

# **The Brazil-Canada Project on Human Resources Development in São Paulo**

Presentation By:

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# Our Project: The Phases and the Partners

**Phase 1: 1998-2002**

**Phase 2: 2004-2008**

**Partners:**

- Brazil:
  - Secretaria de Emprego e Relações de Trabalho (SERT)  
São Paulo
- Canada:
  - Canadian Labour and Business Centre (CLBC)
  - Canadian Steel Trade and Employment Congress (CSTEC)

## Phase 1: Brazilian Backdrop

- Increasing devolution of labour market policy and program development to states and municipalities
- Increasing priority on engaging representatives of civil society in policy development and governance
- Particular interest in involving business and labour on employment issues

## Secretaria de Emprego e Relações de Trabalho (SERT)(São Paulo State)

- Responsible for State's employment policy, e.g. income enhancement, skills, employability, self-employment
- Addresses key labour market issues (e.g. unemployment, employment program delivery, barriers to entry into formal labour market, and income and employment needs of specific population groups)
- Oversees the functioning of 184 Employment Centres, 486 tripartite Municipal Employment Commissions, and 268 Microcredit agencies ("Banco do Povo")

# Phase 1: Key Objectives

**To strengthen SERT's employment service by improving its capacity to:**

1. Analyse labour markets and training needs;
2. Assess and recognize individuals' prior learning, to prepare them for training or jobs;
3. Use new technologies and approaches to improve the employment service

**To pay attention to the business and labour aspects of these activities**

## SERT's Requirements

- Conduct project in a way which engages business and labour
- Make opportunities for collaboration of business, labour and government
- Partner with Canadian organizations with expertise in business/labour relationships

# The Canadian Labour and Business Centre (CLBC)

- Independent, multipartite national level organization;
- Multipartite Board led by business and labour
- Seeks to provide public policy advice and improve workplace practices by business and labour
- Focus on employment, skills and workplace issues
- Operates at international, national, sectoral and workplace levels
- Founded in 1984

# Canadian Steel Trade and Employment Congress (CSTEC)

- Joint business-labour organization in the Canadian Steel Sector
- Board includes CEOs and Union Leaders
- Focus on:
  - Adjustment and Training Issues
  - Trade Issues
- Founded in 1988

## Phase 1.

### 1. Analyse labour markets and training needs:

#### Actions:

1. Develop system of occupational intelligence, analysis and projections
  - Involve government, business and labour partners
  - Share information on website
  
2. Improve labour market and training needs analysis
  - Involve business and labour in sectoral human resources studies;
  - Involve business, labour and government at the municipal level in improving local labour market intelligence

## Phase 1.

### 2. Assess and recognize clients' prior learning

#### Actions:

- Develop a 'made in Brazil' Portfolio Guide for individuals to capture their prior learning;
  - Apply the Guide to help individuals move into jobs or training courses
  - Publish the Guide across São Paulo
  - Integrate portfolio approach in Public Training Centre in Jaguariuna

### 3. Use new technologies and approaches to improve the employment service

#### Actions:

In the employment centres, introduce:

- Self-serve kiosks, to help job-seekers find jobs and information;
- 'Job Clubs' to provide job-seekers with confidence, coaching and job-finding skills

Job Clubs produced high success rate (over 80%) in getting clients back to work

## Phase 1. Extensions of Activities

1. Occupational projections expanded into 8-organization partnership in São Paulo;
2. Kiosks expanded to all of the public employment centres;
3. Job clubs expanded beyond the public employment service to other church-based agencies, etc. across Brazil

## Phase 2: Backdrop

- State level attention to new federal government's priorities, including:
  - Equity
  - Poverty reduction

## Phase 2:

### Main Objective: Enhance Equity in Brazil

#### Main themes:

- Improve programs for target groups (youth, women, disabled, etc.)
- Improve initiatives for self-employment and development of co-operatives;
- Improve delivery of employment services via information technology;
- Improve capacity to apply Prior Learning Assessment and Recognition;
- Improve capacity to project occupational requirements and share occupational intelligence

## Relationship Between Phase 1 and Phase 2 Activities

### In Phase 2:

- Further development of Phase 1 activity on:
  - Prior Learning Assessment and Recognition;
  - Occupational projections and analysis.
- Development of activity on new issues:
  - Self-employment and co-operatives;
  - Programs for target groups;
  - Service enhancement through information technology.

## Phase 2: Fundamental Requirements

- Brazilians seek: broader definition and application of 'equity' in development of initiatives;
- For Canadians: opportunity to draw on a wider breadth of Canadian expertise to share with Brazil

## Next Step:

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Project Inception Mission in São Paulo,  
October 18 – 22, 2004



Thank you!

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