

## **“As labour market enablers, the employment industry is at the forefront of the shifts taking place in the world of work”**

### *The Future of Work - View from the World Employment Confederation*

Rapid technological change, globalisation, new production models and the rise of the on-demand economy are some of the structural shifts that are currently reshaping the world of work. The World Employment Confederation (formerly Ciett) and its members, who are at the heart of this paradigm shift, have recently published a white paper addressing key issues related to the rise of a new world of work, providing recommendations and, ultimately, calling upon policymakers to adapt legislation and labour market policies accordingly.

While the 20<sup>th</sup> century was largely characterised by the white male breadwinner, diversity is driving today's workforce under many kinds of labour markets and working arrangements such as wage earners, self-employment, art-work, family work and teleworking. At the same time, we are facing a new industrial revolution where technology and globalised, interconnected service-oriented labour markets are changing the very nature of work. In addition, the new world of work will be characterised by a growth in independent working, employers will be looking to keep their core workforces lean while seeking to resource in response to peaks in demand whilst balancing scarce talent in a more flexible way. As for individuals, many of them are seeking to gain more control over their work and balance work with life's other priorities.

“We are experiencing a new reality both for companies and workers alike. Our industry is playing an important role as labour market enablers allowing for improved access to work, adaptation, security and prosperity. It is vital that we work alongside policymakers to be able to maximise the many opportunities we are being presented with under the right social and economic conditions”, explains the President of the World Employment Confederation, Annemarie Muntz.

Policy makers need to create an environment that promotes a variety of contractual arrangements as a way to increase labour market participation and inclusion. They also need to ensure that the dynamic potential of the sharing and collaborative economy is not hindered by strict and outdated rules. And all this while operating in increasingly global and intertwined labour markets, which request the adoption of relevant supra-national regulation while trying to make national labour laws more convergent. International policymakers will have to play a greater role in crafting guiding principles and employment-friendly labour laws in the future.

As reflected in the World Employment Confederation's white paper, the employment industry is at the forefront of the shifts taking place in the world of work and is in a unique position to offer solutions that simplify the increasing complexity of labour markets. It does so by providing a wide range of services to meet candidates' individual expectations, knowing that the one-size-fits-all does not work anymore. In addition, the industry offers the business community sustainable solutions to contract and distribute labour.

“Faced with new challenges, our industry has evolved from providing candidates and filling job vacancies to creating innovative workforce solutions and shaping careers. With IT becoming a key component of the employment services, the industry is moving towards more tailored-made, output based and talent oriented solutions.” comments Hans Leentjes the World Employment Confederation’s vice-president.

After almost 50 years of history, Ciett, the International Confederation of Private Employment Services, is also presenting its new name and brand. The World Employment Confederation will continue to be the voice of the global employment industry.

“We hope that our new name better reflects the evolution of our membership, including national federations and corporates in all continents, as well as our industry’s extended territory (the world of employment). Our members already provide a broad range of HR services including direct recruitment, career management, recruitment process outsourcing and managed services, allowing them to lead in a changing world of work!” concludes Denis Pennel, the World Employment Confederation’s managing director.