



2014-1-HU01-KA203-002367

INTERNATIONAL SOCIAL INNOVATION COMPETITION

**Project title or
name of the social enterprise:**

ÁllásPONT

Keywords (max. 5) describing
your social business idea:

creating new jobs

jobseeker

recruitment

job opportunity

kiosk

**Name of the
team representative:**

Szabolcs Gergina

Team members:

Szabolcs Gergina

György Horváth

Lívia Knausz

Zsófia Plander

Represented country:

Hungary



EXECUTIVE SUMMARY OF PROJECT “ÁLLÁSPONT”

Presentation of the ÁllásPONT system

The ÁllásPONT recruitment system tries to fill an existing gap in the market as part of an initiative service thereby it provides a predictable, efficient, effective and socially useful recruitment system both for the jobseekers and for the employers. The project aims to support the employment of jobseekers with lower educational attainment, disadvantaged living conditions or with qualifications which have low labor market potentials traced back to economic, social, infrastructural, and education aspects. In the introduction stage of the system the project aims to improve the situation of the labor market in the region of South Transdanubia, by supporting the jobseeker layer, thereby providing manpower for the operating businesses. In the medium term we want to improve the chances of finding jobs in the countryside by integrating more regions. With this feature, the system can offer a solution to the problem of structural unemployment. Long-term objective is to achieve national coverage; this way comes to the most complex system to reduce the labor shortage and the unemployment nationwide.

The structure and operation of the system

The system is based on a kiosk network integrated by an online software, which helps the jobseekers with various filtering options to obtain information of job opportunities on offer, and they are able to apply for them as well. The ÁllásPONT recruitment service facilitates access to information, provides updated information for jobseekers by nationwide coverage and rapid response to market demands. The system is characterized by uniqueness that there is no other system in Hungary, which provides jobs in a structured, organized way; offering easy access, which not only meets the people with expensive internet or newspaper subscriptions needs, but also the people's living in more difficult conditions. It provides a solution for disadvantaged social groups as well. At these collection points they can choose among countless jobs, they can submit their applications, and the use of the system is free. However, not only the jobseekers can benefit from the system. The range of customers, who could be operating in any sector of employers, can reach a potential job search database with targeting the area they set out.

The social needs

Hungary is characterized by a problem that in the economically frequented areas have labor shortages, while in other regions there are only a few job opportunities, so the number of unemployed is higher. This unequal distribution fuels the differences on national level, promotes the strengthening of social segregation between different social groups. Because of many people's mobility, it's a necessity, both locally and nationally, to build an effective system that facilitates the filling of vacancies and helps finding jobs. To confirm the social needs we can mention the



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following examples:

- The number of unemployed people with primary school education is 95 000, and the number of unemployed people with vocational school education is 91 000. (KSH 2015)
- At least 15 counties have skill shortages. (2015/2016 Academic year Annex 5 13/2015 (II.10.) Government Decree) Including: machining, welding, meat product manufacturing, industrial mechanic, nurse, social worker and electrician.

The data confirms that if we compare the jobseeker base as a result of the large number of the ones with skill shortages and the listed counties, we can see that the two needs can meet each other if it supported by a suitable tool or methodology. In addition, the number of jobseekers with primary school education is high. Consequently, the introduction of a kiosk-based recruitment can be effective and efficient.

The social impact

The jobseekers can become a part of a new group, which strengthens their sense of social belonging, through the increase in the number of interpersonal relationships and the improvement of their quality, new impulses will start to appear in their everyday life. With this they will set up a good example for their children, who will have better chances at joining to world of work, and it will make regularity between workers. They will face new challenges and goals; they will develop their existing competences. The workplace, as a positive defense system, contributes to the improvement of the health of the employees, both physically and mentally. The number of the public dependents will be less; there will be more solvent demand. When the employees start to work their psychological impact (emotions, mood) will change as well: social activity (the widening of social relations), interest, activity, corporate identity, aspects changes, the importance of their appreciation increases, self-image is formed, self-confidence, sense of social utility, jobseekers exclusion of decline, rising of the social standards of living, social integration and social needs grow.

Accessing the system

During the sales, the principals can reach the advertising space with the help of an online and a telephone contact, while the jobseekers with the help of the kiosks installed in several places, and an online interface, including on website, mobile application and Facebook business page. The kiosks, which are planned to be installed outdoors and in shopping centers, have catchy appearance, they are new to jobseekers, they have a unified image, and in the future they will be easier to identify in other communities. Free services for jobseekers and the advertising packages which are satisfying the needs of corporate advertisers have to be separated. The jobseekers can use the following channels for sales: online interfaces (webpage, Google AdWords, Facebook, etc.), fliers, newspaper advertisements, paid interviews in radio, and broadcast services. Sale modes for companies: online interfaces (webpage, Google AdWords, etc.), cold calls, personal requests. Based on geographical considerations, the installation should be executed in cities with population more than 15 000 people. In the big cities, and in the districts of the capital kiosks will be placed at several points. The installations in the frequented areas are expedient: shopping





malls, busy public places, and public transport hubs. In addition, the Hungarian Post Office, as a potential strategic partner, could play an important role in the introduction of the system.

Structure

The organization has chosen the legal form of a limited liability company, looking for investors for its funds. As a start-up business, the company has no references and business records, so it wishes to build on the founders' existing knowledge, skills and competencies. Szabolcs Gergina certified human resources consultant will perform the executive duties within the organization, and exercises the employer's rights. György Horváth Mechanical Engineer will represent the engineer line. In parallel with this he will do the constructors job tasks at the EPCOS Ltd. in the field of product design. Sophie Plander Certified Business Communicator will participate actively in ads organizing, establishing packages and maintaining contact with the customers. Livia Knausz Certified Business Communicator will deal with implementation tasks related to projects - proposal writing, project implementation, project finance, accounting, preparation of studies.

Sources and incomes

To meet the resource demands, we intend to use tender sources, primarily the European Union's tender sources, like the „Youth Became Entrepreneurs” project for support the business start-up costs, for supporting the family-friendly work methods the „Dissemination of flexible employment in the convergence regions” project, the „Local Employment Partnerships”, and the "Start Business Home" project.

The project's revenue comes from the orders of advertisements displayed on the kiosks. Calculating the fees of the unlimited number of job advertisements based on custom tariffs. For the average price of the advertisements we calculated 1498 HUF. From this average price we can estimate the system's long-term incomes. The initial investment in phase zero is 6 million HUF, more 7.5 million HUF in the first phase, in the second 13.4 million HUF, and in the third phase 4.8 million HUF investments are needed. The return on investment is expected by the end of the third phase, after 15 months. By this time we expect positive financial balance, then the cash flow turns.

Annex 1 illustrates a kiosk available on the market, which is the basis for the network. Kiosks can be used as public informational sites, as internet terminals and as self-service terminals. Important requirement is that the appearance of the kiosks fit properly to its environment, although the primary function is informing.



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annex 1

ÁllásPONT project's emblem



Physical appearance of the kiosks



source: www.humansoft.hu

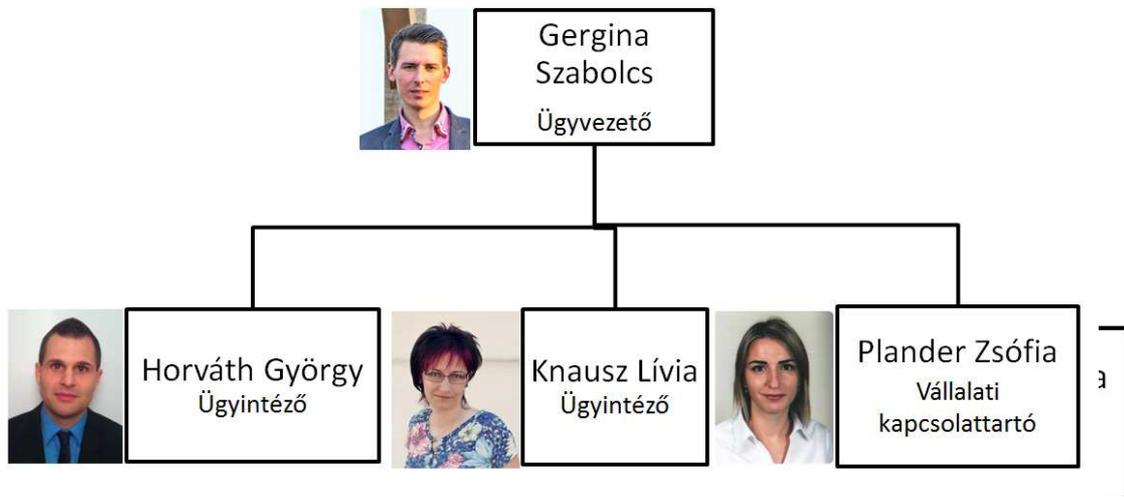


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Organisation chart



Szervezeti ábra

SZERVEZETI ÁBRA