

## **World Employment Confederation Rebranding**

### **Frequently Asked Questions**

#### **1. Who is the World Employment Confederation?**

The World Employment Confederation is the voice of the employment industry at global level, representing labour market enablers across 50 countries and 7 of the largest international companies. Formerly known as Ciett, the World Employment Confederation brings unique access to and engagement with international policymakers (ILO, OECD, World Bank, IMF, IOM, EU) and other stakeholders (trade unions, academic world, think tanks, NGOs).

The World Employment Confederation strives for recognition for the economic and social role played by the employment industry in enabling work, adaptation, security and prosperity in society. Its members provide access to the labour market and meaningful work to more than 70 million people around the world and serve around 5 million organisations on a yearly basis.

#### **2. Why did Ciett decide to rebrand?**

Ciett decided to rebrand to reflect the industry's extended territory (the world of employment) and its leadership in an environment that is rapidly changing. While Ciett was established in 1967 to represent temporary agency work, the World Employment Confederation is the trade body representing the employment industry at global level. We felt the need to have a new name and brand which better capture the changes taking place in the world of work and the enhanced role played by our industry in achieving better functioning labour markets.

#### **3. Why now?**

The World Employment Confederation felt it was time to adopt a new name that would provide a new momentum to its activities. The change of brand identity is happening one year before the World Employment Confederation's 50<sup>th</sup> anniversary. With the new name we would also show that a new chapter in the history of our industry is starting. Let's not forget that until 1997, the International Labour Organisation's position was to ban private employment agencies. A new page has been turned!

#### **4. What does the World Employment Confederation new brand identity stand for?**

The new brand identity stands for our global reach and the influence we have in the employment area. Renaming to confederation helps reflect the diversity of our membership which includes not only large multinational companies but thousands of SMEs – members of the national federations.

The graphics and colours chosen build on the idea of geographical diversity and our enhanced global dimension. It also emphasises our networking role, connecting the dots in the labour market by representing a unique platform where all stakeholders are invited to interact with our industry. As the employers' organisation from the employment sector, the World Employment Confederation aims at facilitating dialogue with all relevant parties willing to work on improving the functioning of the labour markets.

**5. What is the World Employment Confederation's mission?**

The mission of the World Employment Confederation is to advise international policymakers and relevant stakeholders on how to create the right legal and social environment for employers and their workers. As a thought leader in the changing world of work, the World Employment Confederation stands in a unique position to educate others on the structural shifts impacting the labour markets and advocate for appropriate measures to be adopted, based on the expertise and ground practices developed by its members.

**6. What is the role of the employment industry?**

The role of the employment industry is to help people and organisations to navigate the changing world of work. Guided by the principles of fairness, inclusiveness, and freedom of choice, members of the World Employment Confederation are social integrators, agility creators, growth drivers and trusted labour market advisors. As a result, they give hope, develop confidence, build trust and deliver pride to society.

**7. How has the industry evolved over the last years?**

Faced with new challenges and new opportunities, our industry has evolved from providing candidates and filling job vacancies to creating innovative workforce solutions and shaping careers in order to simplify the increasing complexity of the labour market. With IT becoming a key component of the HR services, the employment industry is moving towards more tailor-made, output-based and talent-oriented solutions.