

# Bohr

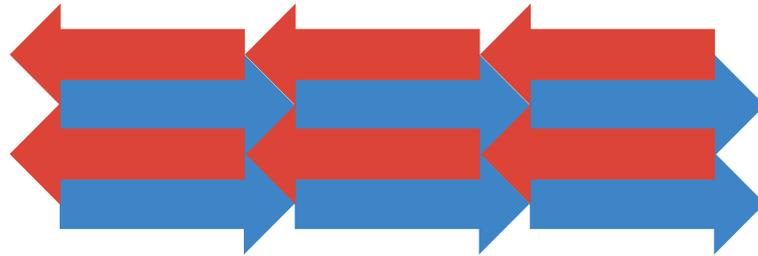
Labour mobility @CBI challenge

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Daniel Pinilla, Matteo Guarnaccia



# Challenge Description

- “How might we increase labour mobility within EU by supporting the workers with useful information, drawn from big data?”



# Index

- Benchmarking
- Unemployment and Mobility Trends
- Needfinding
- Challenge Redefinition
- Opportunity Hypothesis
- Next Steps

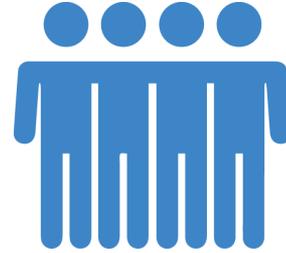
# Benchmarking



Job search



Information



Community

# Benchmarking - Job research

The screenshot shows the InfoJobs website interface. At the top, there are navigation links for 'Empleo', 'Freelance', 'Executive', and 'Consejos'. A user profile for 'Alejandro' is visible with a 'Cerrar sesión' option. Below the navigation, there are tabs for 'Mi InfoJobs', 'Buscar ofertas', 'Mis CVs', 'Candidaturas', 'Contactos', 'Perfil público', 'Quién me ve', and 'Ajustes'. The main content area is titled 'Ofertas de trabajo en el extranjero' and includes a 'Crear alerta' button. Two job listings are shown: 'Director de las Operaciones Teleco- Brasil' (Executive position, Multinacional española líder, Osasco, 24 de ago) and 'Técnico/a Instalaciones' (COLLOSA, Doha, 04 de sep). The left sidebar contains filters for 'Ordenar ofertas por:', 'Palabra clave' (telecomunicación), 'Tipo de oferta' (Sólo Executive (1)), and 'Fecha' (Cualquier fecha, Últimas 24 horas, Últimos 7 días, Últimos 15 días).



- ➔ Personal data
- ➔ Studies
- ➔ Experience

Social network + job offers

InfoJobs



indeed  
one search. all jobs.

what \_\_\_\_\_ where \_\_\_\_\_ Find Jobs  
job title, keywords or company name city, state or postcode Advanced Job Search

# Benchmarking - Information

## Official website of the European Union

**How the EU works**

- Countries
- Facts and figures
- Institutions and bodies
- History
- EU symbols
- **More on how the EU works**

**Your life in the EU**

- Work and retirement
- Education and youth
- Travel
- Living abroad
- Healthcare
- **More on EU life**

**EU law**

- Treaties
- Find legislation
- Regulations, Directives and other acts
- How EU decisions are made
- Application of EU law
- **More on EU law**

**EU by topic**

- Agriculture
- Economic and monetary affairs
- Foreign and security policy
- Trade
- Employment and social affairs
- **All topics**

**Doing business**

- Finance and support
- Import and export
- VAT & customs
- Public procurement in the EU - rules and guidelines
- European standards
- **More on doing business**

**Documents and publications**

- Statistics and opinion polls
- Official documents
- Reports, studies and booklets
- Libraries and archives
- Open data
- **More on publications**

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@ E-mail your questions

Contact and visit details for institutions, press contacts

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MEPs give go-ahead to relocate an additional 120,000 asylum seekers in the EU

17/09/2015 - An emergency proposal to relocate 120,000 asylum seekers from Italy, Greece and

**Citizen services** **News**

- > If You Are Travelling Abroad
- > If You live Abroad
- > Information for foreigners
- > Embassies and Consulates
- > International Adoption
- > Professional and Training Opportunities
- > Sworn Translators-Interpreters
- > Grants, Subsidies and Notice Board
- > Online Formalities and Procurement
- > Frequently Asked Questions

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## Moving to Germany – 10 things you need to know

August 29, 2012, 10:32 am - Section: Travel

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CERN - User's office

# Benchmarking - Community



The CAREERNETWORK™

Your Life. Your Career. Your Network.

## Find Your Talent Community



**Healthcare Community**  
7,123,349 Healthcare Professionals



**Management & Business Community**  
3,519,755 Management & Business Professionals



**Sales Community**  
3,403,561 Sales Professionals



**Technology Community**  
3,240,041 Technology Professionals



**Finance Community**  
2,973,664 Finance Professionals



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Normal

	<a href="#">Finland Summer</a> [ Go to page: 1 ... 4 , 5 , 6 ] - Last Post	Regular 7 years ago	anamuviz <a href="#">View</a> Sun June 7, 2015 6:26 pm	59	43475
	<a href="#">Finland in Winter</a> [ Go to page: 1 ... 8 , 9 , 10 ] - Last Post	Moderation 8 years ago	Kustudić <a href="#">View</a> Wed Apr 22, 2015 10:56 a.m.	93	39610
	<a href="#">Lakeland - Finland</a> [ Go to page: 1 , 2 , 3 ] - Last Post	maya_ 8 years ago	imdumas <a href="#">View</a> Mon Apr 20, 2015 9:09 pm	22	19348
	<a href="#">Accommodation in Finland</a> [ Go to page: 1 , 2 ] - Last Post	Anonymous 10 years	REMO <a href="#">View</a> Mon Apr 07, 2014 4:18 pm	eleven	6639
	<a href="#">Weather in Finland</a> [ Go to page: 1 , 2 , 3 ] - Last Post	Elizabeth08 seven years ago	Gjon81 <a href="#">See</a> Fri Mar 21, 2014 11:44 a.m.	24	21666
	<a href="#">Finland - Tips</a> [ Go to page: 1 ... 6 , 7 , 8 ] - Last Post	JoseCupernico seven years ago	REMO <a href="#">View</a> Fri Jan 24, 2014 4:13 pm	74	60820
	<a href="#">Trains in Finland - Finnrail Card Pass</a>	mephisto9 4 years ago	capirota <a href="#">View</a> Thu Jan 02 2014 24:33	5	5252
	<a href="#">Finland: Search for Travel Companions</a>	REMO 4 years ago	Mr_and_Miss_... <a href="#">View</a> Sea October 29, 2013 10:13 a.m.	5	2350

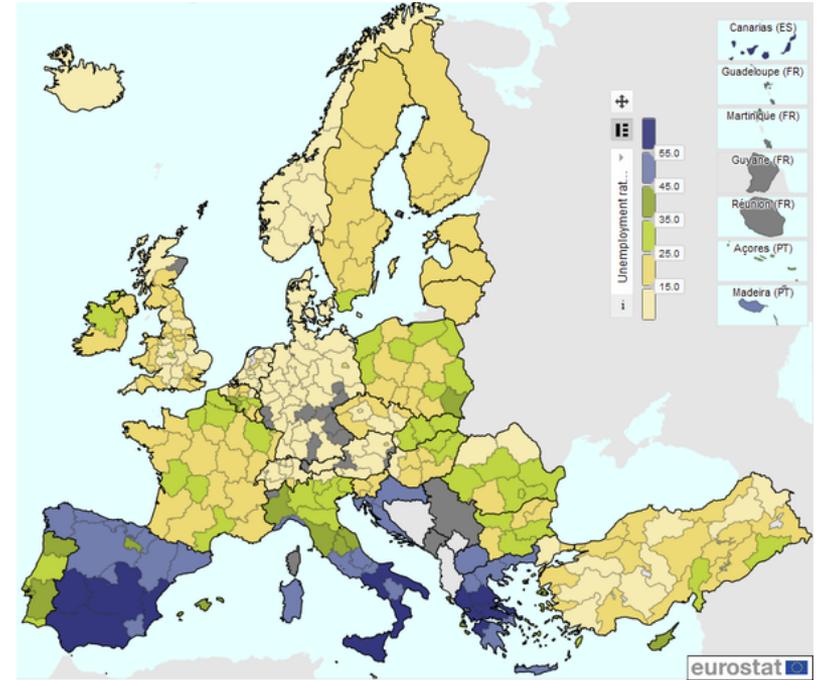
# Benchmarking

- Find the best job
- Get information about the country:
  - Lifestyle
  - Bureaucracy
  - Practicalities
- Find advice from people living in the place



# Unemployment and Mobility Trends

In Europe the unemployment rate is **~22%** (in 2014) and for many countries the half of the unemployed working force is made by youth.



[http://ec.europa.eu/eurostat/statistics-explained/index.php/Unemployment\\_statistics](http://ec.europa.eu/eurostat/statistics-explained/index.php/Unemployment_statistics)

# Unemployment and Mobility Trends



**53% of young Europeans are willing to move for work...**

but actually labour mobility in the EU currently stands at **only 3%**

# Needfinding



- Engage
- Survey
- Interview
- User matching
- Personas

# Needfinding - Engage

**The objective is to look for:**

- Unsatisfied needs
- Behaviors towards different aspects of the process of working abroad
- Identify patterns among the different people to classify them in different segments (types of users)



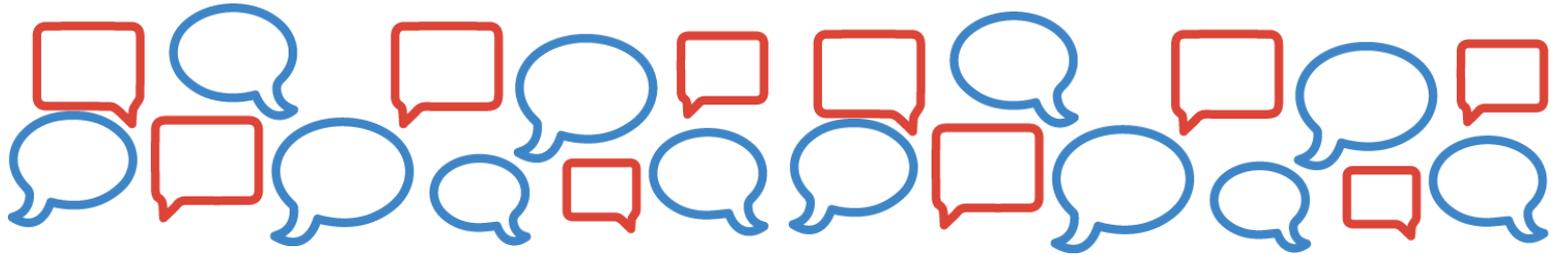
# Needfinding - Engage

Engaging through two different approaches in order to gather information:

**1. Interviews made to people in CERN**

- a. HR Department
- b. Employees from different countries
- c. Students in CERN doing internships

**2. Online survey** sent to ESADE MBA students, CERN community and other social network communities



# Needfinding - Survey

Italy, Spain, France,  
Germany, UK,  
Switzerland, Bulgaria,  
Portugal, Russia,  
Kazakhstan, India,  
Kuwait, Kenya, Brazil,  
Chile, Panama,  
Colombia, United States

This survey is to **understand** the main **needs**, the ways and the moment in which these become real.

We had answers from 18 countries around the world.

81% of the answers come from people who had already done an experience abroad.



# Needfinding - Survey Results

From the survey emerged:

People need to **satisfy both logistic and social needs**.

After the need to find bureaucracy informations and an a safety accommodation, appears the need to **make new friends and create a community**.

People need informations equally before and after moving.

The great difference is in the way people find informations in the two different moments:

- **Before Moving:**

Internet is the most used source of informations.

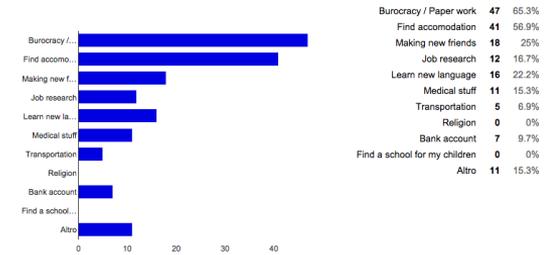
- **After Moving:**

In addition to internet people get information through local office or in a more informal way through local communities.

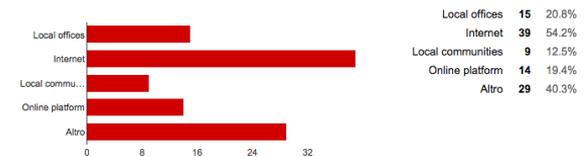
A second part of survey was dedicated to people who never had an abroad experience.

It showed that people are reluctant to move specially because of language barriers and fear to get out from the comfort zone.

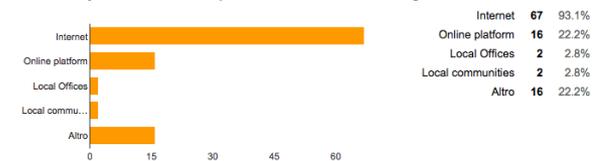
What were the most stressful things during the moving?



Where did you find the most helpful information after moving?



Where did you find the most helpful informations before moving?



# Needfinding - Survey

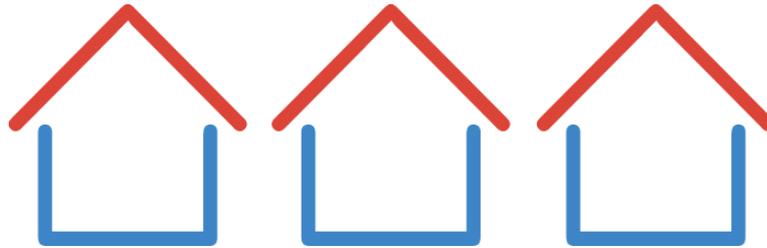
**What made you feel at home during your experience abroad..**

*"..A person asking you how was your day or if you are ok, are the things that make you feel at home"*

*"Seeing brands in supermarkets that i recognise"*

*" You always find somebody from your country, or that has some story with your home country that makes you feel like being there"*

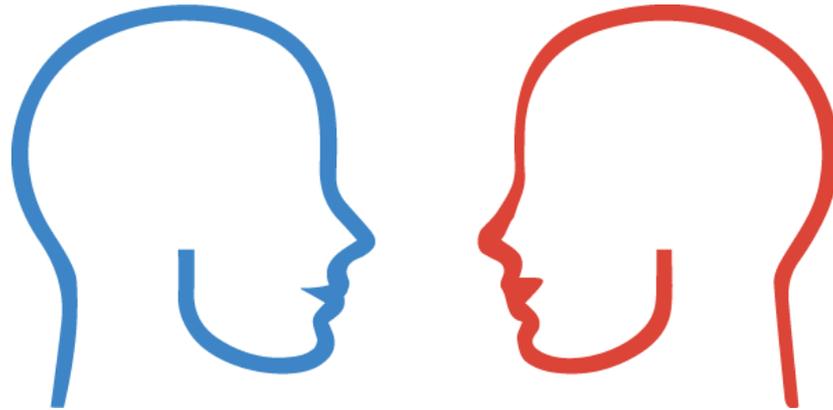
*"..Doing sport, in my case integrate a football team has been the best move to feel at home.."*



# Needfinding - Interview

## Interview:

- Designed to gather demographic information but also perceptions and emotions
- Providing a comfortable environment to the interviewee
- Short (10-15 mins)



# Needfinding - Interview

**Name:** Diamanto

**Age:** 26

**Country:** Greece

**Background:** Structural Engineer, 3 years at CERN

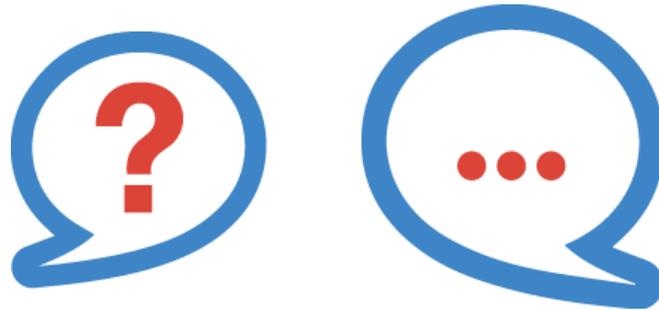


1. **How did you arrive here to CERN?**
  - a. To pursue a better career path, grow professionally
  - b. University talked to her about opportunities at CERN
2. **Tell me about your experience abroad**
  - a. Getting to know many people from around the world,
  - b. Incredible learning process and way to network with important people
3. **Did you receive any support from CERN/University in moving abroad?**
  - a. Not support at all
  - b. I found the greek community who helped me with information
  - c. Asking people around
4. **Is there something that you would have preferred to know before moving?**
  - a. Information about transportation in Geneva
  - b. Information about accomodation because it is a difficult process finding where to live

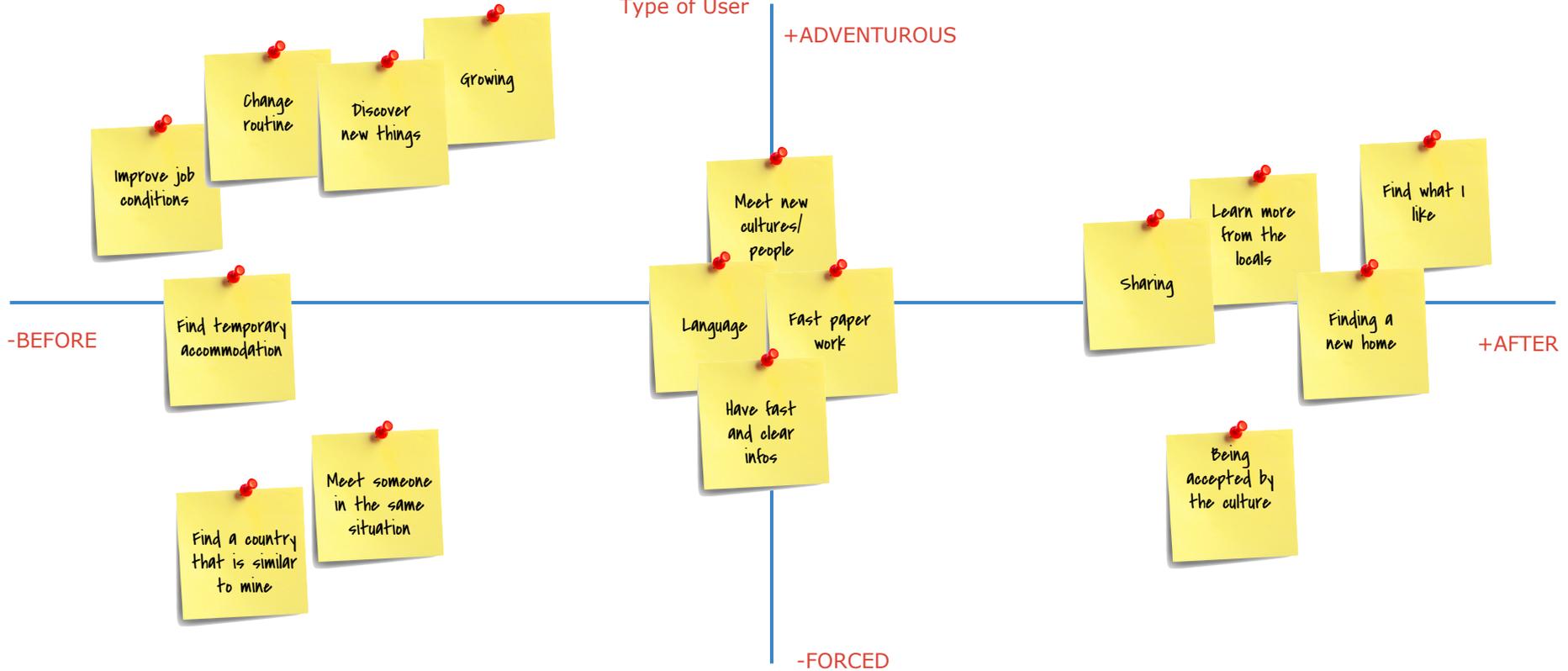
# Needfinding - Interview Results

## Interesting Findings:

- Asking people is the preferred way to find out things once they arrive.
- Finding people from the same country is useful.
- Students look for challenging experiences doing an internship at CERN.
- Nordic people are more independent than Southern Europe people.
- People would find very valuable to have more relevant information before moving.
- People care about family and friends back home so building new social relationships is important.



# Need Mapping



# Needfinding - Personas

## The Adventurous



**JOAO**  
**Research & Development, Inova**

**Age** 27  
**Location** Lisbon, Portugal  
**Salary** 1800 euro  
**Online activities** Facebook, LinkedIn  
**Offline activities** swimming, Formula 1, wine tasting  
**Status** single

### Biography

He got the Economic and Finance master degree in 2010. Joao has about 4 year of industry experience in Inova, working for many design and development projects.

He's looking for a new job, being an adventurous guy, smart and highly competent in his field, this occasion could be the birth of a new start-up.

*"An idea and the work is done. To surf the innovation sea, being open to new opportunities, that's an adventure!"*

### Needs:

- | Before  | During  | After  |
|---|---|--|
| <ul style="list-style-type: none"><li>• Improve job conditions</li><li>• Change routine</li><li>• Personal growth</li></ul> | <ul style="list-style-type: none"><li>• Language</li><li>• Meet new cultures</li><li>• bureaucratic Stuff</li></ul> | <ul style="list-style-type: none"><li>• Being comfortable</li><li>• Create a network</li></ul> |
-

# Needfinding - Personas

## *The Forced*



**MARIA**  
**Baker**

**Age** 34  
**Location** Sicily, Italy  
**Salary** 600 euro  
**Online activities** Facebook  
**Offline activities** jogging, watching movies  
**Status** engaged

### Biography

Maria, sicilian baker with her own bakery. She's engaged with a young marshal, who's moving from Sicily to Luxembourg to carry on a role of greater responsibility.

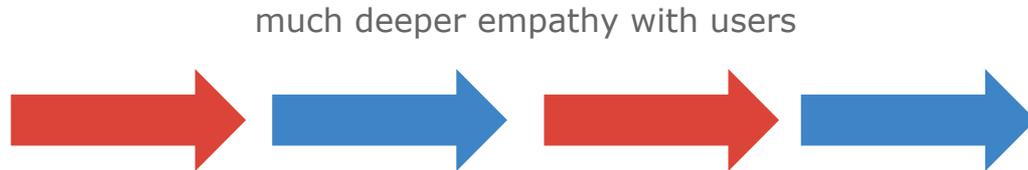
*"Love always finds a way"*

### Needs:

- Before**
  - Achieve Stability
  - Find temporary accommodation
- During**
  - Have fast and clear informations on what to do
- After**
  - Being accepted by the new culture
  - Finding a definitive accommodation

# Challenge Redefinition

- “How might we increase labour mobility within EU by supporting the workers with useful information, drawn from big data?”
- “How might we increase labour mobility within EU by supporting the workers with **relevant** informations, drawn from big data **and direct experience transfer**?”

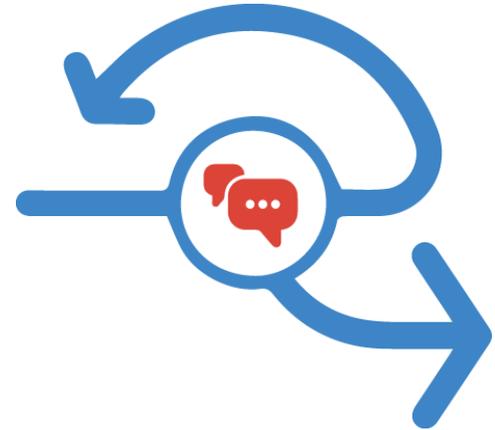


# Opportunity Hypothesis

- Most of resources lack a (well-organised) “human community”, or at least it does not englobe Europe as a whole
- User to explore: “potential mobility”

# Next Steps

- Benchmarking
  - Identify existing “communities”
  - Identify needs not covered by existing solutions
- Needfinding
  - Revisit defined users (include “potential mobility”)
  - Include need identified: “care about community left behind”
  - Identify people who represent defined users and interview them
  - Gather more data from users via interviews/surveys
  - Analyze and validate correlations to sharpen the “Persona” definition
- Trend research
  - Expand trend research with future trends
- Opportunity areas
  - Brainstorming for prototypes
  - Additional potential user found which could be considered: the “potential mobility” profile
- Networking
  - Identify relevant contacts for us at CERN (and beyond)



**“How wonderful that we have met with a paradox. Now we can have some hope of making progress”**

Niels Bohr