

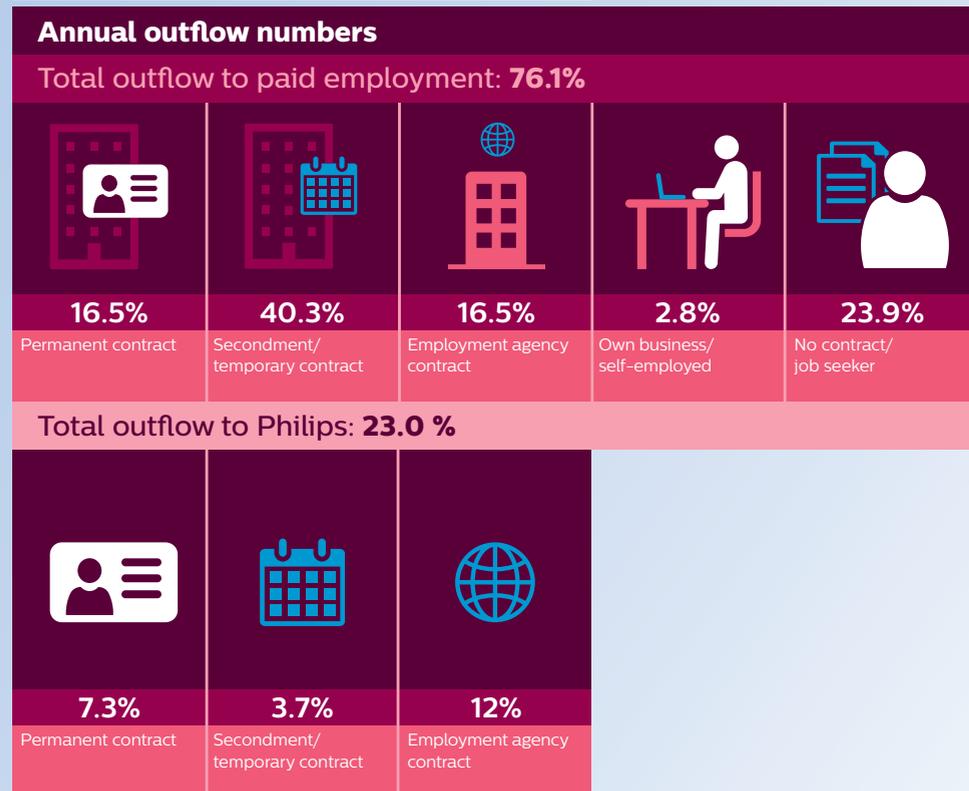
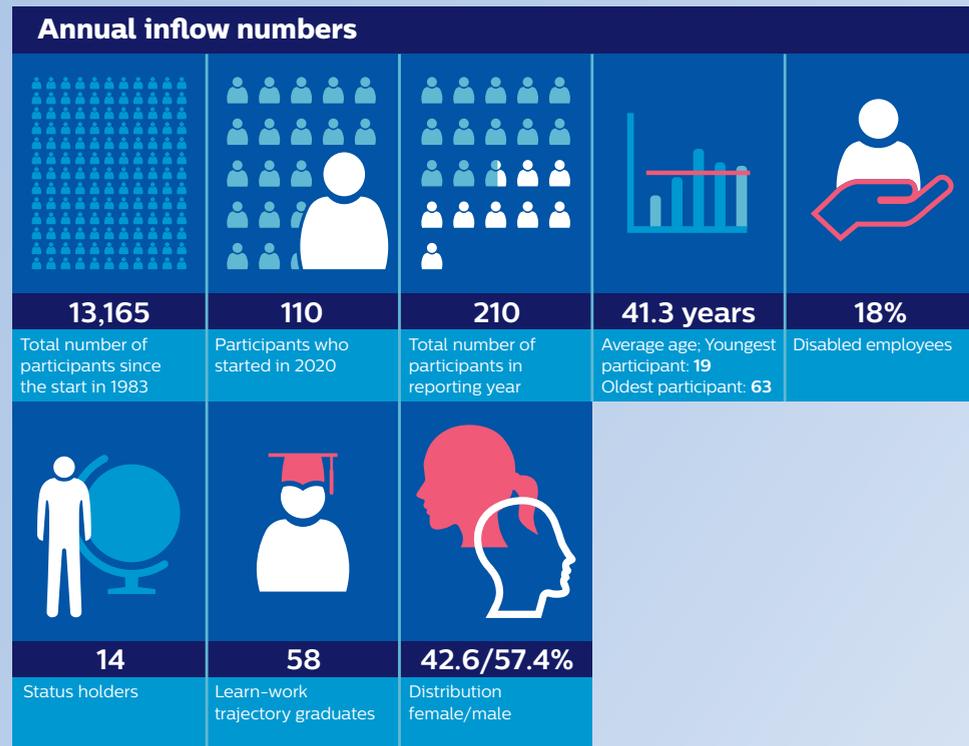
PHILIPS

Annual Report 2019

Employment Scheme

Experience that counts





The Philips Employment Scheme (WGP) has existed for more than 35 years. Since 1983, as many as 13,165 jobseekers have followed the program. The approach of the WGP has proven to be successful: the average percentage of participants finding a regular job afterwards has always been around 70%, this reporting year even having a peak of 76,1%.

Giving people who are distanced from the labor market an opportunity to get relevant job experience, no matter of their gender, age, ethnic origin or whatsoever. The reason the WGP has been doing this so well for so long, is because it is constantly alert of societal change. Everyone is welcome, and these days we have an extra focus on increasing the inflow of young people without a starter qualification, persons with a disability and status holders.

Empowering people, that's how the WGP differs from other (re)integration approaches. This has also come forward in a PhD study of the Tilburg University that is currently studying the effects of the WGP. You can read more about this later on in this annual report. You can also read about the various activities that we carry out to strengthen our goals, about our increasing ambitions and the quality mark for corporate social responsibility that we received. To complete this annual report, you will find personal stories of participants. I wish you a lot of inspiration and reading pleasure.

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Philips WGP development program

All participants are assigned a personal career coach and will follow various trainings to keep working on their personal development.

Philips offers participants the opportunity to work and learn, but not a guarantee of a job afterwards. The WGP year helps candidates to find a job themselves.

Objective WGP

Everything revolves around one main goal: improving your chances at finding suitable paid employment.

“You gain knowledge, skills and experiences that will benefit you, among others by participating in workshops and getting individual career guidance. In short: everything is aimed at enabling you to develop yourself, in order to improve your chances at finding paid employment.”

Gain a whole year of work experience, combined with training. **Philips is offering this unique opportunity to jobseekers who have been out of work for some time.** The Philips Employment Scheme (WGP) was set up especially with them in mind more than thirty-five years ago, in 1983. It has been very successful and it is still successful today: on average 70% of participants go on to find paid work afterwards.

What is a WGP contract?

All participants will enter into an introductory agreement with Philips for one year and will be paid the minimum wage plus an end-of-year bonus ('13th month').

Within Philips WGP, there is a distinction between two types of work experience places: the individual work experience place and the training/work place.

The required level of education for the work experience positions within Philips vary from primary vocational education to higher education.



Interview Arthur Eerdmans

A work experience place within Philips is a win-win-win situation

Arthur Eerdmans has offered work experience places within his department for more than 10 years. "Every participant of the Employment Scheme (WGP) has their own struggles to deal with. It is not without reason that a person becomes distanced from the labor market. As a manager, you have to be aware of this and it is your job to invest in that"

Arthur decided to get things done the right way and has weekly interviews with his candidates. He encounters candidates who, still at the start of the program, want to prove themselves so much that they tend to over-ask themselves. Arthur always slows them down and make them think simplistically. "First, I want the get to know the person and get a better picture of their

personal pitfalls. The more complete the picture, the better I can guide the candidate. They need to regain ownership of their own lives and stop thinking like a victim.' The WGP has brought Arthur a lot too. Human interaction and behavior are Arthur's key motivators in his work as a manager. He helps people find a job. Arthur gets a lot of energy out of this and has noticed that a soft approach does not help a candidate. Giving feedback is an important part of his job, which then can be converted into positive actions. Helping participants to overcome their personal obstacles is what Arthur particularly likes about his job. It gives him a great sense of satisfaction seeing a candidate get a more positive view of his chances on the labor market and regains control of his situation.

WGP as a stepping stone to a permanent job

Interview Mamoun Alzoughbi

Two and a half years ago, Mamoun Alzoughbi came from Syria to the Netherlands as a refugee because, due to the war, he could not create a safe home for his family in his home country. Thanks to the WGP, he was able to gain work experience during a year all the while working on his personal and professional development and following a Dutch language course.

Despite having studied business administration at the university in the United Arab Emirates, Mamoun, partly because of the language barrier, found it difficult to find work when he came to the Netherlands. After several applications, it also became clear that his diploma did not match with the requirements asked in Dutch vacancies.

Via O4Werk, Mamoun came into contact with the WGP, as a result of which he got the chance to gain work experience as a Quality & Regulation officer. "I'm accustomed to working in an international environment, but

I did not have any experience in this field of work. By facing this challenge, I learned a lot and that gave me great satisfaction", he says. He got a lot of opportunities within Philips to learn and develop and to improve his position on the Dutch labor market. Something for which he is very grateful. "It is hard work, but the WGP really enables you to advance your career", Mamoun adds.

Today, Mamoun has successfully moved on to a permanent job at Philips as a Document Control Specialist.



Exposition Art Congress with Perspective

The *Kunstcongres met perspectief* ('Art Congress with Perspective') initiative offers a stage to creative individuals and visual artists who are distanced from the labor market and is all about participation, talent development, networking and exposition.

The UWV organizes this in cooperation with municipalities, art and cultural institutions and art professionals in five regions in the Netherlands. The Philips Employment Scheme (WGP) has been providing a platform for this initiative for 6 years. The works of art of the winners Bram Brandhoff, Ad van der Heijden and Mona Sokoot were exhibited alongside the works of audience prize winner Caroline Willems in the central hall of the conference center at the Boschdijk in Eindhoven.

The art conference and the WGP share a similar drive: providing chances to people who are distanced from the labor market. Beautiful works of art have been created to which we would like to provide a platform at Philips. Winner Bram Brandhoff agrees it is a unique chance. "The expositions at the guest locations have helped my self-confidence to grow. It has also expanded my own network in the art world." The works of art are for sale, still it might be difficult for the artists to say goodbye to their winning piece.





Philips receives special quality mark

In 2019, Philips received the certificate PSO Trede 2 (Inclusive Employer Step 2) of TNO.

To celebrate this special moment, general manager of PSV, Toon Gerbrands, awarded the corresponding quality mark to Frank Visser and Stefanie van der Ven of the Philips Employment Scheme (WGP). PSO makes visible and measurable which organizations make exceptional efforts to enable people distanced from the labor market to find and maintain work in a

sustainable way. 'Trede 2' (Step 2) indicates that Philips performs well above average in this area. This makes Philips one of the leaders in the field of inclusive employment.

'This quality mark is a beautiful recognition.'

WPG works!

The PhD study of Roy Peijen from the Tilburg University shows that the Philips Employment Scheme (WGP) also increases the chances of finding a job in the longer term. Previous research has already shown that the program increases participants' chances of finding a job by 18%. The current study provides evidence that the positive effects are also sustainable in the long term. The *Financieel Dagblad* ('Financial Daily') reports this in an article about the study.

"The study shows that over a period of ten years, participants have on average 6% more chance of getting a job than a control group that only received support of the UWV", reports the *Financieel Dagblad*. "This means that over this entire period, they have held a job for 35.9 weeks longer, almost a quarter of a year. The study also shows evidence that the WGP has a more positive impact on people with a disability or a migration background than support from the UWV alone.

Opportunities for refugees at Philips

Philips is one of the sixteen companies that has made the promise on the 'Dutch Business Summit on Refugees' to help refugees to find a job more quickly.

"In the Netherlands, there are more than 100,000 status holders. These are refugees who, after an extensive process, have received a residence permit. The purpose of this initiative is to make it faster and easier for them to integrate into society. There is no better way to do this than by having a job." Philips has a long tradition when it comes to taking social responsibility. By investing in people by means of training, guidance and mentoring programs, Philips wants to help one hundred refugees find a job in the Netherlands over the next five years.



The Employment Scheme gives Frank's career a boost

Frank Teklenburg studied journalism and has experienced the different facets of his profession. After his studies, he worked for a local regional broadcaster and newspaper. When his contract was not renewed, he found a job as a communication officer. The job suited him well, but the sector he worked in at the time didn't. He fell back on his disability benefit and via his job coach, he ended up at Philips. At first as a candidate for a marketing position, but eventually he has managed to secure a position as an all-round communication officer, and he is happy that he did.

"It suits my personally much better. I like informing people much better than selling and I quickly get to the essence of a story. The work is nice and diverse, also because I get a chance to work on design." It felt right for Frank right from the start. The working atmosphere is pleasant and he is taken seriously. The fact that he uses a wheelchair, never felt as a hindrance to him. Via the WGP, Frank gets the chance to gain working experience

within a well-functioning communications department and to discover what suits him best. Frank gets all the freedom he needs for this. "I'm not scared anymore to apply for a job at a large company. At first I thought I would be a number, but that turned out quite the opposite. I am much more professionally oriented right now and this experience has already done a lot for my career."



Dutch language training organized for the fourth time

For the fourth time, Philips has organized a Dutch language course in cooperation with the Ster College. The 15-day support program has been designed to help employees with a language deficiency to improve their individual language skills. This will not only help them take more pleasure out of their job, but also to participate more actively in society.

Teacher Esther van Gerwen gave these lessons for the second time and will miss them now that they are over. "It was a nice, motivated group that kept asking questions when they didn't understand something. There was a nice atmosphere and hopefully I was able to transfer enough knowledge, so that they can continue developing their Dutch language skills on their own."

The participants of the training also had a pleasant, instructive time and Esther was one of the reasons why.

Oleg Sheremetyev enjoyed going to his classes every week: "During the training, I learned a lot and the approach felt very personal. Esther talks in a clear and calm way, which helped me better understand the information and apply it myself. Muhammed Masri liked the fact that he 'had to' speak Dutch all the time. In the department where he works, English is spoken most of the time. "The grammar and theory lessons have helped me a lot. By speaking and practicing the Dutch language, I have made a huge progress. It was also

very nice that we occasionally did a quiz to practice what we had learned."

On the last day of the program, the participants received a proof of participation and there was a celebratory ending.

'It was very nice that we also did a quiz to practice what we had learned.'

Apprenticeship is the chance I've been waiting for

Interview Henriëtte Kremer

Five years ago, Henriëtte worked as an administrative officer in the region. But due to a drastic reorganization, she lost her job. What followed was a difficult period of 2.5 years, until she decided to make a radical career change and set her sights on a technical position.

That turned out to be a good choice: through an acquaintance, she came into contact with the Employment Scheme program in Drachten. It was the chance she had been waiting for: an apprenticeship in process technology. Gaining work experience and at the same time following a professional training to become a mechanical operator B? Henriëtte didn't have to think twice and looks back with satisfaction.

"Working at Philips has given me a lot of positive energy. I also enjoy having a fixed schedule again, although being in a five-shift system can be pretty tough sometimes. I have two children at home aged 16 and 18 who also need attention. Even though the last two years have been quite demanding, they have left me feeling satisfied and I have had many great experiences. My colleagues were



of great help to me and I have been given a lot of freedom to develop myself. Now I have a nice job and thanks to my professional diploma, I will have a good future at Philips."

Even now that she has her professional qualification, Henriëtte is not done learning yet. "I'd like to gain more in-depth knowledge about technology. I now work as a fully-fledged process operator in the factory, and sometimes as alternate team lead. I'm also going to follow a first aid course offered by Philips soon. Looking back on it, the WGP

has been a really good investment in myself. Philips likes to invest in people and offers people the opportunity to improve their chances on the labor market by means of this special program. It's up to you to seize the opportunity when it arises.

Even after completing her apprenticeship, Henriëtte is not done learning yet.

Secretary training program once again successful

After two intensive years, eight ladies have received their MBO (secondary vocational) level 3 diploma after successfully completing their secretary training by Schoevers.

Mirjam Smit was the first to know that she had passed her exams. "The WGP secretary training program has been a rollercoaster ride. Not only did I experience what it's like to be a management assistant, but I've also learned a lot about myself and I now know my qualities and my pitfalls. I wouldn't have missed this experience for the world and I am really grateful to Philips for giving me this opportunity." Before the start of the training, the participants prepared

themselves by following courses in Communication, English, Dutch and IT, during an introductory program. After that, all participants immediately went to work at a department within Philips. Going to school one day a week, they gained work experience during the other three or four days. The participants entered a tough program and unfortunately, we also had to say goodbye to some of the ladies before the end of the program.

Following an apprenticeship is not easy. It's hard work and you have to find a balance between your study, your work and your home situation. Eventually, everyone came out stronger and four ladies even managed to get a job before the end of the training.



WGP participants volunteering at Brain Path

Two groups of WGP participants have given a helping hand by participating in voluntary activities. Accompanied by the foundation *Samen voor Eindhoven*, they helped clients of the GGzE lay a part of the *Breinpad* ('Brain Path').

The Brain Path connects two important meeting places on the site and the walk in-between stimulates the senses of the visitors, because there is a lot to experience. The participants have cleared up, cleaned, moved trees and made the paths clear and visible again. In short, it was an energetic and impactful day.



Jinc Boss of Tomorrow

New Philips Benelux CEO: 15-year-old Robin the Boss of Tomorrow

Each year, the JINC project *Baas van Morgen* ('Boss of Tomorrow') gives 200 students from socially and economically disadvantaged backgrounds the chance to be boss for one day. At Philips, student Robin from the Antoon Schellens College traded places with the CEO of Philips Benelux Henk Valk.

His mission for today was to make a recommendation for the 'Experience Lab' at the High Tech Campus in Eindhoven, where the very latest developments in healthcare technology are presented. "Use 'Virtual Reality' during a guided tour for students. And don't use too many 'apps', because it must remain easy to understand." We ended our day with a joint meeting of all the bosses of tomorrow and today. For Robin, the presence of King Willem-Alexander was the icing on the cake.

JINC Job Application trainings

This year we organized four Job Application trainings for VMBO (pre-vocational) students. During a Job Application training, young people learn how to impress a potential boss. Professionals show what makes an interview successful and what not.

JINC Blixemstages

In cooperation with the Philips Museum, we organized several *Blixemstages* (short introductions) for VMBO students this year. A workshop taught the students more about the innovations at Philips and the professions involved. They also explored



the museum during the *Kijk in je lijf!* ('Look inside your body') assignment, in which they learned more about the human body and the devices that can be used to take a look inside the body.

'Don't use too many 'apps', because it must remain easy to understand'

