



SOCIALLY RESPONSIBLE EMPLOYMENT

HOW TO OBTAIN THE LABEL 1+ FOR ALL

Become an «active company» in Geneva engaging in favour of employment and integration through work.

unpluspourtous.ge.ch

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Employment, a catalyst for integration

Ready to commit, ready to recruit !



Employment is the corner stone of our financial autonomy and social dignity. Employment gives prospects and a sense of achievement. It helps avoid social exclusion and dependence on social services assistance. Yet how can one avoid having to resort to social welfare when discriminated profiles or low employability profiles (or, supposedly, low employability profiles) render individuals increasingly vulnerable to exclusion from the labour market ? There lies the rub between social action and reinsertion.

Here is where I want us to work together to make things change: employment as a means of social integration and not as a cause of social exclusion. The *1+ pour tous* (One+ for all) quality label was launched in 2012 to fight long-term unemployment. There are now around 220 enterprises in Geneva bearing the *1+ for all* quality label.

Today, I would like to develop the concept *1+ for all* and to promote the principle of integration through employment among all companies working in Geneva. Since 2016, the label has included all those who, due to age (too old or too young), to disablement, or for having interrupted their professional career, or who have experienced a too long spell of unemployment, are having difficulties re-entering the labour market. The quality label is awarded to employers who are willing to give a chance to such people who, despite being qualified and highly motivated are often stigmatized when it comes to job-seeking.

Employment flows from the responsibility exercised by each and every one of us. The State, social partners and enterprises all play a key role in bringing about professional integration. I salute their contribution in

fostering and providing jobs: they are indeed a pivotal factor in our economy. These socially responsible companies are a source of pride for us and I would like to thank them for their civil commitment and social involvement.

Collaboration with staffing agencies is also essential to enhance the reintegration levels of the unemployed. Accordingly, it is for them that we have created the partner label. The *1+ for all* quality label is a tangible mark of our gratitude to socially and economically responsible companies. Having it will help promote your organization's social commitment in the eyes of the public and among your partners. It will increase public awareness with regard to your day-to-day engagement in making sure that economic growth benefits all. It might also encourage other employers to decide, just as you have, to choose to recruit an unemployed

person whose only shortcoming might sometimes be age, a disability or a prolonged absence from the labour market.

Let us not overlook the talents and potential to be found within the Geneva workforce. Together, let us strive to maintain our social cohesion, which plays such an essential part in the development of our canton.

Mauro Poggia
State councillor in charge of the department of employment, social affairs and health



WHAT IS THE 1+ FOR ALL QUALITY LABEL ?

The label is a distinction awarded to public and private economic actors in the canton of Geneva. It is for companies which choose to recruit job-seeking residents of Geneva.

It is awarded for a two year period by the department of employment, social affairs and health. The 1+ for all quality label gives companies the opportunity to display their commitment to employment and integration through work.

A MORE AMBITIOUS LABEL

Launched in 2012 to help long-term unemployed people to find a job, the label benefitted, from the start, from the support of a wide network of employers. At the instigation of Mr Mauro Poggia, the State councillor in charge of the department of employment, social affairs and health, the label was opened, in 2015, to a larger public of job-seekers.

It now aims to help all persons who, due to age (too senior or too young), to disablement, or for having interrupted their professional career, or who have experienced a too long spell of unemployment, are having difficulties

re-entering the labour market.

To encourage employers to play the social responsibility card by hiring such candidates, the label offers them in return public recognition which emphasizes their economically and socially responsible recruitment policies.

TWO LABELS IN ONE

In its newer version, the label distinguishes companies which recruit as well as those which play an active role in the recruitment process of people meeting the 1+ for all criteria.

>> Socially responsible label

The label is awarded to any company which offers an open-ended job contract (CDI) to one or more unemployed persons established in Geneva and whose profiles match the 1+ for all conditions.

>>Socially responsible partner label

LThe partner label is awarded to any company acting as an intermediary in the recruitment, giving rise to a permanent contract, of one or more unemployed persons established in Geneva and whose profiles match the 1+ for all conditions.



TO WHOM IS THE QUALITY LABEL ADDRESSED ?

The *1 + for all* label is awarded to all companies of any sector, size and legal status, including foundations and associations, whatever their activity, that fulfil all the requirements of the label.

WHO ARE THE RECRUITS ?

The label is awarded to companies which offer an open-ended contract (CDI) to unemployed persons living in Geneva who fit one of the following profiles :

Long-term unemployed (more than 12 months) or reaching the end of their unemployment benefits

Persons with disability.

Seniors (50 + years).

Young job-seekers (18-25 years).

Persons wanting to re-enter the job market after a spell of unemployment of at least two years



HOW TO OBTAIN THE LABEL ?

Label for socially responsible employers

The label for socially responsible employers is awarded to companies:

- 1) That have hired one or more job-seekers within the 24 months period preceding the filing date of application for the label, in line with the following :

Companies with fewer than 30 employees, one appointment made, based on the 1 + for all criteria

Companies with 31 to 50 employees, three appointments made of which at least two correspond to the 1 + for all criteria

Companies with 51 to 100 employees, five appointments made of which at least three correspond to the 1 + for all criteria.

Companies with more than 100 employees, ten appointments made of which at least five correspond to the 1 + for all criteria

- 2) and that have executed one or more open-ended contracts, signed at least six months prior to applying for the 1 + for all label ;
- 3) where a preliminary training period of at least three months is involved, the open-ended contract must have been signed at least three months prior to the application date for the 1 + for all label



Label for socially responsible partner

The partner label is awarded to all companies:

- 1) which have actively instrumental in recruiting one or more unemployed persons within the 24 months period preceding the application for the label

For partner companies with less than five employees, one appointment made, based on the 1 + for all criteria.

For partner companies with six to ten employees, three appointments made of which at least two correspond to the 1 + for all criteria.

For partner companies with 11 to 20 employees, five appointments made of which at least three correspond to the 1 + for all criteria.

For partner companies with more than 20 employees, ten appointments made of which at least five correspond to the 1 + for all criteria.

- 2) and have had a part in the clinching of an open-ended job contract (CDI) signed at least six months before applying for the label, provided that the recruited person(s) is(are) still employed.



A simple procedure

Applying for the *1 + for all* quality label is free and entails no extra administrative burden for companies.

To apply :

Step 1 :

Download your application file on the web site unpluspourtous.ge.ch

Step 2 :

Send your application file with the supporting documentation: the signed Charter and the appointment statement..

By post:

Office cantonal de l'emploi
Monsieur Patrick Kunzler
Rue des Gares 16
Case postale 2555
1211 Genève 2

By email :

unpluspourtous@etat.ge.ch

Step 3 :

If you fulfil all the requirements, you will receive your label in electronic format, which you are invited to post in a visible manner on your web site, or to insert in your electronic mail signature or make visible on your business premises.

More information and details on procedure on :

unpluspourtous.ge.ch



WHAT ARE THE AVANTAGES ?

The *1+ for all* quality label gives companies the opportunity to display their commitment to employment and integration through work.

The label will help position your company publicly among socially and economically responsible businesses.

It will enhance the social and human values of your company branding in the eyes of your employees, your partners, your customers and your competitors.

- » It demonstrates your will to fight discrimination and social exclusion
- » It will help your enterprise increase its foothold in the local environment.
- » It promotes your day-to-day engagement to tackle the issue of unemployment in the canton of Geneva

MORE VISIBILITY

Once your company is certified, you are invited to ensure the visibility of your engagement by posting the 1 + for all label on your website or, if you don't have a website, by inserting it in your company's official letter head or in your electronic mail signature. Any other communication media (social networks, annual report, etc.) are left to your discretion.

The canton will ensure that you are visible on the State of Geneva website, on the 1 + for all Facebook page, as well as in all its media communications.



A BUSINESS BOOSTER

A facilitator for the awarding of public procurement contracts

The *1+ for all* quality label boosts your business. With the quality label, as a socially and economically responsible business, your business stands a better chance in being granted public procurement contracts in the canton.

Assistance for your *1+ for all* recruitments

The *1+ for all* quality label team can act as a relay between your company, the cantonal employment office, and the managing secretariat of the department of the employment, social affairs and health (DEAS). Upon your request, the label team can assist you and oversee your case.

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