

PROMOTION OF ACTIVE MEASURES AND EMPLOYMENT STIMULATION

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ABSTRACT: *Researches in the field of the labour market has allowed the identification of certain specific mechanisms for employment promotion; at present, on the Romanian labour market we find passive policies, concretised in financial aids paid to the unemployed, along with active policies, constituting the most efficient social protection activity addressed to the unemployed (they aim at counterbalancing the inefficiencies determined by the granting of financial allowances, help population to find a job by actions of information, professional training and contributing to the encouragement of the labour force mobility). The paper refers to some theoretical considerations related to the influence factors of employment stimulation, as well as to the unemployment – correlated adequate measures synapse. The applied research comprises the analysis of statistic documents; the method used is the case study, i.e. the activity of employment stimulation carried on by the County Agency for Employment Caraș-Severin, in the period 2004-2012. The conclusions highlight the impact of the activity of the institutions involved in the system of social protection and security within the labour market.*

KEY WORDS: *active employment measures; unemployment; poverty; labour market institutions; social protection and security.*

JEL CLASIFICATION: *I24; J15; J21; J71.*

1. INTRODUCERE

A specific group of Romania's active population requiring the intervention of the social work services is represented by the unemployed. Unemployment represents, in the context of the transition to market economy, with the deep restrictions it implies, a true psychological and cultural shock for the people accustomed, in the past, to have an easily-found job and kept even more easily (Zamfir & Vlăsceanu, 1993).

In the context of a common European policy, acknowledging the importance of the role of social services as key actors in the population's partnership for welfare, in

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the promotion of the equality of opportunities and social inclusion of all the citizens of the EU member states, Romania, both in the pre-joining period, and after having joined the European Union, has developed the segment of social services (Andrioni, 2011, p. 22) assuming its mission to respond also to the transformations and challenges of the labour market by promoting active and stimulating actions for employment boosting.

The restructuring of the Romanian social-economic system in accordance with the requirements of market economy has triggered deep and essential changes to the labour market, among which the occurrence of unemployment as mass phenomenon. Unemployment, unwanted social phenomenon, has determined, among certain social-professional categories, the drop of material earnings (sometimes even serious poverty) and complete alteration of social statuses and roles. Negative phenomenon of the social-economic space affecting part of the active population, main factor of economic instability and consequently of social conflicts, unemployment is not uncontrollable, and it is not a one-way process, it can be reduced if one acts competently by promoting some adequate correlated measures (Codin, 1990).

2. PROMOTION OF ACTIVE MEASURES AND EMPLOYMENT STIMULATION

The labour market has undergone powerful changes in time, modifications that have created the need for a new institution. A modern flexible institution, able to respond to these challenges. In order to achieve social protection in the Romanian labour market one created, through Law no.145/9 July 1998, The National Agency for Employment and Professional Training (ANOFPT), institution that has changed its name into the National Agency for Employment.

The National Agency for Employment (ANOFM), together with the 42 county agencies and over 180 local agencies, is addressed to the unemployed and economic agencies, and its main objective is represented by the increase of the employment rate and implicitly by the decrease of the unemployment rate.

Among the essential objectives of the National Agency for Employment we may list: institutionalisation of social dialogue in the field of employment and professional training; application of strategies in the field of employment and professional training; application of the measures of social protection for the unemployed. The main services offered by ANOFM are the following: professional information and counselling; business consulting for the unemployed and students; pre-firing services; completion of salary incomes, labour mediation; advantageous loans; courses of qualification and requalification; stimulation of the labour force's mobility (ANOFM).

3. EMPLOYMENT STIMULATION

The measures for the stimulation of employment are addressed both to the persons in search of a job and to employers and are realised through specialised services, supplied by the employment agencies or other services providers belonging to the public or private sector. The increase of employment opportunities for the persons

in search of a job is mainly done by: information and professional counselling, labour mediation; professional training, consulting and assistance for initiating an independent activity or of starting a business; completing the employees' salary incomes; stimulation of labour force mobility.

3.1. Professional training of the persons in search of a job

The persons in search of a job can participate in professional training programmes meant to offer them the growth and diversification of their professional competencies with the purpose of ensuring mobility and reintegration to the labour market. The professional training programmes provide, according to the law, initiation, qualification, requalification, improvement and specialisation of the persons in search of a job. The professional training of the persons in search of a job is done taking into account the current and prospective requirements of the labour market and in accordance with the individual options and aptitudes of the respective persons. The forms taken by professional training of the persons in search of a job are: courses, practice and specialisation stages, as well as other legal forms.

The access to the professional training programmes is done as a result of the activity of professional information and counselling or mediation. The professional training programmes for the persons in search of a job are organised distinctly by levels of training and specialisations, and by categories and groups of persons.

3.2. Completion of employees' salary incomes

The persons entitled to receive the unemployment allowance according to the law who get employed for a normal working schedule, according to the legal stipulations in vigour, are entitled to receive, from the moment of the new employment until the end of the period of unemployment allowance, a monthly non-taxable amount from the budget of the unemployment insurance fund, representing 30% of the total unemployment allowance, established or recalculated according to the law.

3.3. Stimulation of the labour force mobility

The persons who, in the period when they benefit from the unemployment indemnity, get employed in a locality situated at more than 50 kms from the locality of their stable domicile, benefit, according to the law, from a non-taxable settlement bonus, paid from the budget of the unemployment insurance fund, equal to two minimum gross wages in vigour on the respective date. The persons who, in the period when they receive the unemployment allowance, get employed in another locality and consequently change their domicile, receive a settlement bonus, granted from the budget of unemployment insurance fund, equal to 7 minimum gross salaries in vigour on the settlement date. The cease of the labour or job relations at the initiative or for the employee's fault, within less than 12 months from the employment date, triggers the obligation to return the entire amount granted as bonus provided in art. 74, 75.

The employers' stimulation to employ the unemployed is done through: subsidies for the jobs; granting of advantageous loans in view of creating new jobs; granting other facilities.

The jobs subsidies are allotted from the budget of unemployment insurance fund and from other sources according to the legal provisions, for covering the expenditure for the labour force incurred within the deployment of certain programmes aiming at the temporary employment of the labour force from among the unemployed, for the execution of works and activities of interest for the local communities. The sources stimulated in par. (1) can mainly subsidise the following categories of services:

- public services of infrastructure recovery and upkeep, of ecologisation and construction of husbandry works, organised by the local public authorities, by private companies or NGOs, with the approval of the local public administration;
- social services comprising activities of home care for the children, for the sick, for the senior citizens and the handicapped, organised by the local public authorities, NGOs and other organisms under the law.

Loans granted in advantageous conditions. For the creation of new jobs by the incorporation and development of SMEs, cooperatist units, family associations, as well as independent activities carried on by the authorised self-employed persons employers may receive advantageous loans from the budget of the unemployment insurance fund.

Facilities granted to employers. The employers who hire unemployed person, and keep them employed for at least 6 months from the employment date, benefit from the reduction of the amount representing the 5% contribution due to the budget of the unemployment insurance fund.

3.4. The labour mediation

This is the activity meant to connect employers with the persons in search of a job, in view of establishing labour or job relations. The employment agencies have the obligation to identify the vacant jobs at the employers and to advertise them among the persons in search of a job.

The mediation services for the persons in search of a job is granted free of charge by the employment agencies and they consist in:

- information regarding the vacant jobs and the conditions of occupying them by publication, displaying, organisation of job fairs;
- the electronic mediation with the purpose of the automatic connection of jobs demand and supply by means of IT techniques;
- the pre-selection of candidates corresponding to the requirements of the job offered in accordance with their training, aptitudes, experience (Costin, Tufan & Garcea, 1996).

In view of implementing the measures for the employment stimulation, the agencies for employment have the obligation to draw up, for each person in search of a job, the individual mediation plan. The elaboration procedure, the content and monitoring of the individual mediation plan will be established by the order of the ANOFM Chairman.

Mediation in the sphere of labour and unemployment. The mediation centre

Society has the duty to intervene in the labour market, to offer a material and moral support to the human subjects in difficult times, to assist them in their efforts for the job search, identification, filling and preservation. For this purpose, in Romania, one created the adequate legislative and institutional frame and has allotted the human, material and informational resources for the development of a new domain of activity, known under the name of “labour mediation”.

Labour mediation is a compound of activities by which one attempts to correlate demand and supply on the labour market, with the final goal of employing the available persons, and of occupying the vacant jobs. The encounter between the labour demand and supply must take place under conditions able to satisfy both parties and lead to a sustainable professional relation. In the mediation activity, irrespective of the country or institution where they take place, there are three main actors that interact: the provider of labour force; the provider of jobs; the mediator.

The mediation centre offers the jobs applicant complete information related to: vacant jobs and conditions to fulfil for occupying them, services provided by the mediation department, statistics about the labour market, the employment programmes started locally offering a perspective of job offers; opportunities of qualification / professional training and conditions of participation in the courses. With the help of on an interview the mediator can evaluate the level of training and the level of the job applicant’s aspirations and is able to orient the job applicant towards:

- the economic agent who advertises a vacant job, when he considers the applicant meets the requirements for filling this position and wishes to carry on that activity;
- the centre for professional guidance / counselling, when the applicant does not have a clear image about his professional opportunities, the career he intends to develop or the needs to enhance his professional training;
- The Club of the Unemployed, when the applicant needs guidance in elaborating a CV, in drawing up a job application, in the preparation for an interview with the prospective employer;
- The frame of psychological investigation, when the person seems to have special problems or when the job requirements impose the candidate’s psychological testing.

The mediation centre should contact the maximum number of job suppliers (economic agents from the state or private sector, from the production or services sphere, all the public, governmental or non-governmental institutions that can employ personnel immediate or prospective) in view of:

- identifying the jobs that are currently vacant or will become vacant in the near future;
- collecting information about the ensemble of the economic agent’s activities;
- providing information related to the available labour force registered in the records of the mediation department;
- informing about the candidates’ opportunities of professional training for the vacant jobs (Costin, 1996).

3.5. The professional information and counselling

This constitute a set of services granted free of charge to the persons in search of a job, with the following goals: to supply information regarding the labour market and evolution of occupations, personality evaluation and self-evaluation in view of career guidance; development of the abilities and self-confidence of the persons in search of job, meant to enable them to make the right decisions about their own career; training in job search techniques. Professional information and counselling is done in specialised centres, organised within the agencies for the employment, as well as in other accredited centres and services providers belonging to the public or private sector, which conclude contracts with the employment agencies in legal conditions. The information about the labour market, the establishment of the professional track, the evaluation and self-evaluation is made by individual or group counselling offered, at request to the persons in search of a job – clubs organised by the employment agencies. The professional counselling and training in job search techniques and the presentation at the job interviews is done within the centres by career orientation counsellors.

Information about the labour market. The Centre for Information and Documentation (C.I.D) is an institutional frame organised as a public service, whose goal is the growth of the employment rate locally, by offering pertinent information about the labour market to target groups, and especially their orientation in accordance with their own aspirations and desires. As they are non-profit associations of local interest, focused on the processing and organisation of information related to the labour market, in order to offer them to the public, in an accessible form, C.I.D. contribute to:

- attenuating imbalances manifested, at a certain moment, on the labour market;
- observance of democracy and fundamental human rights, which also implies the free access to wide-interest information (such as that related to the labour market);
- ensuring the equality of the access of all categories of applicants, attempting at the same time to offer concrete and relevant answers to their questions (the information provided should be objective, free from any ideological or other types of influence);
- raising the awareness of the role of information in general, and of information regarding the labour market in particular;
- defining the notion of “public information” and of regulations of the access to this information.

For the success of the C.I.D.’s activities, it is extremely important to strengthen its relations with the economic agents, with the public institutions in the region, with the authorities and the local mass media. The initiative to create and support such a centre can belong to certain governmental institutions, local communities, NGOs, economic agents, programmes of international assistance for Romania. C.I.D. operates with the following types of information: related to the local and general economic-social frame, regarding professional orientation, vacant jobs and information with bibliographic or documentary character (Pitaru & Baciu, 1997).

The services provided by the C.I.D. are free of charge or cost very little, they must be rapid, updated, easy to retrieve, presented in an accessible form to the beneficiaries; the information, in order to be useful, should fulfil a series of conditions,

such as: to be accurate, complete, opportune, accessible, consistent, relevant and concise. C.I.D. systematically collaborates with: the Centres of Labour Mediation; the Centres for Career Counselling, the Club of the Unemployed, the units of professional training in the region (schools, colleges, universities, lifelong learning centres for the qualification, requalification and professional improvement of adults, belonging either to the Ministry of Education, or to the Ministry of Labour and Social Security or other ministries, public institutions, state or private companies); the Consulting Centres; the Business Incubators, the Chambers of Commerce and Industry; the institutions of research on the labour force who elaborate studies, analyses, statistics, prognoses; governmental bodies, local authorities (Prefectures, Mayor's Offices, local councils); the professional associations, trade unions, employers' associations; the Centres of European or international importance.

4. DESIGN OF THE CASE STUDY RESEARCH. THE ACTIVITY OF THE COUNTY AGENCY FOR EMPLOYMENT CARAŞ-SEVERIN

Methodology used: analysis of documents (studies, researches, articles, analyses), statistic analysis (databases, statistic documents), descriptive analysis.

AJOFM Caraş-Severin co-ordinates the activity of three local employment agencies which in their turn have workpoints in different localities of the county. The Local Agency for Employment Reşiţa (Workpoint Bocşa; Workpoint Resita – Govândari); The Local Agency for Employment Caransebeş (Workpoint Oţelu Roşu; Workpoint Băile Herculane; Workpoint Bozovici); The Local Agency for Employment Oraviţa (Workpoint Anina; Workpoint Moldova Nouă); Centre for Professional Training Reşiţa. AJOFM Caraş-Severin has developed various employment programmes since 2005: the programme for the employment of the socially marginalised persons; plans of professional training; *The employment programmes - 2005-2011 - of the County Agency for Employment Caraş-Severin*. AJOFM Caraş-Severin assists the interested persons to find a job in the European Union through the Public Service of Employment in the Economic European Area, EURES, and the position of the SEE states related to the access to the Romanian labour force on the European labour market is well defined. The EURES portal allows direct access in the 25 EU languages, to the set of labour offers published by Europe's 31 Public Employment Services.

The offers of vacant job presented on the EURES portal are mainly directly imported from the national databases of vacant jobs, generally written in the national language of the source country. Other details, as well as the type of contract, required experience and education level, are translated in all EU languages, and each employer may decide what language to use for advertising their vacancies. When the job offers are accompanied by a blue flag, this means the respective employer looks for personnel from European countries other than his own. Each vacant job offers information about the application procedure and contact person. The contact person may be either the EURES counsellor processing the application or, in other cases, the employer's representative directly. The standard EUROPASS European CV allows the presentation of qualifications, skills and competencies in a logical order: personal information,

description of professional experience, description of studies and training courses and a detailed inventory of personal aptitudes and competencies.

In 2007, as a result of the establishment of EURES in Caraş-Severin, a number of 451 persons have received the following types of services; counselling, information about the vacant jobs available in the SEE and Switzerland; data about the living and work condition in the EU; counselling and guidance for finding a job abroad; the applicants were assisted in filling in their CVs; the correspondence was kept both with the EURES counsellor in other counties, and with the EURES manager; the evidence of the job applications in SEE and Switzerland was transmitted monthly; the upload on the EURES portal of the job offers from Malta.

Since January 2007, when Romania joined the EU, it has been applying the provisions of the EEC Regulations no. 1408/71 and no.574/72 in the field of co-ordination of social security systems. AJOFM Caraş-Severin is an institution competent in the application of the aforementioned regulations for the unemployment allowances based on Order no 57 of 11 February 2008, for the approval of the instructions for the application of the provisions of the EEC Regulation no. 1.408 of 14 June 1971 regarding the application of the social security regimes to the employed, independent workers and the members of their families who travel within the Community, and of the EEC Regulation no. 574 of 21 March 1972, which sets the modalities of applying the EEC Regulation no.1.408 of 14 June 1971 related to the application of social security regimes to the employees, independent workers and members of their families who travel within the Community in the field of the unemployment allowances, issued by the Ministry of Labour, Family and Equality of Opportunities, the National Agency for the Employment and published in Romania's Official Gazette no .136 of 21 February 2008.

4.1. Increase of the employment opportunities for the persons in search of a job

AJOFM Caraş-Severin implemented the action "The Caravan of Employment", initiated by the National Employment Agency ANOFM, which intervenes by specific actions of information regarding the labour market, counselling and employment directly in the middle of the community. The purpose is to draw closer together the employment services and the beneficiaries or potential beneficiaries, through a pro-active approach, an open attitude and a better evaluation of the employment situation in the rural area. The target groups were the unemployed persons from the Caraş-Severin rural zones and the persons belonging to the Roma ethnic group.

4.2. The results of the implementation of the Employment Programme and of the active measures on the Caraş-Severin labour market

The employment programmes for the period 2004-2012 were elaborated on the basis of the proposals of local employment agencies, based on the analysis of the economic and social situation recorded in the territory.

Furthermore, one also took into consideration the results obtained in the past years as a result of the application of the employment plans and programmes, as well as the legislative changes in the domain, together with the coming into force of the modifications to Law no. 76/2002 and of the entire package of normative acts in the support of their application, as well as of Law no. 116/2002 regarding the elimination of social marginalisation, which underlay the definition of the main quantitative indicators. The increase of the employment opportunities for the persons in search of a job is done mainly by: professional information and counselling, labour mediation, professional training, consulting and assistance for the initiation of an independent activity or for the start of a business, completion of employees' salary incomes, stimulation of the labour force mobility.

Professional information and counselling

AJOFM Caraş-Severin stimulates the Employment Programme through: free services of professional information and counselling offered to the persons in search of job, attempting, if possible, their placement in the vacant positions; supplying information related to the labour market and evolution of occupations; personality evaluation and self-evaluation in view of professional and career guidance; development of ability and self-confidence of persons in search of a job, training in job-searching methods and techniques.

The number of the persons employed as a result of the counselling services, as shown in table no.1, has dropped, from 865 persons in 2005, down to 532 in 2007, and even lower, to 279 persons in 2009; in the first two months of 2010 only 5 persons found a job. AJOFM Caraş-Severin organised annually auctions for the suppliers of information and professional counselling services who carried on these activities in localities where the Agency does not have specialised personnel. Grace to the information and counselling services, the number of the persons employed increased, in 2012, compared to the previous years 2004-2011, as a number 742 persons were employed in the period January – April.

Table 1. Situation of the persons employed as a result of providing the information and consoling services

2004	2005	2006	2007	2008	2009	2010	2011	2012
-	865	903	532	657	275	383	208	742

Source: AJOFM Caraş-Severin

Granting allowances for the unemployed who get a job before the expiration of the unemployment period, attempting thus to prevent long-term unemployment among youth up to 25 years of age, and of the other categories of unemployed persons, subjected to the risk of staying unemployed more than 6 or 12 months, respectively. The number of the persons who benefited from this facility was of 1786 in the peak year 2004, dropped by 183 in 2007, compared to 2005, being represented by 261 persons in 2009. Moreover, in the 2008-2012 period, we remark a decreased of the number of persons employed grace to support allowances, compared to the years 2004-2007.

Table 2. The situation of the persons employed grace to support allowances

2004	2005	2006	2007	2008	2009	2010	2011	04. 2012
1786	622	590	439	278	261	277	208	45

Source: AJOFM Caraş-Severin

Labour mediation

Labour mediation is the activity connecting the employers with the persons in search of a job in view of establishing labour or job relations. The agencies for employment have the obligation to identify the vacant jobs at various employers and to make them known to the persons in search of a job. The tasks set by the Employment Programmes for the period 2004–2012 in Caraş-Severin were established together with the ANOFM. For reaching the set goals, the measures taken for the implementation of the Employment Programme consisted in: granting free mediation services for the vacant or new jobs through an activity of providing information related to the available jobs and connecting the persons in search of a job with the respective employers; elaborating, for each person, an individual mediation plan, increasing the preoccupation for selection actions in accordance with the jobs requirements, organising job fairs.

The number of persons employed grace to the mediation services was relatively constant in the period 2005–2007, being almost equal to the number of persons employed by mediation in 2004. In 2008 we found a drop in the number of persons employed as a result of job mediation; an important part in providing mediation services is played by the Jobs Fairs.

The County Agency for Employment Caraş-Severin organised, starting with 2002, the General Jobs Fair, which is organised nationally on the same date in September each year. In the period 2005 – 2009 the Jobs Fair for the Roma ethnics was organised the same day in Reşita, Caransebes and Oraviţa. Another 2 fairs were organised between 2005 and 2011, i.e. the jobs fair for the graduates and the jobs fair for the youth leaving the child protection system. If the labour market launches a stringent demand, other special job fairs are organised.

Table 3. Situation of the persons employed through mediation

2004	2005	2006	2007	2008	2009	2010	2011	04. 2012
6095	6599	6143	6147	5476	3623	3335	2142	975

Source: AJOFM Caraş-Severin

Professional training

The persons in search of a job can participate in the professional training programmes meant to ensure the increase and diversification of their professional competencies enabling their mobility and reinsertion to the labour market. The professional training programmes provide, according to the law, initiation, qualification, requalification, professional enhancement and specialisation of the persons in search of a job. The access to the professional training programmes is made following the activity of information and professional counselling or mediation. The

programmes of professional training of the persons in search of a job are organised distinctly by levels of training and specialisations, as well as by categories and groups of persons. A.J.O.F.M. Caraş-Severin through the Centre for Professional Training organised professional training courses with the observance of the stipulations of Government Decision OG no. 129/2000 approved by Law no. 375/2002 and the Methodological Norms no. 353/5202 ale M.M.S.S.F and M.E.C.T, being authorised in 12 professions or trades. The qualification courses are free for the unemployed persons receiving unemployment allowance, and are offered for a fee to those who wish to attend professional training courses. The schooling fees were established based on the procedures of Government Decision H.G. 377/2002 and include the expenditure incurred by the qualification activity. In 2008, 325 persons were employed after they attended professional training courses: 154 in 2009 and 6 in the first two months of 2010.

Consulting and assistance for starting an independent activity or for initiating a business

The consulting and assistance services for starting an independent activity or for initiating a business are granted at the request of the person in search of a job, under the form of legal , marketing and financial services, efficient management methods and techniques as well as other consulting services. AJOFM Caraş-Severin stimulates the free providing of counselling and assistance services for starting an independent activity or for initiating a business, for the increase of the employment rate by the funding of one's own business. Although the number of persons who asked for and received these services, as shown in table no.4, was rather high, i.e. 216 persons in 2005, it exhibited a non-uniform variation in the following years, dropping to 70 persons in 2009; at the opposite pole we find the number of persons who succeeded in incorporating their own firm, which was very low, only 20 persons in 2005, with a non-uniform variation in 2006 and 2007 and remaining at the minimum number of 1 person for two years in a row (2008, 2009).

Table 4. The situation of the persons who benefited from the counselling services, and of the persons employed after counselling services

2004	2005	2006	2007	2008	2009	2010	2011	04.2012
-	216	159	250	80	70	73	228	-
-	20	2	6	1	1	-	-	-

Source: AJOFM Caraş-Severin

Completion of employees' salary incomes

The persons who receive unemployment allowance in the period stipulated by law and who get employed according to the law, for a normal working schedule, are entitled to receive, from the moment of employment until the end of the period of employment allowance, a monthly non-taxable amount, granted from the budget of the unemployment insurance fund in a percentage of 30 % of the unemployment allowance received in the months previous to the employment.

Stimulation of the labour force mobility

The persons who, in the period of unemployment allowance, get a job, according to the law, in a location situated more than 50 kms away from the stable domicile, are entitled to receive a non-taxable settlement bonus, paid from the budget of the unemployment insurance fund, equal to two minimum gross salaries in vigour on the respective date. The persons who, in the period of unemployment allowance, are employed, according to the law, in another locality and change their domicile accordingly, receive a settlement bonus from the budget of the unemployment insurance fund, equal to seven minimum gross salaries in vigour on the settlement date.

The stimulation of labour force mobility by AJOFM Caraş-Severin was done by bonuses awarded to the unemployed persons who desire to change their domicile or work place at more than 50 kms away from their domicile. The number of these bonuses has decreased year after year (table 5), and at the end of 2007 only half of the number of bonuses granted in 2004 was recorded, with insignificant variation in 2008 and 2009.

Table 5. Persons employed through the labour force mobility

2004	2005	2006	2007	2008	2009	2010	2011	04.2012
211	188	163	106	111	100	98	76	36

Source: AJOFM Caraş-Severin

5. CONCLUSIONS

During these past few years, the situation of the unemployed persons has considerably degraded: the conditions for employment allowance were restricted, the selectivity of the labour market hardened, poverty amplified, the opportunities for getting a job were reduced. The individuals who lost their job belong to diverse social layers, and for each there are special rights and obligations, as regards incomes and especially the job search. We analysed the impact of the activity of the institutions involved in the system of social protection in the labour market, by enhancing the awareness related to: the legislative frame regulating the operation of the system, the organisation administrative frame and of the institutional system; the system of the unemployed persons' registration, services for the benefit of the unemployed, condition of access to indemnities; scope of the system; level and duration of the allowances granted; sources for the system's financing; manner of distributing resources for the programmes of protection for the unemployed, efficiency of the social protection measures intended for the unemployed.

The measures for the stimulation of employment are addressed both to the persons in search of a job, and to employers and are done through specialised services, supplied by the agencies for unemployment or other providers of services in the public or private sector. The providers of specialised services for the stimulation of employment may perform, based on contracts concluded with the employment agencies, services funded from the budget of the unemployment insurance fund only if they are accredited, and the accreditation is awarded by the National Agency for Employment.

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