



Connecting with our potential labour market

Mark Versteeg

EBC HRES Committee, 31 May 2013

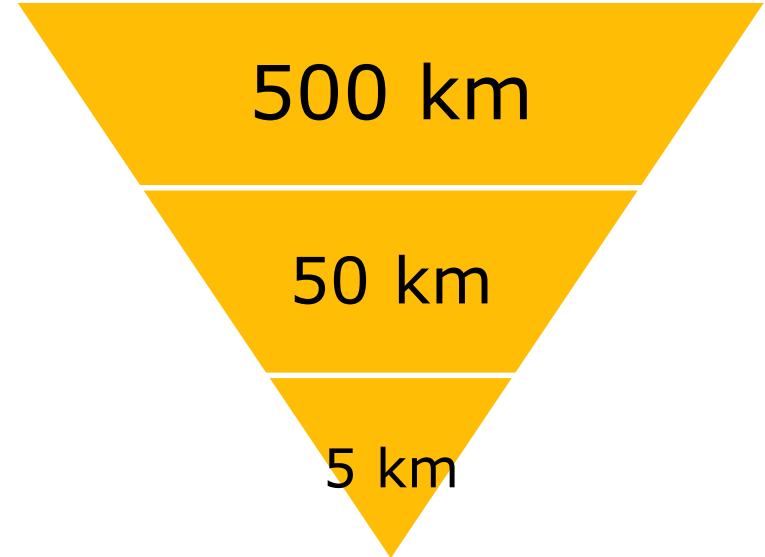
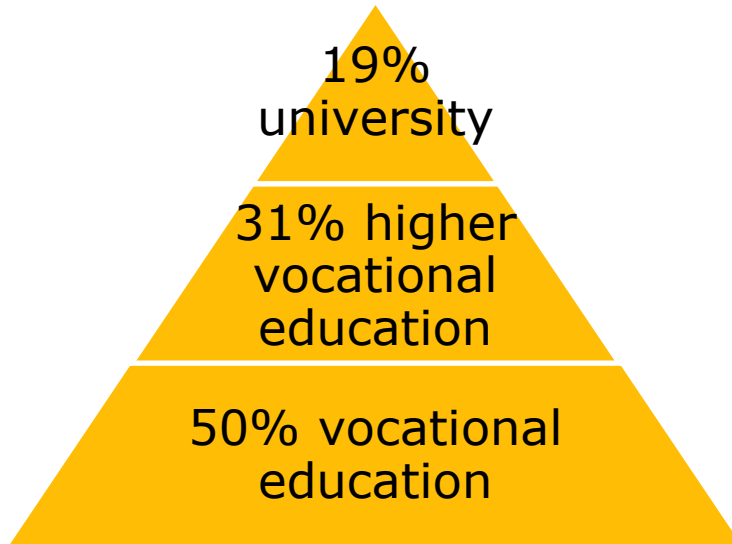
This is about:

- Gasunie, introduction of the challenge
- Analysis
- Action
- Labourmarket communication / Recruitment



- 1700 fte's:**
- . 1450 Netherlands
 - . 250 Germany

Workforce Gasunie: main targetgroups



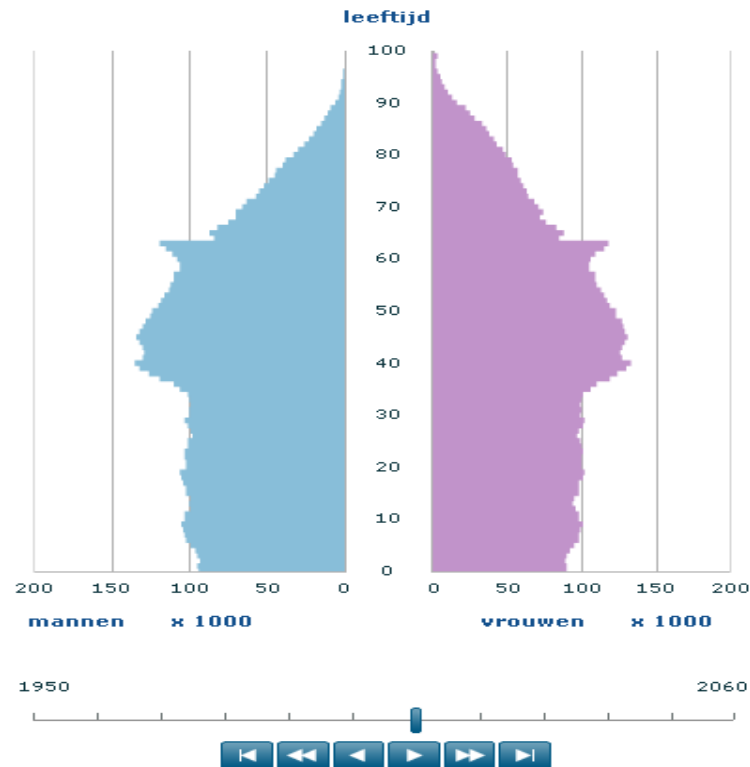
Despite 700.000 unemployed people we can't find enough technicians:

- Few beta-kids at school
- Few technical students at vocational schools

Environment: labourmarket shrinks by demographic developments

Bevolkingspiramide

Leeftijdsopbouw Nederland 2010



Bron: CBS

Our proces to get in touch with targetgroups

1. Define shortage Gasunie next years

Targetgroup Technician → 2015

Demand technical workers					
Year	Pension > 63 jr	Reduce 1.8%	Ineternal Flow	Expansion	Demand
2011	11	8	4	2	25
2012	18	8	4		30
2013	10	8	4		22
2014	11	8	4		23
2015	8	8	4		20
totaal	58	40	20	2	120

Our proces to get in touch with targetgroups

1. Define shortage Gasunie next years
2. Analyse outflow vocational schools / universities in the Netherlands

MboGeslaagden

Provincie	Kwal	Naam						
Utrecht	*werk	tuigbouw*						
+								
Instelling Naam	Kwal Naam	Niveau	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	Diploma
[-] Hoornbeeck College AMERSFOORT								
	[+] Werk	tuigbouwkunde	20	15	23	14	19	91
Totaal (Hoornbeeck College AMERSFOORT)			20	15	23	14	19	91
[-] ROC Midden Nederland UTRECHT								
	[+] Machinebankwerker	Werk			2	5	3	10
	[+] Werk	tuigbouwkunde	47	44	28	28	17	164
Totaal (ROC Midden Nederland UTRECHT)			47	44	30	33	20	174
Totaal			67	59	53	47	39	265

Our proces to get in touch with targetgroups

1. Define shortage Gasunie next years
2. Analyse outflow vocational schools / universities in the Netherlands
3. Define targetgroups:
 - Vocational schools / universities
 - Technical students associations

Define targetgroups

- Secondary schools in the region
- Vocational schools in Rotterdam, Utrecht, Groningen
- Circle of Chemistry Technology Students Groningen
- University Delft: Association of Petroleum Engineering Students
- Business Administration Students Groningen
- Etc. etc.

Our proces to get in touch with targetgroups

1. Define shortage Gasunie next years
2. Analyse outflow vocational schools / universities in the Netherlands
3. Define targetgroups:
 - Vocational schools / universities
 - Technical students associations
4. Invite them to Gasunie and give them a glance on the technical work within Gasunie

Employer branding: Students main targetgroup

Organise open days

Participate in jobfairs

Visiting schools

Traineeships

Provide lectures

**Sponsore student
associations**

Employer Branding: Gaming "Energy Talent"



Energy Talent 2013 wordt georganiseerd in samenwerking met de onderstaande topwerkgevers:



Gasunie

Energy Talent heeft de ambitie om uit te groeien tot de game voor technisch toptalent in Nederland.

www.facebook.com/EnergyTalent



EnergyTalent Zorg dat jij geselecteerd wordt door naar de Energie Carriërdagen te komen op 23 en 24 november



Een vooruitblik op de bedrijvendagen

Zorg dat jij geselecteerd wordt door naar de Energie Carriërdagen te komen op 23 en 24 november

08.11.2012 at 13:58

2 people like this



Our proces to get in touch with targetgroups

1. Define shortage Gasunie next years
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 - Vocational schools / universities
 - Technical students associations
4. Invite them to Gasunie and give them a glance on the technical work within Gasunie
5. Get their digital adresses
6. In case of a vacancy some years later: send an email, tweet to the relevant people

Online recruitment

RSS feeds

Posting jobs
on jobboards which
are used by targetgroup

www.jobsatgasunie.nl

Google search





Mark Kwant

@MarkKwant

Gasunie | Phillips | HR | Arbeidsmarkt communicatie | Recruitment |
Hockey I E recruitment

Groningen - <http://www.gasunie.nl>



Mark Kwant @MarkKwant

3 Oct

Uitdagende baan voor werktuigbouwkunde of AOT? #vacature
technicus boorploeg # Deventer # MBO niveau 4 # check film bit.ly/MbcPkb

Expand



Mark Kwant @MarkKwant

3 Oct

Toezichthouder Tracé Activiteiten bit.ly/jhd0RJ #vacature #Utrecht
#Gasunie #techniek #MBO #inspectie leidingtraces #toezicht

Expand



Mark Kwant @MarkKwant

3 Oct

Technicus Boorploeg bit.ly/jhd0RJ #vacature #technicus boorploeg
#werktuigbouwkunde #Deventer #Gasunie #MBO #gasleidingen

Expand



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3 Oct

Engineer II (softwarespecialist) bit.ly/jhd0RJ #vacature #gasunie
#engineer #softwarespecialist #ABB AC800 #PVSS SCADA

Expand

Conclusion

- In a few years times turn around from advertisements in the newspapers to digital communication
- The process of promoting Gasunie at an early stage is the first part of the recruitment process a few years later
- More focus in finding the right people due to digital search
- Significant drop of costs

Questions ?

GASTRANSPORTNET
GASUNIE
kijk op
gosunie.nl

