

Job network for New Danes

The Association for New Danes took in 2006 an initiative to establish a job network for immigrants, also called New Danes. The reason for this was that enterprises and organisations lack workers, that they wanted help to get in touch with new danes and that many immigrants do not have a job. This network attempts to find a solution to this by functioning as a direct communication channel between the work places and the immigrants looking for work.

How does it function?

The enterprises send job advertisements to the Association of New Danes, who sends these by e-mail to the New Danes network: 90 different enterprises, networks and associations where most of the members are immigrants. The contact persons distribute the job vacancy advertisements to the members of the network. Some associations advertise on their websites or put job ads on notice boards.

By this network the New Danes will have access to work advertisements from enterprises that deliberately has chosen this recruiting channel and therefore are open to new danes. The new danes will also get access to work related information, open house arrangements and work related tools. What is of most importance is that they take part in a larger network with The association of New Danes which gives the possibility for contact and dialog and sharing of knowledge.

The concept has shown that the job advertisements reach the target group of new danes. By using the network the enterprises get in contact with a group in the population where the unemployment rate is bigger than in the population in total. Their basis for recruitment is broadened and they are able to signalise that they are open to a multicultural work force. Besides, the service is free for both the new danes and the companies.

The system has proved to function satisfactory. After a year, the network has been evaluated, and the result was:

- Among the 30 companies participating in the evaluation, 86 % has received applications from the new danes and 75 % have invited new danes to interviews.
- Among the 30 companies participating in the evaluation, 29 jobs has been filled by new danes
- Among the participating new danes, 76 % think that the idea of the network is good because it gives contact to companies that are open to new danes.