

Interactive Session C

3. AI Profiling to Address Labour Market Changes

Presented by
Accenture



09:30 – 10:30

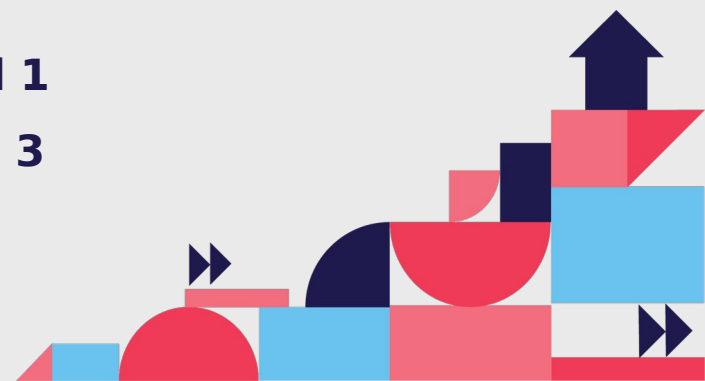
Room HIGH 3



EN - Channel 1



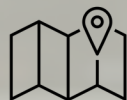
ES - Channel 3



EMPLOYMENT SERVICE OF ANDALUCÍA



Statistical Profiling



Andalucía, Spain



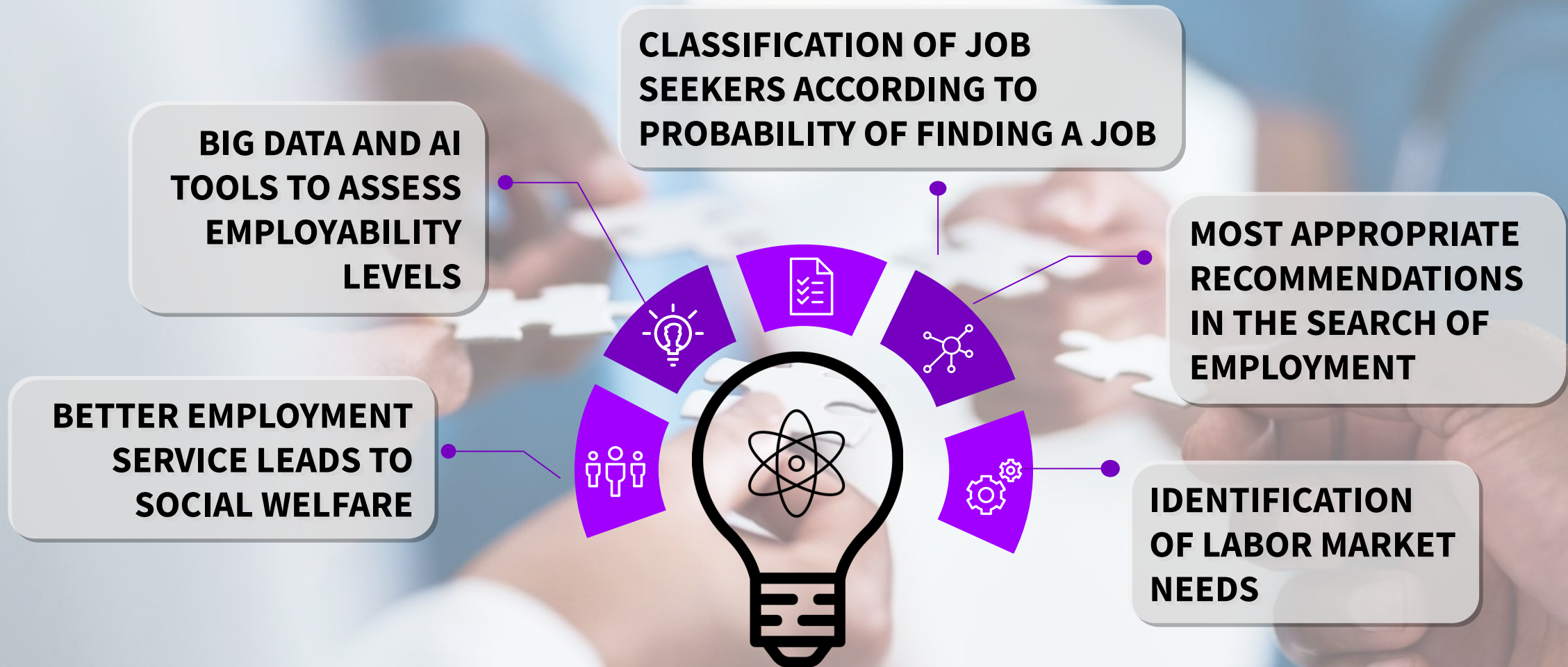
Action Lines:

- **Match people with jobs**
- **Share information about market needs**
- **Leverage Big Data and AI**
- **Build capabilities of the public servants**
- **Make our local communities thrive**



Junta de Andalucía





STATISTICAL PROFILING | Employment search process

Evaluation of the labor market and the capabilities of the jobseeker using AI techniques



Identification of the requirements for the jobseeker



COMPETENCIES

NEW

Employment



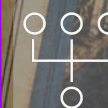
First interview and collection of employment preferences



Diagnostic of the level of employability* of the jobseeker



Improvement of jobseeker's employability



Matching of the jobseeker with jobs

Employability: Possibility of finding employment.



MACRO LEVEL

- **Evaluation** of how employment indicators have evolved and **Outlook** on future job offers, contracts finalized, and new jobseekers expected to be registered
- **Public policy implications**
- **Aggregated indicators** for incorporation of jobseekers into the workforce and educational training needed



MICRO LEVEL

- **Assessment** of the jobseeker's profile within the market
- **Individualized indicators** for the incorporation of the jobseeker into the workforce (geographic mobility and occupation)
- **Personalized recommendations** based on the current market
- **Autonomous decision-making**

STATISTICAL PROFILING | Use cases



DIAGNOSTIC

Status of
employment and
supply / demand
forecast



TRAINING NEEDS

Current employment
needs and forecast of
those generated by the
market



PRESCRIPTION

Individualized
recommendations
based on the current
market



INTERMEDIATION

Proposal of
occupational
alternatives

NEXT STEPS:



VIRTUAL
ORIENTATION




ANTICIPATION



EVALUATION OF
ACTIONS

HOW TO INNOVATE?

DISRUPTION OF PUBLIC SERVICES

- 
- A scenic landscape photograph of a mountain peak with three hikers standing on the edge, looking out over a deep valley with a lake and distant mountains under a cloudy sky. The image serves as the background for the slide.
- ✓ **Coordinating between public social service agencies**
 - ✓ **Bridging the gap between jobseekers and employers**
 - ✓ **Providing access to information to employment service workers and sharing it with jobseekers**
 - ✓ **Facilitating early intervention by favoring autonomous decision-making**
 - ✓ **Improving employment public policies**

WHAT DO WE DO? WE USE INNOVATIVE TECHNOLOGY TO HELP OUR COMMUNITIES THRIVE



Improve **accessibility**
to employment



Process the data of
the job seeker and
the labor market



**Increase the
employability*** of the
job seeker.



Personalized
recommendations to improve
employability



AI models for data
processing



Thank You

Fika

10:30 –
11:15

[fi:ka] *Swedish*

A moment to slow down and
appreciate good things in life.
"Coffee and friends"



Innovation Zone 4

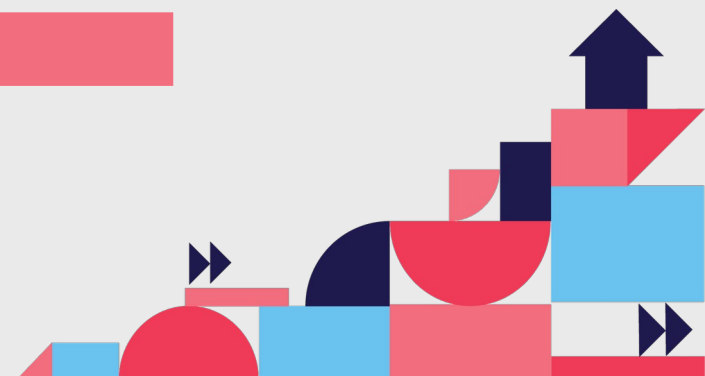
10:45 –
11:05
Unlocking the Transformational Power of AI



Exhibition Area

10:30 –
11:15

#ESSC2023



Thematic Panel Discussions

European
Social Services
Conference

2. Technology-Aided Support for People Experiencing Multiple Disadvantages

Deloitte.

 **Augintel**

 **THRIVE**


هيئة الرعاية الأسرية
FAMILY CARE AUTHORITY

 Oregon Department
of Human Services

Moderator

Josh Hjartarson

Partner, Deloitte, Canada

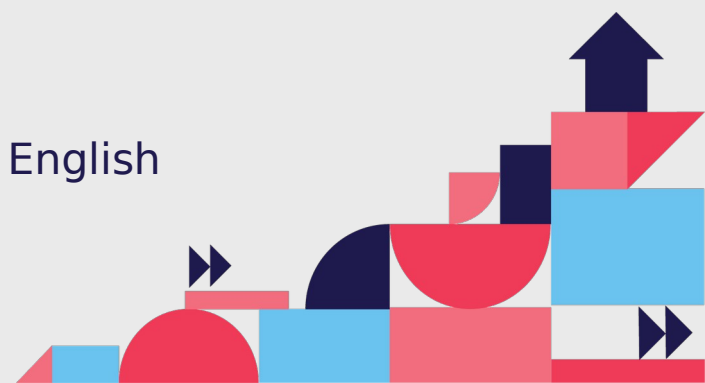
14.00 – 15.15

Room

HIGH 3



Session in English





Technology Aided Support for People Experiencing Multiple Disadvantages

June 15
European Social Services Conference
Malmö, Sweden



Welcome!

Alia Kamlani

Human and Social Services Leader
Deloitte Canada



Social Safety Nets are Outdated... and Under Strain



Economic Disruption
& Labour Market
Changes



Ballooning Cost of
Social Programs



Demographic Changes
& Complexity of
Demand



Technological
Disruption



Pandemic Impacts

- 40% of middle-income **households are financially vulnerable**.¹
- In 2021, 95.4 million **people in the EU were at risk of poverty or social exclusion**; this was equivalent to 21.7 % of the EU population.²
- 1.6 billion **people live in inadequate housing conditions** worldwide.³
- 2 out of 5 **people are lonelier** since the start of the pandemic.⁴
- 63% of **people are stressed** to the point where it impacts how they live their daily life, with 25% of **people seriously considering suicide or self-hurt**.⁵
- An estimated 150 million **people are homeless** globally, though the real number is likely higher.⁶

1. OECD. (2020) *Under Pressure: The Squeezed Middle Class*.

2. Eurostat. (2022). *Living conditions in Europe - poverty and social exclusion*.

3. United Nations Department of Economic and Social Affairs Social Inclusion. (2020) *First-ever United Nations Resolution on Homelessness*.

1. Ipsos. (2021). *Loneliness on the increase worldwide, but an increase in local community support*.

2. Ipsos. (2022). *World Mental Health Day 2022: A Global Advisor Survey*.

3. World Economic Forum. (2021). *These innovative projects are tackling homelessness around the world*.

Multiple Disadvantage Highlights How Interconnected and Complex the Needs are Facing Current Systems of Support

“Multiple disadvantage”

(MD) is defined as experiencing two or more barriers such as homelessness, reoffending, substance misuse or mental illness.¹



1. Community Fund. (2021). [Why we need to invest in multiple disadvantage](#).

The issue...

...there is currently a fundamental flaw in the way we deal with these problems: ***we treat them as separate when they are connected***. If this doesn't change, things will only get worse – with appalling human and financial consequences.¹

Beyond a moral imperative, there are significant costs associated with maintaining the status quo

1. Community Fund. (2021). [Why we need to invest in multiple disadvantage](#).

Highlighting Multiple Disadvantage: The UK as an Illustrative Example^{1 2}

- **336,000 people face at least three of four of life's harshest disadvantages** – homelessness, mental ill-health, substance misuse and violence and abuse.
- **17,000 people experience homelessness, substance misuse, mental ill-health and domestic abuse at any one time: 70% of them are women.**
- **90% are out of work; only 16% report “good or “very good” quality of life vs. 70% (general population)**



Between 2010 and 2016, in London alone, an average of one person every fortnight died while or after sleeping rough.



Four in ten people who sleep rough need mental health support that often isn't available.



Of all adults leaving prison, 44% are reconvicted within one year of release.



Cumulative cost of multiple needs across England is estimated at £1.1bn–2.1bn per year.

1. [Lancet, 2018, 'Multiple Needs: Time for Political Leadership'](#)
2. [Making Every Adult Matter. \(2018\). Multiple Needs: Time for Political Leadership.](#)

Re-Architecting the Social Safety Net Requires us to Address Root Causes & Disrupt Our Approaches to Service Delivery

Through greater
integration,
collaboration and
service coordination,
we can...

1

Lift the burden on citizens to navigate fragmented systems

2

Enable deeper understanding of a person's unique circumstances to better tailor supports

3

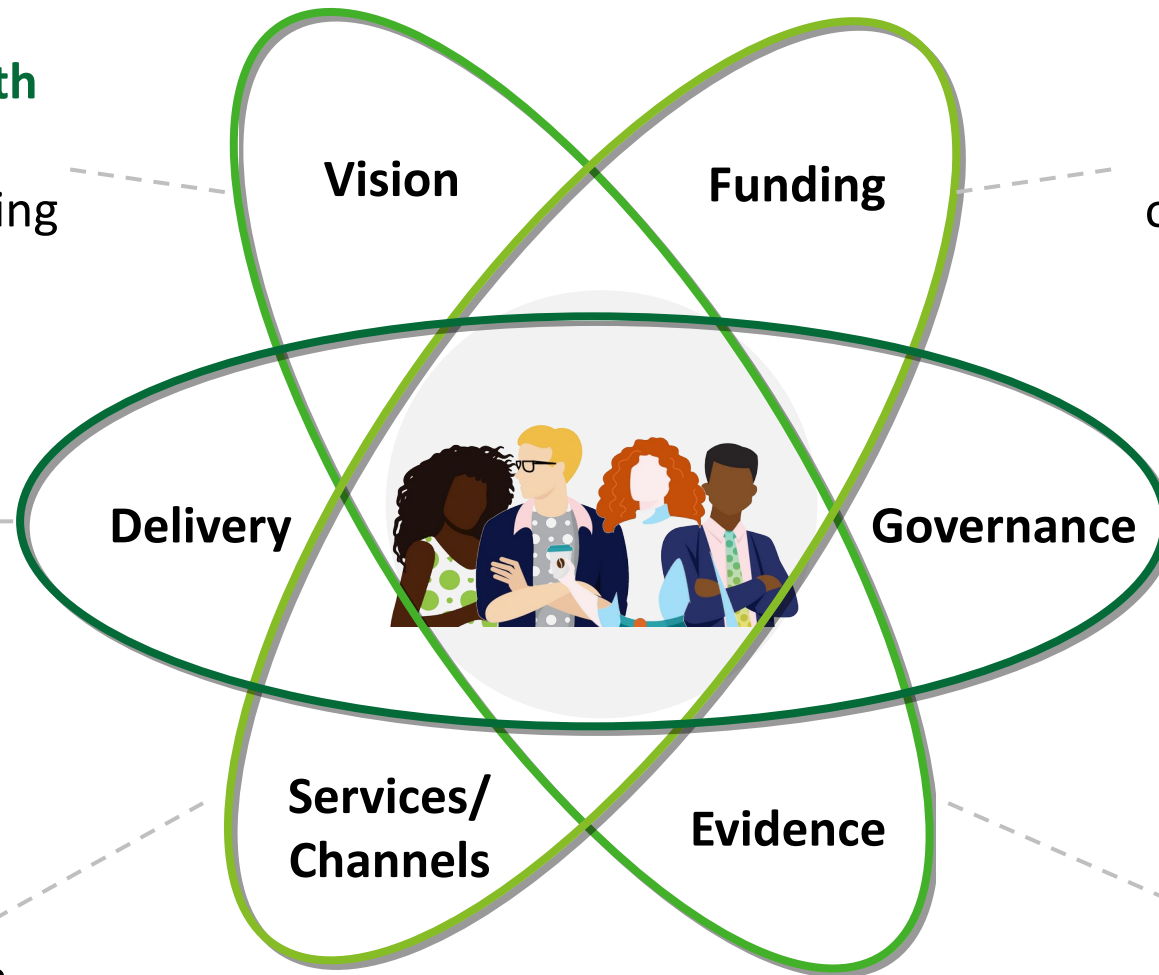
Promote decentralized approaches that empower localized whole-of person responses

What a Different Approach Looks Like

Everyone has **the right to dignity** and a **co-created path to integration** into the community. It is the right thing to do; it is also sustainable.

Range of **joined up partnerships** with **whole of person services** and **co-created plans** with the client.

Hybrid, digital by desire, enabled by segmentation; **service intensity** is based on needs.



Pooled funding and commissioning focused on outcomes; flexible, transparent and predictable funding.

Devolved authority; lived experience at the center of decision making & program lifecycles.

Data sharing, integration and evaluation enable evidence-based, real-time decisions & insights.

Highlighting Leading Practice Case Studies

Joined-Up Systems-Level Approach, Collaborating with Lived Experience Experts

The Changing Futures Program



A government-led program that funds partnerships to coordinate and integrate local services through a joined-up, person-centered, experienced-informed delivery approach to support adults experiencing ‘multiple disadvantage.’

- Program delivery **devolved to local partnerships** to enable a more direct connection between clients and local service networks.
- Deploys a **no-wrong door, system-wide approach** that creates flexibility in responding to adults experiencing MD.
- Administered **through ~£55 million funding to 15 local areas** across England from 2021-2024 to deliver supports and services and fund interventions through local teams.
- **Co-created with program areas and people with lived experience**, to understand which policy challenges are making the biggest contribution to system failure around multiple disadvantage.
- **Trauma-informed and ‘whole person’ approach** ensures support services suit individuals’ needs and benefit from staff with first-hand experience of issues such as homelessness or drug misuse.

Delivering Employment Services Through Specialized Organizations



A non-profit organization that **manages the delivery of employment services** for persons with a disability seeking equitably paid and meaningful employment in New Brunswick **through third-party specialized organizations.**

- Disability employment supports in NB are provided by a **prime contractor arrangement**, with a single, non-profit entity referring clients to a **consortium of providers** based on need.
- Coordinate professional development for member agencies, facilitate **intersectional partnerships** to meet clients' diverse needs.
- 22 professional service providers **are brought together to provide consistent, accessible services** and educational opportunities.
- **Budgets are pooled across professional service providers** to enable integration of supports at the ground level.
- Delivery and coordination of wraparound **interventions is devolved to the community level.**
- Persons with disabilities work with an Employment Counsellor **to identify the type of work they want to do** based on their interests, skills, abilities and experience

Addressing Basic Needs Through Radical Hospitality® & Place-Based Supports

lavamaeX



A non-profit organization that **teaches and supports people and organizations around the world** to bring mobile showers and other **services that promote well-being to people experiencing homelessness.**

- Built on a **person-centered** approach rooted in Radical Hospitality® – “meeting people, wherever they are, with extraordinary care” – where every element of the shower service is designed to provide a sense of dignity and hope to people moving through homelessness.¹
- Free **wrap-around supports and services** are delivered at community-run mobile shower sites called “Pop-Up Care Villages” to promote well being.
- While accessing shower facilities, people experiencing homelessness access food, haircuts, medical care, legal advice, employment assistance, clothing, hygiene kits as well.
- Prospective service providers are paired with a LavaMaeX Program Consultant to **receive personalized training, tools and resources, grants, and ongoing support** to launch LavaMaeX-designed programs.
- **Delivered through community and service providers** who are trained to deliver LavaMaeX-designed programs.

¹. Draper Richards Kaplan Foundation. (n.d.). [LavaMaeX](https://www.lavamae.org/).

Needs Based Approach to Service Level & Client Segmentation

Employment Ontario



Under a commissioning model, the government or third-party service providers design and deliver programs and services to **clients segmented into tiers using an assessment tool that measures risk of long-term unemployment.**

- The Common Assessment Tool (CAT) is a **digital questionnaire to support shared, common intake approach** administered by provincial income and employment programs.
- Intent is to **enable consistent and holistic collection of information** on incoming clients including strengths, barriers to employment and life stabilization needs to appropriately target supports and referrals.
- The CAT uses a combination of a 'jobseeker assessment tool, which identifies a client's **employment and social support needs, and a 'statistical model,' which segments individuals into streams** based on their risk of long term of unemployment.
- As a shared tool, the CAT supports **integrated case management** for clients and their caseworkers.
- Service level and resources are aligned to **prioritize individuals most at risk of long-term unemployment**, creating opportunities for self-serve and digital service or hybrid options for those requiring less intensive supports.

Technology: A Means to an End

Data Sharing & Analytics

enables a ‘no wrong door’ approach and improves the client experience by reducing the need to tell their story multiple times

Automation & AI

accelerates processes and time-to-outcomes while reducing administrative burden and freeing-up human support for knowledge-based tasks

Digitization

permits intentional segmentation and resource allocation for individuals requiring high-touch, intensive support



Denmark's Common IT-Based Database enables data sharing between the state, municipalities, and the Danish Agency for Labour Market and Recruitment.



Belgium-Flanders leverages the European Network of AI Excellence Centre's expert matching system to match clients with job vacancies, using real-time data inputs from clients on job preferences.



France's online Emploi Store is a comprehensive portal that helps users find a career, train, prepare applications, find a job, and start a business.

Josh Hjartarson

Global Leader, Human and Social Services,
Deloitte Canada



Let's Dig Deeper into the Role Technology Can Play to Address Multiple Disadvantage & Support Transformative Models ...



Alia Kamlani
Human and Social Services
Leader, Deloitte Canada



Jeff Doucet
CEO, Thrive Career Wellness



Fariborz Pakseresht
Director, Oregon Department of
Human Services



HE. Asma Sulaiman Alazri
Executive Director, UAE Family
Care Authority



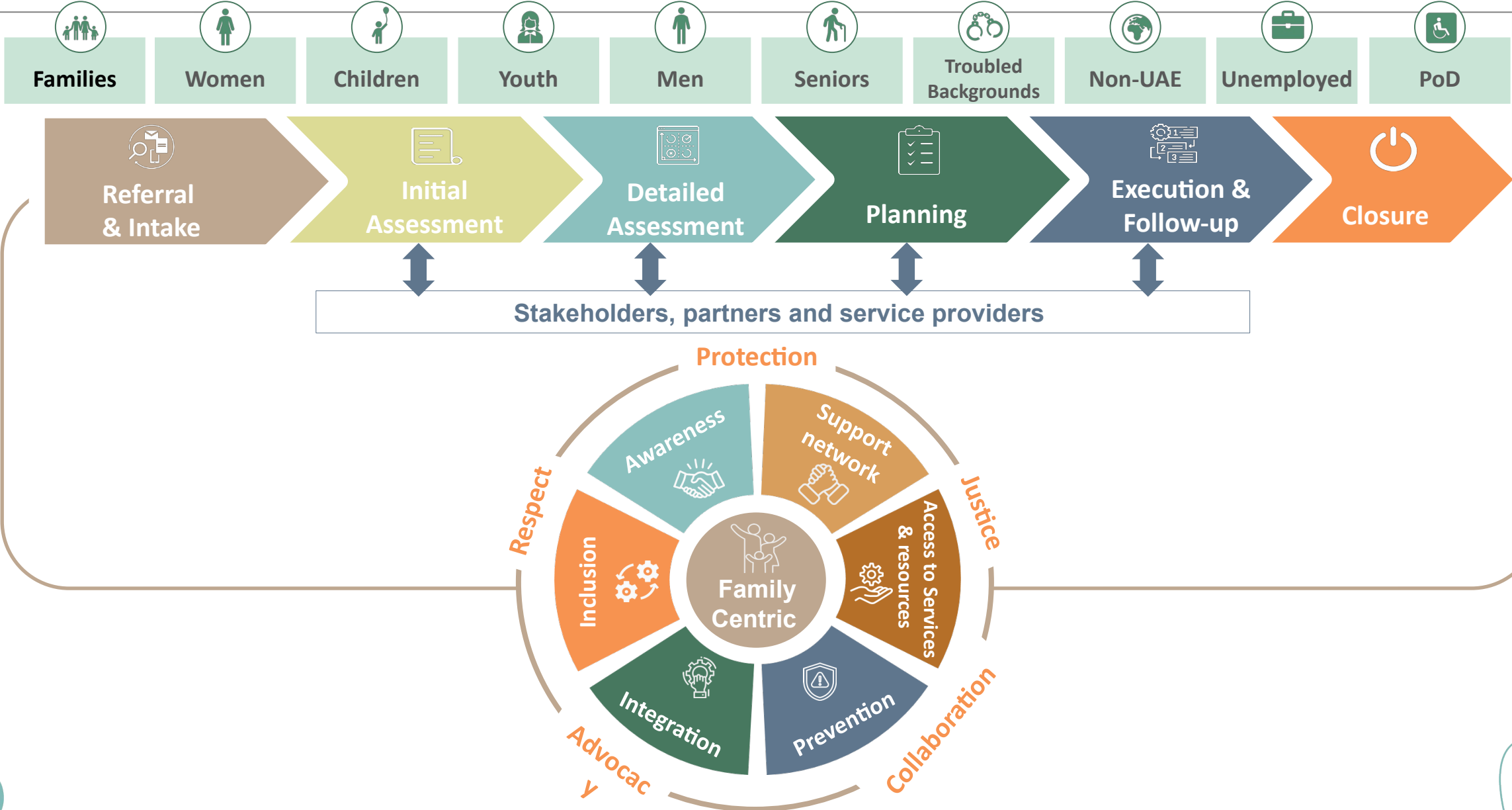
Marty Elisco
Founder and CEO, Augintel



Family Care Authority & the Integrated Case Management Model

June 2023

Integrated Case Management





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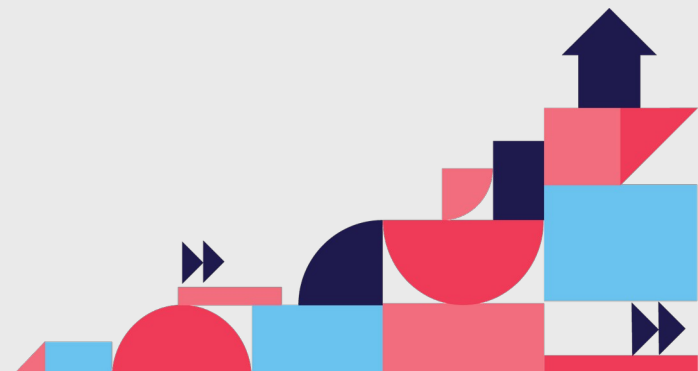
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Questions & Answers

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#ESSC2023



Fika

[fi:ka] *Swedish*

A moment to slow down and
appreciate good things in life.
"Coffee and friends"

15:15 –
16:15



Innovation Zone 5

Measurable Results and
Quality Practice in Child Welfare

15:25 –
15:45



Innovation Zone 6

Predictive Analytics for
Service Redesign

15:45 –
16:05



Exhibition Area

15:15 –
16:15

