/or utilisation of digital tools, policies or plans for digitalisation, business processes and data digitalisation, data sharing digital initiatives, the use of digitalisation to facilitate the access to data in real time and detection of fraud and error, etc.)</p>	<p>This practice involved the design and development of digital content for EUREStv and the use of digital platforms for broadcasting. This enabled the practice to reach a large and diverse audience across the EU and beyond, and to offer a flexible and accessible way of learning about labour mobility, seasonal cross-border opportunities and EURES services.</p>