

PHILIPS

Annual report 2020

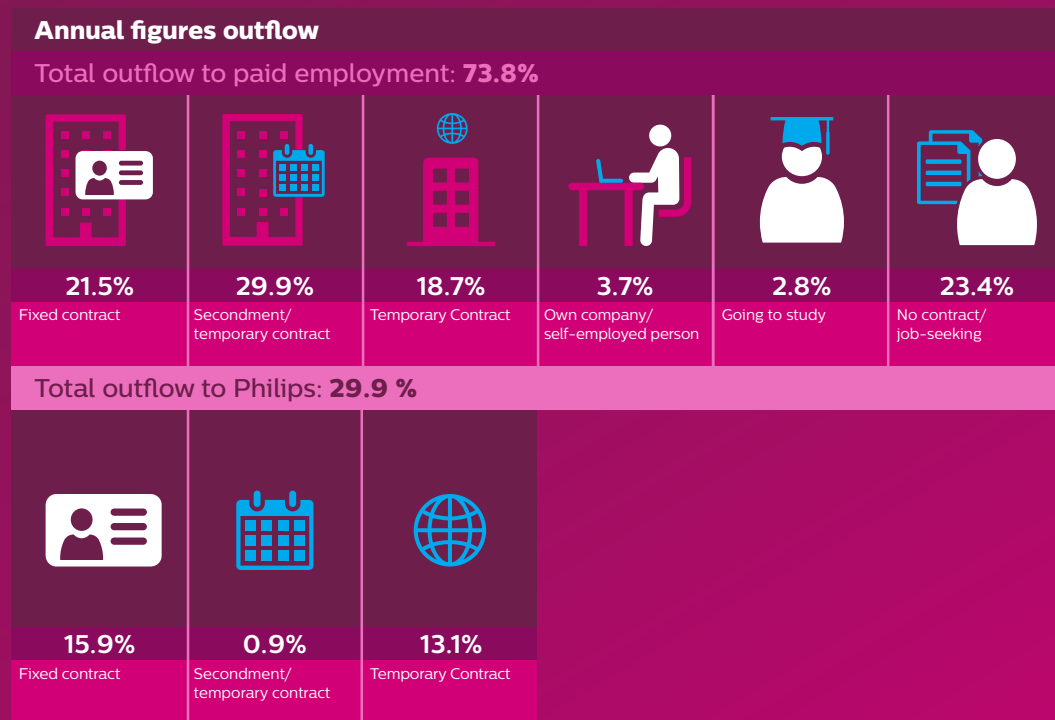
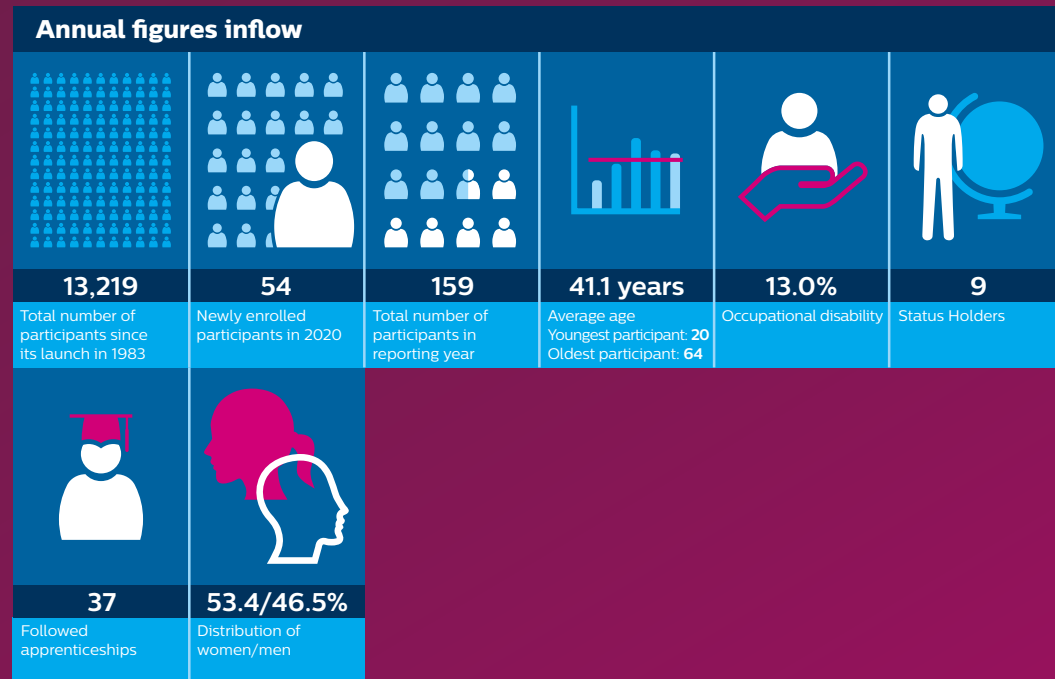
Employment Scheme



Working is

learning
and doing!

GEREEDSO



The Philips Employment Scheme is alive and well!



Preface

Is it possible to remain relevant in times of COVID-19? We can answer a resounding 'yes' to this question. A suddenly deteriorating job market? Then we will extend the contracts of the PES participants, giving them more time to still get that coveted follow-up job. New social needs in the region? Then we second motivated job seekers from PES, allowing them to combine relevant work experience with relevant social impact. You will find some great examples in this annual report! Throughout the calendar year, the number of PES participants remained above 100, which is a compliment to all involved from Philips, but also to our cooperation partners like EIA and the municipalities in the country.

As the person ultimately responsible for the PES, I can look back on last year with pride. A year in which PES – anno 1983 – once again proved its ability to respond to social changes and confirm its right to exist. This annual report itself is perhaps the best example because it was created entirely by PES participants from my team. But also because it contains great stories of participants. In short, the PES is and will remain alive and well, for now and in the future!

I wish you much reading pleasure and inspiration!

Frank Visser,
Cluster lead 'Employee & Social Sustainability' HR Benelux

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PES development program

PES Objective

Everything revolves around that one goal: increasing the chances of finding suitable paid work.

‘Anyone who wants to be an entrepreneur without **social awareness** is doomed to failure.’

Frits Philips (1963)

Gaining a year of paid work experience combined with a solid development program. **Philips offers this unique opportunity to job seekers at a distance from the labor market.** The Philips Employment Scheme (PES) was set up in 1983, especially for them. It is still successful: an average of 70% of participants move on to paid employment after completion.

Each PES participant is assigned a career mentor and follows various training courses to continue working on their personal development.

‘You are encouraged to do **the best you can.**’

Safia

‘In your PES year, set your sights on **other companies** as well.’

Olivier

Within the PES, a distinction is made between two types of work experience positions: the individual work experience placement and the apprenticeship.

‘Through a detour, I have now obtained my **MBO diploma.**’

Serina



In “A Buddy Works!”, job seekers and employers meet. For twelve weeks, an employer acts as a sparring partner for a jobseeker, sharing his or her knowledge, experience, and networks, which the participant can then use to profile him or herself more effectively in the labor market.

Nicolette Enzlin-van der Sommen – HR Coordinator of the Employment Scheme

From job seeker to buddy

One of the people who found a job through this project is Nicolette. She was allocated to Frank Visser, a manager at Philips, as a buddy. “I liked that I could get a glimpse into the HR division of such a large organization. We talked about what it was that I wanted. I was offered a career scan and attended a meeting in the Philips stadium, for the trainers and coaches of the Employability & Vitality program.

And then COVID-19 happened. Physical appointments were cancelled and I saw all the job opportunities around me disappear.” That’s why Frank send me a message saying: “Maybe I could do something for you with the PES.” “Less than half an hour after my job interview at Philips, I was at the online evaluation meeting of the buddy program. I hear: “Nicolette signed her contract with Philips this afternoon”. So, congratulations poured in, and my husband didn’t even know about it!

To this day, it’s the most fun job I’ve ever had. That initially sounds so lame, but I felt super welcome from day one. In a PES position, you are much more aware of what suits you and what really makes you happy. I’m getting a better idea of how my next job profile should be structured. And it could be very similar to my current position!” After joining Philips, Nicolette was asked to become a job seeker buddy herself. “Together, we look at her queries, and we explore how I can help her to find answers. I can now use the knowledge and experience I gained as a job seeker to mentor someone else as a buddy. How amazing is that?”

Over two-thirds of the participants report that their chances of gainful employment have increased, and about 40% have already been able to capitalize on those chances.

Ali Dursun - Electrotechnical Engineer

A cultural labor integration

Ali Dursun came to the Netherlands as a refugee, together with his family, in 2019. With a degree in electrical engineering, his job search in the Netherlands focused on work that matched his knowledge, as well as experience gained in Turkey. He heard about the Employment Scheme through the language coach of a friend in Eindhoven, who turned out to be an HR manager at Philips.

Once he started working in an PES position at Philips, he noticed major differences between the Dutch and Turkish corporate cultures. “Philips is a very large technology company, yet human interaction is very important here. All ideas are listened to, whether you are a fellow worker or manager. I feel a lot freer here. Sometimes I surprise my friends at work with Turkish food, cooked by my wife. We eat together and have pleasant conversations around our family. That’s something that really makes me very happy.”

About the development program, he says: “I’m really learning a great deal at Philips. Online, via Philips University, and from my friends at work, about Philips and the Dutch corporate culture. I talk to my mentor on a monthly basis

and she’s very helpful. She motivates me, gives me positive energy and helps me with practical

‘I will remember this as the turning point of my life in the Netherlands.’

matters such as creating a resume. In September, I also started my Dutch language course. I am now at level A2, so I can produce and understand short sentences. It is great to be able to exchange stories with participants from all over the world. We try to speak only Dutch and it is often very funny. I will always remember the opportunities Philips offered me as the turning point of my life in the Netherlands.”



Together with the ‘Boss of Tomorrow’, Philips is building the future

What would you do if you were the boss of a multinational corporation? Kelly (15 years old), a pre-vocational secondary education student at Antoon Schellens College in Eindhoven, no longer needed to wonder about this question in a philosophical way. For one day in February 2020, she stood in the shoes of Hans de Jong, President of Philips Netherlands.

A peek behind the scenes of a large corporation is a great experience and shows the multitude of opportunities available if you make use of your talents. Naturally, not every child grows up in an environment with sufficient role models. Someone who can inspire the child to do their best and invests in education, knowledge, and skills. At Philips, we are happy to contribute to this.

At exactly 8.30 a.m., Hans was ready to pick up Kelly from her school in his car. Once they arrive at their destination, they get to work on the question: How can we improve the lives

of people around the globe? During her idea presentation to the design team, “A bracelet that tells you when Grandma is home”, she showed no trace of nervousness. This “Boss of Tomorrow” had her affairs in order!

‘If Philips gave a spark of inspiration today, I’m a proud ‘Boss of Today’.’

“I hope Kelly and all the other ‘Bosses of Tomorrow’ will carry the positive experiences they

gained during this day with them for a long time to come and share them with their fellow students,” Hans said of the day. “The Netherlands desperately needs all its young talent to build a bright future. If Philips has provided a spark of inspiration for that today, I am a proud ‘Boss of Today’.”

Initiator JINC

Philips participated for the fourth time in “Boss of Tomorrow”, an initiative of JINC. Each year on this day, students get to take the wheel of large corporations across the Netherlands. Last year no fewer than 317 CEOs, directors, and politicians participated.



Ireida Willems –
Education and
Events Officer

Back on track

after a successful PES process

When Ireida went into burnout at the age of 28, she, and those around her, were very surprised by this. “Nobody dreams of being distanced from the labor market at such a young age. A combination of too high a workload and not taking good care of myself led to me dropping out. When things started to improve, I started to look at what I liked in my studies and my last job and what kind of company suits me. That’s how I ended up with an PES position at the Philips museum through the EIA.

Toward the end of the process at Philips, Ireida started looking for her next step. After updating her LinkedIn profile with her new PES work

experience, she was approached by a recruiter about a position as an arts educator. That turned out to be a good match, and Ireida now has a new job that suits her well.

‘I wanted to get out of the victim role.’

The first week in her new position is now over and she looks back on her time in the PES. “The team at the museum is very involved and regularly asks you what you would like to take on as a challenge and where you could still use help.

I missed that at my previous employer. So when someone from the PES has found a new job, everyone also shares in the success. Your colleagues are really happy that they helped make it possible for you to move ahead.”

According to Ireida, it is good that not everything in a PES job is perfect. “That motivates you to develop and look for better opportunities. You will be paid minimum wage and it is a finite process so make sure you can move on before then. It was a good push to get a grip on my own life. Before that, I felt very much like a victim and I wanted to get out of that role. Now I feel like I’m in control of my own life.”

‘When someone in the PES has found a new job, everyone shares in the success.’



Mira van der Hagen – Front Office Assistant
 Thijs Eradus – Managing Director
 Guus – Receptionist

Philips Assisting Aid Organizations

A new form of PES since this year is the Community PES. Many civil society organizations have run into problems due to COVID-19 and are in need of help. Philips offers them this help by seconding a participant to the Employment Scheme. Springplank, responsible for social care in Eindhoven, is one of the organizations who were offered help.

People in the Netherlands are losing their homes more easily, becoming homeless, with fewer reasons. The magic wand, according to Thijs Eradus, Director of Springplank? “Participation. When people sit at home, things get worse.” So that slots in perfectly with Philips’ vision for the PES. Mira has joined the team based on her PES contract, and in doing so, making a turn in her career. “For me, this position is very different from what I’ve always done in childcare, but I feel

‘Our magic wand is participation.’

like I’m fully involved. It’s great to gain experience in a different field of work so that I will soon have a better chance in the job market. Scheduling appointments, maintaining contacts, relationship

management; these are all new skills I’ve learned. For candidates who enter the program here, it’s important that they can find work, so I have a great deal of contact with employment agencies and employers so that the candidates can be placed. I have sat with people in the intake process who already have jobs and homes. It’s nice to see how quickly that can happen with the right help.”

Due to COVID-19, homeless people are cared for 24 hours a day. That is, of course, great for people who need it, but Thijs’ organization had to work hard. “We were really at a loss because our organizational volume doubled in size, but the funding doesn’t arrive until many months later. Within two weeks, the PES spot was arranged and Mira could come and support us. That has been a great moment on all sides. For Springplank, for Philips, and of course for Mira.”

‘New’ Dutch people start their career at the Werkclub

From entry-level job to life career

At the Werkclub, new Dutch citizens receive help to build a bright future here. “People come to us distanced from the Dutch labor market. We help them develop the traits they need here so that they can soon do what they love. At the Werkclub we therefore say: we guide people from their entry-level jobs to their life careers.”

According to Brahim, the cooperation between the Werkclub and Philips is going so well because they have the same vision on social impact, namely stimulating and inspiring others and offering them the opportunity to reach their full potential. Or as Brahim summarizes: “Trying to get everyone involved.”

The Werkclub employs a seconded PES worker, Ahmed. “I am learning a lot about the corporate culture in the Netherlands through my PES start-up job. In Egypt, you only hand over your resume. Now I know how to write a cover letter and how to do a job interview. I learn, and I learn, and I learn at the Werkclub.”

Not everyone goes looking for a life career that matches their previous work experience. The PES looks at real possibilities that suit the Dutch working environment. Ahmed, therefore,

sees a future in electronics rather than something along the lines of his previous jobs as an actor and accountant. Philips’ plan helps him transition into this new role. But beyond these tangible benefits, this pathway has especially brought him more self-confidence.

‘I’m more flexible and more social now.’

“Sometimes I didn’t want to go out because I was afraid to make mistakes. But since I got this job, I talk to other people and I’m not shy to speak Dutch anymore. If we had done this interview before October, I would have said I didn’t speak Dutch. I am now more flexible and more social because of my work here.”



Brahim Amjahad – Branch Manager Eindhoven
 Ahmed Mahmoud – Project Officer

More **job security** for PES participants

“The Philips Employment Scheme yields higher employability and longer employment,” is Roy Peijen’s conclusion following his dissertation. Peijen conducted doctoral research from 2014 to 2020 into the long-term effect of the PES on job security among outgoing PES participants. In his research, he compared the support of a group of job seekers in the PES with a control group that fell under the public activation policy. Peijen used pseudonymized data from CBS Microdata, which makes such data available to research institutes such as Tilburg University. These data allowed Roy to compare the careers of PES participants to a control group with exactly the same characteristics and labor market conditions.

Previous research has found that employability for PES

‘Those with the greatest disadvantage will benefit the most.’

participants has increased by 18%. This study now shows that the long-term effects are also positive.

“It appears that participants in the Employment Scheme have an average of 8% more months of work over a ten-year period. There is considerable variation among the groups studied, but overall, those with the greatest disadvantage have the strongest gains in both job

security and employment at an appropriate wage,” Peijen said. “Especially in these uncertain times of COVID-19, when unemployment rates are on the rise, such work experience programs can maintain the human capital of the unemployed labor force.”

Participants have an average of 8% more months of work.

Talent Connector ensures **full employment after cancer**



Isabelle Lebrocq, founder of oPuce, explains: “Everyone has the right to full-time employment. This is often difficult to find after cancer. Practice shows that more than 60% no longer find paid work after being laid off due to cancer. We want to change that with the Talent Connector. The Talent Connector offers a solution by connecting job-seekers with employers who have indicated that they are open to this group of applicants.”

One of the people who were able to reintegrate into the PES in this way is Claire. “Life after cancer and in the midst of a pandemic made me long for a normal life. I just didn’t know what that was and what it should look like.” says Claire.

Through LinkedIn, she got in touch with Isabelle. “The first

time I spoke to her, I had to cry. Someone who actually understands how I feel. The conversation was healing for me. Through Isabelle, I heard about the Philips Employment Scheme. Through this plan, I can work on my reintegration at Philips for a year. Building up hours, finally doing something useful again

‘I’m overwhelmed that there is such a thing as the PES.’

and being part of society. All things that I long for, but which have not been possible for months. To me, work is just like breathing. It’s part of who I am. I am overwhelmed that something like the PES exists. I love it.”

Social Enterprise oPuce launches the ‘Talent Connector’ with a network of major companies. This is a new app to connect job seekers, recovered from cancer, directly with recruiters from Philips, among others. Since the establishment of oPuce in 2012, several candidates have started in the Employment Scheme and this new initiative is also supported by Philips.

Inspiration session from the oPuce business network





Job coach Yvette knew about the PES program before she started working as a job coach. As HR manager at Philips, she realized she would like to mean something to people who are neurologically slightly different and, therefore, have difficulties in the labor market.

**Yvette Hartman – Job coach Autismepunt
Simon – Technician**

Neurodiversity in the workplace

“It matters so much when people feel that they are part of the workforce again, when they earn their own money, when they see the perspective of a different life other than living at home with their parents.” She now works at Autismepunt and guides employees with autism at Philips, among others. “It’s really always different per client and per question what my role entails. Often I am in conversations about 70% with the client and the other 30% with colleagues and supervisors.”

Simon, one of the people mentored by Yvette, talks about his job at Philips.

“I myself am not really someone who makes conversation without a meaningful topic, so usually I only talk with

‘Working together is going well and there is mutual respect.’

colleagues about work; but the collaboration goes well and there is mutual respect. Lately, I’ve been putting together systems that take about three to four hours to do, almost entirely without any help. I have been the first to notice many

problems, suggest solutions, and feel like an important part of the department.”

How do you ensure good cooperation with neurodiverse employees? Yvette knows what to do: “It’s important to have an open conversation with each other and not take such a ‘one size fits all’ approach for everyone. The break is meant to recharge, so accept that someone may find it more comfortable to spend it alone. Then nobody has to start the second half of the day with a low battery. If you can bring about that open atmosphere with each other, then you’re just there.”

Maarten van der Heyden – Facility staff member

Expand knowledge and skills for greater independence

Maarten has a lot of work experience as an interior builder but, in his own words, never got a permanent contract because of his age. When he got the chance to work within the Employment Scheme, he grabbed it with both hands.

“Here at the plant I do all the small jobs. Like hanging a coat rack, repairing strips of lines, putting up white boards, all kinds of things. This is a lot of fun because every day is different. I get a list of the jobs and I fill in when I’m going

to do them. I like working here.” He ensures that the work is done safely. “I recently got my safety certificate (SCC) and I am now extra aware of the risks in the workplace.” With the first certificate in the pocket, he is not done learning. “I also got my forklift certificate. At first, I always had to ask colleagues to move pallets, for example. It’s convenient that I can do that myself now. I’m not much of a computer nerd, so I could stand to learn some more about Excel and stuff.” Not only the work but also his contact with colleagues is going well. “We have a good

time during breaks. A little bit of camaraderie, also talking about how things are going at home; I like that among colleagues.” Maarten does have his future plans worked out.

‘I do have my plans for the future worked out.’

“I’m 59 and live one kilometer from here, so I would really like to finish the rest of my career here.”





Marcin Zak - Electrical Engineering Assistant

Working is **learning and doing!**

In addition to the regular work experience positions made available within Philips, there is also the opportunity to participate in an apprenticeship program. The goal is to gain relevant work experience and for the candidate to finish the course with a generally recognized professional diploma.

When Marcin heard about the PES and an apprenticeship program in the technical field, he was immediately excited. "It's really good if you can learn something, even better if you can do it, and when those two things go together, that's the best. The course is difficult because it is in Dutch, but I have no trouble with the rest. I already have the work experience and doing an electrical engineering assignment is not in Dutch or Polish but with your hands.

My training is for electrical engineering assistant, but in our department I already work as a regular technician. We have many different work processes that, apart from the knowledge you gain in school, you have to get a certificate for in order to perform them. After one month I got my first certificate and then they said: "If you can do this, then we'll go to the next step." In the meantime,

I have passed all eight certificates and can support my colleagues well because I can work completely independently.

I think it is important to be able to mean something to others in my work. I can contribute to a device that goes to a hospital and works

'I feel like I have plenty of options.'

problem-free for fifteen years, I think that's beautiful. I'm happy I can help other people in this way. I don't know yet if I'm going to stay here or work somewhere else, but I almost have my diploma and learned a lot of new things, so I feel like I have plenty of options."

Marina de Haan – Mechanical Operator A

The **complete package** at Philips

The apprenticeship programs within PES start with a 'preliminary period' and if this period is concluded successfully, the participants move on to a workplace in the factory. There they will have the opportunity to complete the practical part of the training and the full theory. Marina is one of those participants in such an apprenticeship program and is following the vocational training to become a process operator at Philips in Drachten.

"The training was of a high standard right away. I had never done the math I encountered. Fortunately, I have a 20-year-old

son at HBO who could help me with that. Normally you do training and then you still have to find a place to build up work experience, but that problem is solved immediately here. It's a nice total package and, of course, an apprenticeship at Philips looks good on your resume as well."

Working shifts isn't everyone's cup of tea, but with Marina, it's a good fit. "I had to get used to the night shifts, but now I love biking home after work at six in the morning when the birds are singing and there is no one on the street at all. People in a 9-to-5 job miss the best part

of the day. When my daughter gets home from school, I'm ready with nice old-fashioned cookies and tea."

Marina comes back to the total package she described earlier. "Actually, this is more like the royal package because you not only get an education and work experience, they look at all sides to see what else they can give you to best prepare you for your next position. Like extra courses or certificates that prove you can do something. I can now say to future employers: Look, I'm good at this, and Philips backs me up."

'A mentor like Philips will, of course, look good on your resume.'



