



Empowering Personal Growth with Personalized Support

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INTRODUCTION
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Overview

- 01 Introduction
- 02 Project Context
Challenge and Solution
- 03 How WCC solution supports
Rotterdam
- 04 Process & Profiles
- 05 Solution / Architecture
- 06 Status



Title: Empowering people with personal growth with personalized support measures

Summary

When thinking of matching, most social (employment) services focus on matching (unemployed) jobseekers to available jobs. However, if a social service invests in the collection and maintenance of good-quality labor market data, which most organizations nowadays do, advanced matching technologies can also be applied to other elements of the reintegration of long-term unemployed citizens. Examples like advanced skills gap analysis on the city or regional level, transparent profiling tools, and referral to instruments for people development, including training.



ROTTERDAM MAAS CHALLENGE AND SOLUTION

- **High Need:** Rotterdam has 35k citizens relying on basic social support.
- **Labour Market Gap:** These individuals face significant barriers to employment.
- **Empowering Caseworkers:** Rotterdam is developing a software solution for approximately 500 caseworkers to better support these citizens.
- **Innovative Support:** WCC provides a **cloud-based suite of services**, known as **MaaS** (Matching-as-a-Service), which can be integrated into Rotterdam's solution to enhance support and employment matching.

By incorporating MaaS, Rotterdam aims to bridge the gap between citizens and the labour market, offering streamlined and effective support through innovative technology.

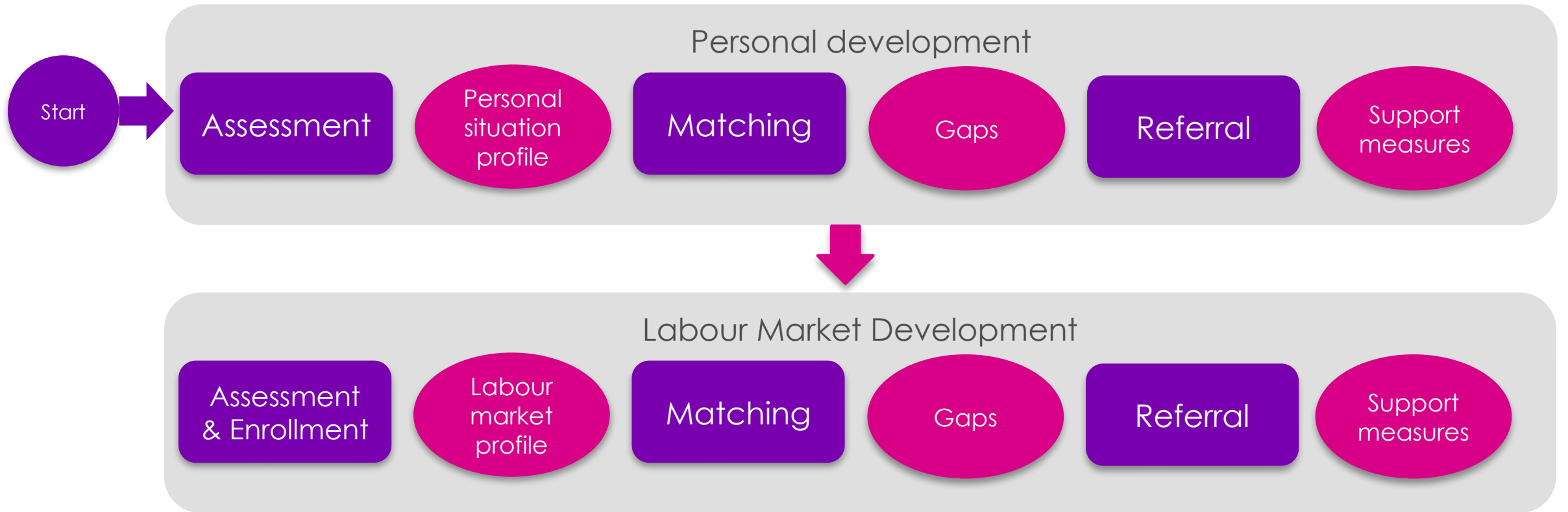


HOW WCC'S SOLUTION SUPPORTS ROTTERDAM

- **Comprehensive Assessments:** Conducting detailed assessments (such as RIASEC) to evaluate each citizen.
- **Fit/Gap Analysis:** Matching and analyzing the fit/gap between a citizen and development profiles, including:
 - Personal Development Profile
 - Labour Market Development Profile
- **Targeted Solutions:** Providing tailored solutions (support instruments) for identified gaps.
- **Efficient Management:** Utilizing our Taxonomy Manager to help Rotterdam maintain and optimize their portfolio of support instruments for citizens.

Our solution empowers Rotterdam to effectively support its citizens by providing personalized and actionable insights.

ROTTERDAM MAAS PROCESS





ROTTERDAM MAAS PERSONAL DEVELOPMENT

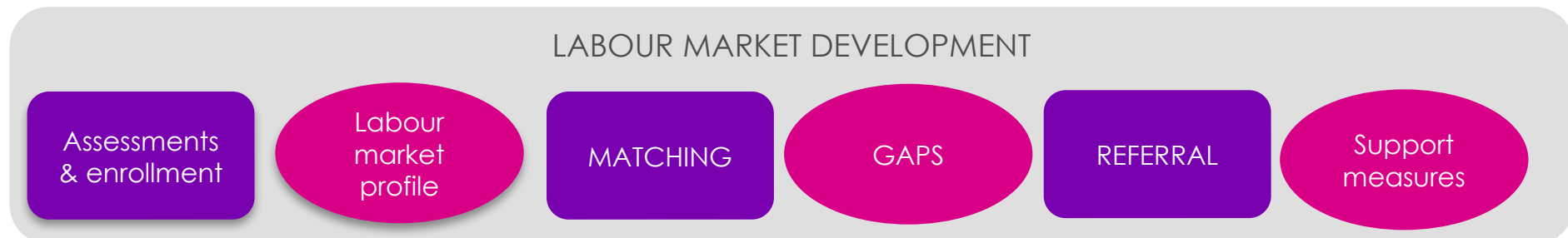
- The **personal development** is measured through the **Self sufficiency-matrix**.
- A **caseworker** can use this instrument to assess a citizen on **13 domains**.
 - Examples: *Finance, housing, pastime, domestic relations and law & order*
- Each domain is assessed on a 5 point scale
 - 1- acute problems, 5 – completely self sufficient
- After assessing the citizen, we will **match** the citizen against a minimal development profile to see how big the **gaps** are.
- The caseworker can then see which **support measures / instruments** can be deployed to help / assist the citizen.

DOMAIN	1 – Acute problems	2 – Not self-sufficient	3 – Barely self-sufficient	4 – Adequately self-sufficient	5 – Completely self-sufficient
Finances	<ul style="list-style-type: none"> no income complex and increasing debts 	<ul style="list-style-type: none"> inadequate income for basic needs or spontaneous or inappropriate spending increasing debts 	<ul style="list-style-type: none"> income from social security benefits to meet basic needs appropriate spending possible debts are at least stable or income/ debts are controlled by a third party 	<ul style="list-style-type: none"> income from work/ state pension/ voluntary source of income to meet basic needs possible debts are managed independently possible debts are decreasing 	<ul style="list-style-type: none"> income solely from work/ state pension/ voluntary source of income there is money left at the end of the month no debts
Work and education	<ul style="list-style-type: none"> no work (trajectory) / education or work with inadequate equipment or without insurance no work seeking activities 	<ul style="list-style-type: none"> no work (trajectory) but work seeking activities or "paper" education (subscribed but no active participation) or imminent dismissal/drop-out. 	<ul style="list-style-type: none"> work trajectory aimed at participation or work below competence level or enrolled in education but behind on curriculum or voluntarily jobless without obligation to seek work. 	<ul style="list-style-type: none"> work trajectory aimed at reintegration or temporary work or attends education for entry-level qualification (secondary school diploma or a two-year tertiary vocational training) or exempt from participation or work 	<ul style="list-style-type: none"> permanent job or attends education above entry-level (secondary school diploma or a two-year tertiary vocational training)
Pastime	<ul style="list-style-type: none"> absence of pleasurable/ useful activities and/or no structure in spending the days abnormal day-night rhythm 	<ul style="list-style-type: none"> barely pleasurable/ useful activities barely structure in spending the days irregularities in day-night rhythm 	<ul style="list-style-type: none"> insufficient pleasurable/ useful activities but enough structure in spending the days or some irregularities in day-night rhythm 	<ul style="list-style-type: none"> enough pleasurable and/or useful activities and day-night rhythm does not negatively affect daily functioning 	<ul style="list-style-type: none"> overall pleasurable and useful spending of time healthy day-night rhythm
Housing	<ul style="list-style-type: none"> homeless or in night shelter 	<ul style="list-style-type: none"> in housing that is not suited for permanent habitation or current rent/mortgage payment is not affordable or impeding eviction 	<ul style="list-style-type: none"> in stable safe housing but only marginally adequate or an illegal sublet or non-autonomous housing 	<ul style="list-style-type: none"> in stable, safe, adequate housing (rental) contract with clauses or partially autonomous housing or registered as lodger 	<ul style="list-style-type: none"> in safe adequate housing standard (rental) contract autonomous housing
Domestic relations	<ul style="list-style-type: none"> domestic violence/child abuse/ neglect 	<ul style="list-style-type: none"> persistent relational problems with members of the household or imminent violence in the household / child abuse / neglect 	<ul style="list-style-type: none"> acknowledges relational problems with members of household seeks to change neg 	<ul style="list-style-type: none"> relational problems with members of 	<ul style="list-style-type: none"> supports and is being supported within the household
Mental health	<ul style="list-style-type: none"> mental emergency danger to self or others 	<ul style="list-style-type: none"> recurrent mental illness but no danger to self or others functioning is severely impaired due to mental health problems no treatment 	<ul style="list-style-type: none"> mental illness functioning is impaired mental health problem minimal treatment impairment exist despite compliance 		

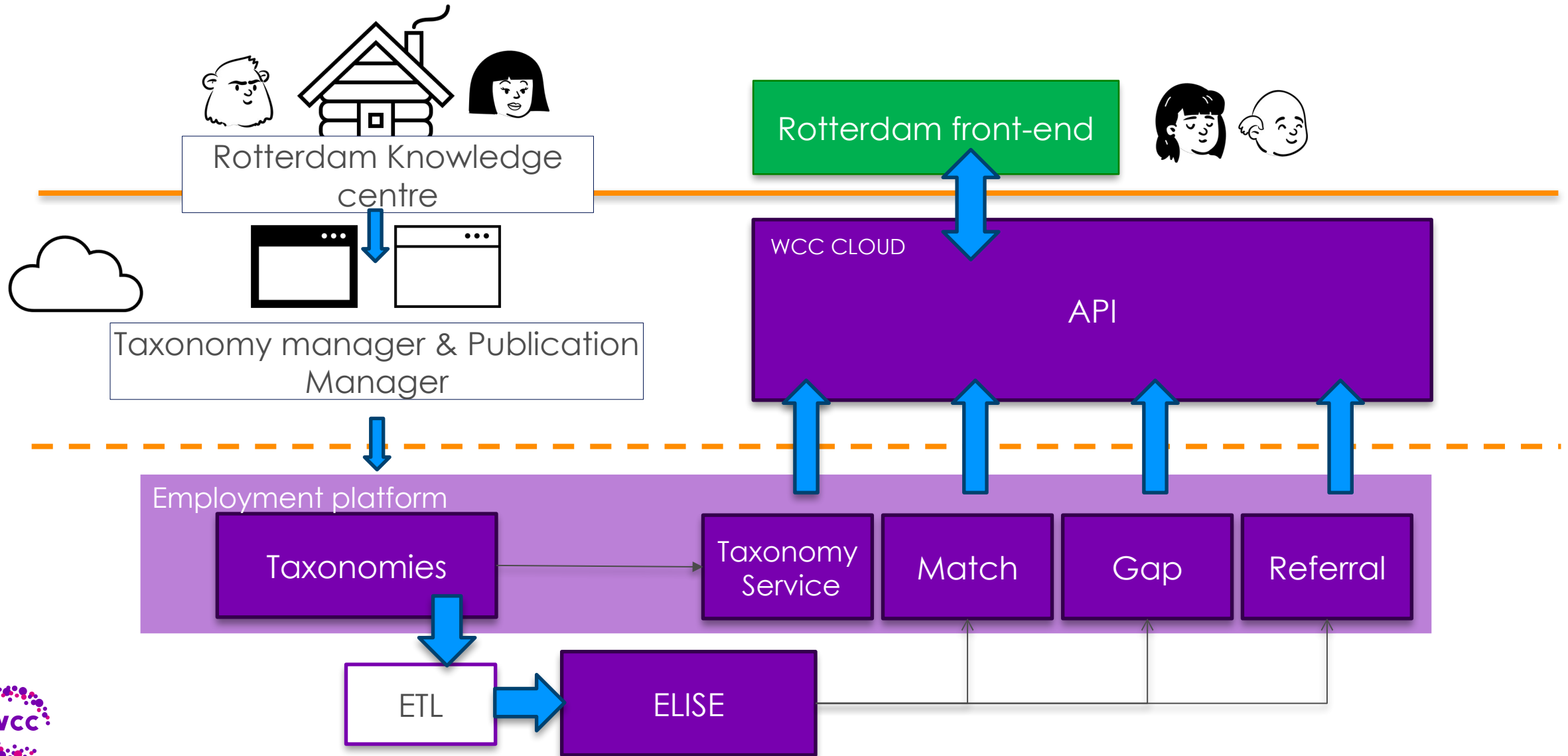
DOMAIN	1 – Acute problems	2 – Not self-sufficient	3 – Barely self-sufficient	4 – Adequately self-sufficient	5 – Completely self-sufficient
Physical health	<ul style="list-style-type: none"> an emergency/critical situation requires immediate medical attention 	<ul style="list-style-type: none"> (chronic) physical illness that requires medical treatment functioning is severely impaired due to physical health problem no treatment 	<ul style="list-style-type: none"> physical illness functioning is impaired due to physical health problem minimal treatment compliance or impairment exist despite treatment compliance 	<ul style="list-style-type: none"> minimal physical discomfort that is related to daily activities functioning is marginally impaired due to physical discomfort compliant with treatment or no treatment is required 	<ul style="list-style-type: none"> physically healthy healthy lifestyle (eating healthy and sufficiently physically active)
Substance use	<ul style="list-style-type: none"> severe substance abuse disorder substance use causes physical/ mental health problems that require immediate medical attention such as overdose/ drug induced psychosis/ heart problems/ respiratory problems 	<ul style="list-style-type: none"> substance abuse disorder (addiction) substance use causes/ worsens physical/ mental health problems no treatment 	<ul style="list-style-type: none"> substance use problems at home/ at school/ at work but no physical or mental health problems due to substance use minimal treatment compliance or impairment exist despite treatment compliance 	<ul style="list-style-type: none"> substance use or no substance use despite craving or treatment with potentially addictive medication without illicit use no problems related to substance use 	<ul style="list-style-type: none"> no substance use other than alcohol possible use of alcohol is within the norms for drinking no craving
Basic ADL	<ul style="list-style-type: none"> an area of basic ADL is not executed starvation or dehydration or soiling 	<ul style="list-style-type: none"> execution is limited on several areas of basic ADL 	<ul style="list-style-type: none"> all areas of basic ADL are executed but execution is limited on a single area of basic ADL 	<ul style="list-style-type: none"> no limitations in the execution of basic ADL use of support (tool) such as walking cane/ walker/ incontinence material/ help with eating 	<ul style="list-style-type: none"> no limitations in the execution of basic ADL no use of support (tools)
Instrumental ADL	<ul style="list-style-type: none"> several areas of instrumental ADL are not executed home pollution or under-/ over medication or no administration or food poisoning 	<ul style="list-style-type: none"> an area of instrumental ADL is not executed or execution is limited on several areas 	<ul style="list-style-type: none"> all areas of instrumental ADL are executed execution on a single area of instrumental ADL is limited 	<ul style="list-style-type: none"> no limitations in the execution of instrumental ADL use of support (tools) such as support when travelling with public transport/ managing finances/ small repairs around the house/ spring cleaning 	<ul style="list-style-type: none"> no limitations in the execution of instrumental ADL no use of support (tools)
Social network	<ul style="list-style-type: none"> serious social isolation no contact with family no supporting social connections or solely negative social connections 	<ul style="list-style-type: none"> little contact with family hardly any supporting social connections many negative social connections 	<ul style="list-style-type: none"> some contact with family some supporting social connections few negative social connections 	<ul style="list-style-type: none"> sufficient contact with family sufficient supporting social connections hardly any negative social connections 	<ul style="list-style-type: none"> healthy social network many supporting social connections no negative social connections
Community participation	<ul style="list-style-type: none"> not applicable due to crisis situation or in 'survival mode' or forms a severe nuisance 	<ul style="list-style-type: none"> isolated from the community or forms a nuisance 	<ul style="list-style-type: none"> barely participates in the community (attend) or solely care activities 	<ul style="list-style-type: none"> some community participation (take part) but there are barriers such as transportation/ care activities/ childcare 	<ul style="list-style-type: none"> active community participation (contribute)
Law and order	<ul style="list-style-type: none"> very frequent (monthly) contact with police or wanted by the police 	<ul style="list-style-type: none"> frequent (several times a year) contact with police or pending cases 	<ul style="list-style-type: none"> incidental (once a year) contact with police or conditional penalty/ conditional release 	<ul style="list-style-type: none"> sporadic (less than once a year) contact with the police or criminal record 	<ul style="list-style-type: none"> no contact with police no criminal record

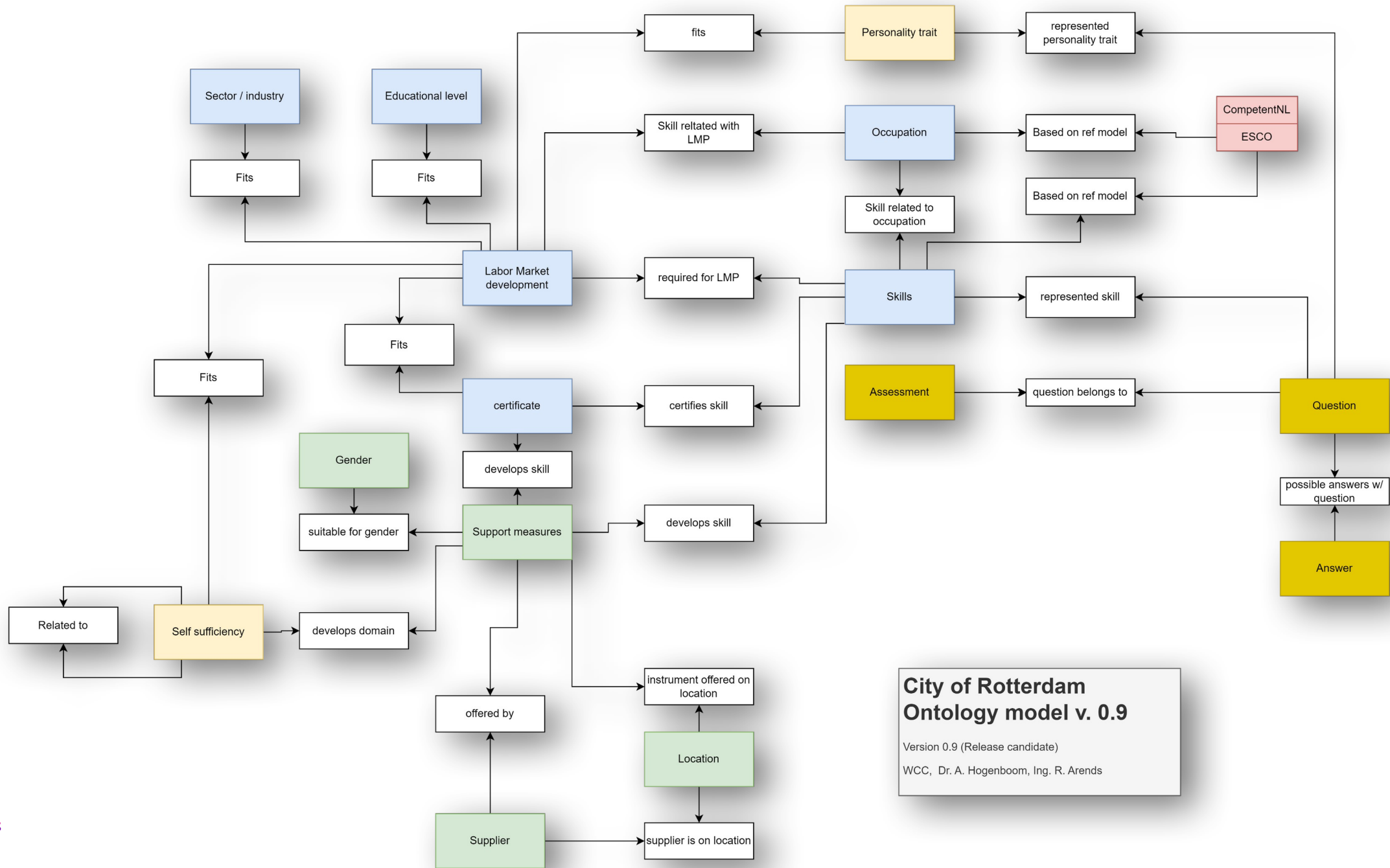
ROTTERDAM MAAS LABOUR MARKET DEVELOPMENT

- Labour market development has as a goal to prepare the citizen for (re)participating in the labour market or voluntary work.
- We do **assessments** like **RIASEC** to see the (job) interests of the citizen,
- We capture other information like skills, work history education level etc.
- We then **match** his profile against **labour market profiles**.
 - Labour market profiles describe a **sector** of the **labour market**, which occupations are in that sector, what are the top N skills for that sector, RIASEC scores applicable, what education level etc.
- For these matches we can also see what skills, certification or other concepts the citizen is missing (gaps), and, yet again, we provide support measures (like courses) for the citizen.



ROTTERDAM MAAS ARCHITECTURE





**City of Rotterdam
Ontology model v. 0.9**
Version 0.9 (Release candidate)
WCC, Dr. A. Hogenboom, Ing. R. Arends





ROTTERDAM MAAS STATUS

Completed

- Setup of the solution (AWS)
- Developed knowledge model & loaded data
- Trained Rotterdam staff to work with knowledge management

In progress

- Customer is already working with the knowledge management (taxonomy manager)
- Integration front-end Rotterdam with our solution
- Labour market development profiles creation based on ESCO knowledge.
- **Planned go-live date:**
 - End of July 2024



Thank you.



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