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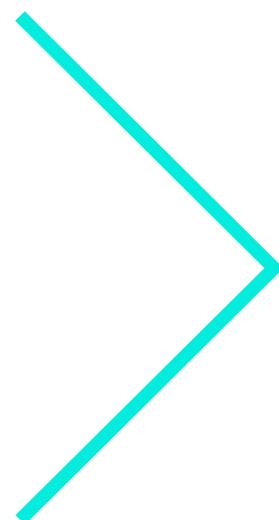
**BAYES
IMPACT**



Digital lifelong learning in France

Lessons from Jobflix

Veronica Mrvic and Aoife O'Doherty



NOVEMBER 2022

Acknowledgments

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About us

We are the RSA.
The royal society
for arts, manufactures
and commerce.

We're committed to a future that works for everyone. A future where we can all participate in its creation.

The RSA has been at the forefront of significant social impact for over 250 years. Our proven change process, rigorous research, innovative ideas platforms and diverse global community of over 30,000 problem solvers, deliver solutions for lasting change.

We invite you to be part of this change. Join our community. Together, we'll unite people and ideas to resolve the challenges of our time.

Find out more at thersa.org

We define our ambitions as:

Our vision

A world that is resilient, rebalanced and regenerative, where everyone can fulfil their potential.

Our mission

Enabling people, places and the planet to flourish

How we deliver

We unite people and ideas in collective action to create opportunities to regenerate our world.

About our partners



Mastercard Center for Inclusive Growth

The Mastercard Center for Inclusive Growth advances equitable and sustainable economic growth and financial inclusion around the world. The Center leverages the company's core assets and competencies, including data insights, expertise and technology, while administering the philanthropic Mastercard Impact Fund, to produce independent research, scale global programs and empower a community of thinkers, leaders and doers on the front lines of inclusive growth.

For more information and to receive its latest insights, follow the Center on Twitter [@CNTR4growth](https://twitter.com/CNTR4growth), [LinkedIn](https://www.linkedin.com/company/mastercard-center-for-inclusive-growth) and [subscribe](#) to its newsletter.

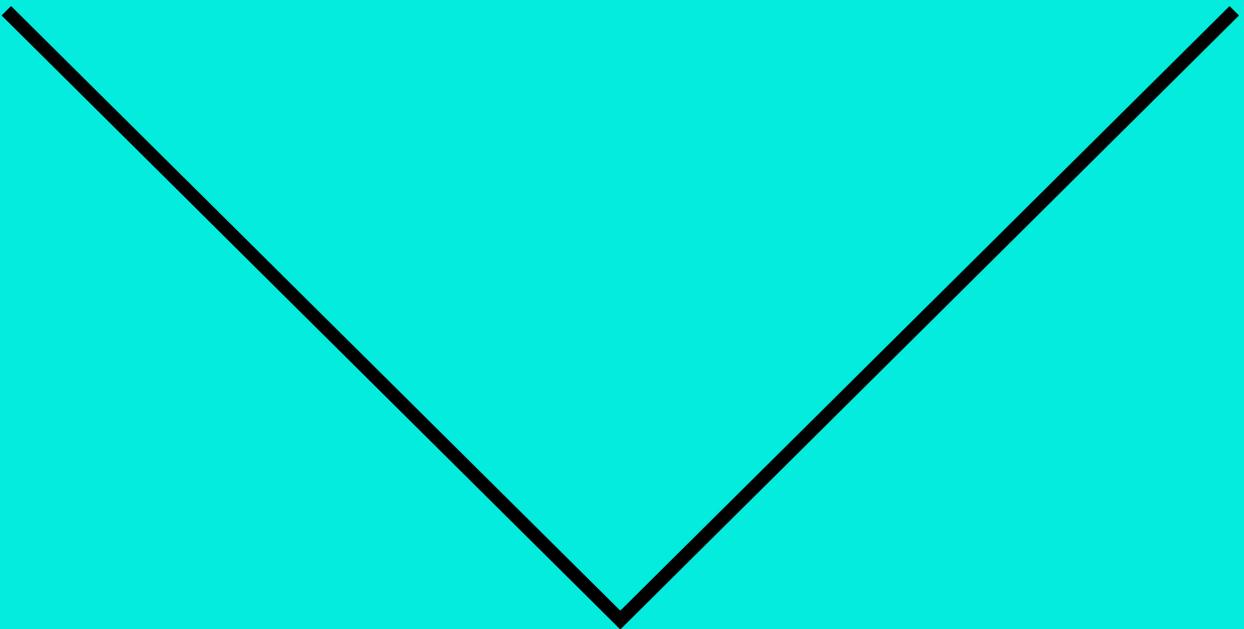


Bayes Impact

Since 2014, Bayes Impact has been creating citizen-led public services that tackle social issues using technology. Building on this experience, they advocate for citizen innovations in the public discourse and are coaching citizen-entrepreneurs to build and scale their own citizen-led public services.

INTRODUCTION

Chapter 1



Jobflix¹ is a digital upskilling innovation hosted by **Bayes Impact**,² a French non-profit organisation that has been creating citizen-led public services that tackle social issues using technology. Over the last two years, the RSA has been working in partnership with Bayes Impact, and funded by the **Mastercard Center for Inclusive Growth**³ to support the design and evaluation of the Jobflix platform, and this report presents our findings. The journey of this partnership began during the RSA's 2019 **Economic Security Impact Accelerator**⁴ in which Bayes Impact participated with their platform Bob Emploi, a free online platform that has helped over 300,000 jobseekers in France assess and improve their employability with data driven AI advice.

Launched in 2020, Jobflix is an innovative and scalable digital approach to lifelong learning in pursuit of good work⁵ - delivering career and employability coaching to underserved workers⁶ in France, with a small pilot in the UK. Jobflix is designed to enable users to explore different career options and access personalised recommendations based on their skills and interests. By using labour market data, the platform additionally guides users to relevant vocational training pathways. The aim is to support users to shift to a long-term career development mindset and create pathways to achievable employment opportunities.

1 Jobflix official website is available at: www.jobflix.app/accueil

2 For more information see: www.bayesimpact.org/en/

3 For more information see: www.mastercardcenter.org/

4 For more information see: www.thersa.org/projects/archive/economy/rsa-economic-security-impact-accelerator

5 RSA definition of good work: 'fair and decent with realistic scope for development and fulfilment'. Lockett, A and Wallace-Stephens, F (2020) A blueprint for good work: Eight ideas for a new social contract. [PDF] London: RSA. Available at: www.thersa.org/globalassets/reports/2020/a-new-blueprint-for-good-work.pdf

6 Intended here as workers with limited or inadequate access to employability services.

THE MOTIVATION FOR A NEW DIGITAL TOOL

Chapter 2



The Covid-19 pandemic has accelerated trends in the world of work, particularly in remote work, e-commerce and automation, with up to **25 percent more workers than previously estimated (between 75 to 375 million worldwide⁷)** potentially having to transition to new occupations by 2030. This is equivalent to about one in **16 people in France⁸**. Upskilling and reskilling needs are becoming even more evident as economies experience digital and ecological transitions – in 2020, one in two companies in France could not find workers with the skills they needed.⁹

The aim of Jobflix speaks to two specific challenges identified in the current economic climate;

1 There is a necessity for upskilling vulnerable workers.

2 People are facing a range of barriers to entry for better jobs.

Upskilling vulnerable workers is a necessity

With the unemployment rate for jobseekers with basic education (14 percent) being already higher than for jobseekers with advanced education (5 percent), in France – **the workers whose jobs are most likely to be radically changed or lost due to trends in the world of work (eg automation) are those who face barriers the most when adapting to new roles or ways of working¹¹**.

These disadvantages fall disproportionately on certain demographics. Recent research by McKinsey has found the increase in job transitions needed because of trends influenced by the Covid-19 pandemic to be four times greater for women than for men in France, Germany and Spain. Similar figures suggest younger workers and individuals not born in the European Union are the most at risk of being affected by these future of work trends.¹²

7 The World Bank (2021) The World Bank Open Data: France. Available at: <https://data.worldbank.org/country/france> [Accessed 30 November 2022].

8 McKinsey (2021) The future of work after COVID-19 [online] Available at: www.mckinsey.com/featured-insights/future-of-work/the-future-of-work-after-covid-19 [Accessed 05 May 2021].

9 Ministère du Travail (2020) France at the cutting-edge of innovation for training and learning solutions [online] Available at: www.investinfrance.fr/wp-content/uploads/2020/08/Mon-compte-formation_anglais.pdf [Accessed 05 November 2022].

10 Ibid.

11 OECD (2021) What happened to jobs at high risk of automation? [online] Available at: www.oecd.org/future-of-work/reports-and-data/what-happened-to-jobs-at-high-risk-of-automation-2021.pdf [Accessed 05 November 2022].

12 McKinsey (2021) The future of work after COVID-19. Op cit.

The motivation for a new digital tool

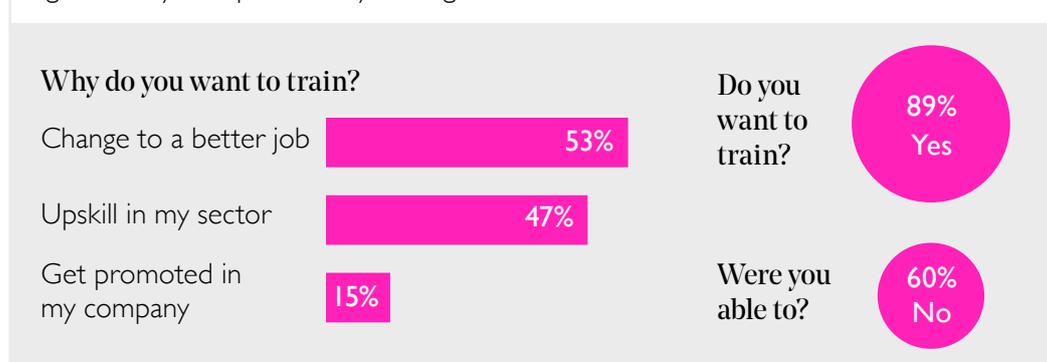
Additionally, up until 2018 – prior to the launch of Jobflix – **despite approximately €32bn spent annually on vocational training** by the government (through a mix of direct public subsidies, and mandatory employer contributions), only **39.3 percent of learners were engaged in vocational pathways**, against the 48.4 percent European average, with 7.9 percent of low qualified adults participating in learning¹³.

Workers who engage in vocational training are often observed to benefit from an increase in wages and employability opportunities. However, several factors have challenged workers from reaping the benefits from these policies, one of which is the limited or inadequate information of professional guidance and relevant trainings¹⁴.

People face barriers when accessing better jobs

In 2020, Bayes Impact conducted a survey of 578 users of the Bob Emploi platform in France, exploring individuals' perception of training and key challenges to accessing better jobs.

Figure 1: Bayes Impact survey findings



Results showed that:

The majority of users (53 percent) want to train to access better jobs (see Figure 1) but they are not aware of what jobs they should apply to depending on their skill set, interests and the job market:

“ I have no idea what job to do.”
Bob Emploi's user

“ I am unable to assess job employability.”
Bob Emploi's user

“ I am unable to assess if the job is realistic.”
Bob Emploi's user

¹³ See, for example: OECD (2014) France: Education at a Glance 2014 [PDF] Available at: www.oecd.org/education/Education-at-a-Glance-2014.pdf [Accessed 05 May 2021]; European Commission (2020) Education and Training Monitor 2020 [online] Available at: www.op.europa.eu/webpub/eac/education-and-training-monitor-2020/countries/france.html#six [Accessed 09 November 2022]; European Centre for the Development of

Vocational Education and Training (2022) Vocational Education and Training in France: Short Description [PDF] Available at: www.cedefop.europa.eu/files/4205_en.pdf [Accessed 09 November 2022].

¹⁴ Brandt, N (2015) Vocational training and adult learning for better skills in France. OECD Working Paper No 1260 [online] Available at: www.oecd-ilibrary.org/docserver/5jrw21kjthln-en.

The motivation for a new digital tool

While the large majority of users (89 percent) wish to train for jobs, many (60 percent) encounter a number of challenges:

- **Training costs:** these can be prohibitive, and people are not aware of available funding or assume they won't be able to get it.
- **Finding the right course:** high numbers and variety of possible training courses makes it difficult to choose.

Overall, results from the survey suggested that Bayes Impact's target users often experience a paralysis of choice due to barriers and end up choosing a career by default.

I am unable to explore Compte Personnel de Formation trainings efficiently.

Bob Emploi's user

I am unable to choose between courses.

Bob Emploi's user

I am unable to find funding for training.

Bob Emploi's user

Box 1: Policy context

The Compte Personnel de Formation (CPF) – individual learning accounts.

The French policy environment has recently shifted towards a more personalised approach to lifelong learning, with the introduction of individual learning accounts (ILAs), ie the Compte Personnel de Formation.

The CPF was introduced in 2015 by the French government, with the aim of ensuring that all holders of an account can maintain their level of qualification or access higher levels of qualification. Anyone over the age of 16 can access an account, regardless of employment status. The account is attached to the person and not the place of employment. It provides access to courses in the national training register (ie Répertoire national des certifications professionnelles (RNCP)). Individual accounts are virtual in which training rights (or credited hours) are accumulated over time – credits are mobilised only if training is undertaken. Accounts might also be used to validate previous experience, or skill assessment. The account holder has full choice around when to access training outside of work hours, while the account requires authorisation from the employer if the training is during working hours.¹⁵

The ILA replaces the individual right to training (ie le droit individuel à la formation (Dif)) which was created in 2003 and rarely used. Since 1 January 2019 accounts have been credited in euros at the end of each year,¹⁶ and no longer in hours – individuals with at least a lower secondary degree accumulate 500 euros per year with a maximum of 5,000 euros, whereas individuals who do not hold a lower secondary degree receive 800 euros per year in their accounts, capped at 8,000 euros.¹⁷

Since 2020, actions have been taken by the government to minimise the need of intermediaries between employees and training providers with new skills operators providing part of the funding for training, supporting companies to establish the management and provision of jobs and skills, and acting as an 'observatory' of transition and vocational training.¹⁸

In recent years, challenges around training engagement and access to subsidies have been tackled, leading to an uptake in the training courses taken as part of the CPF, with 984,000 being taken in 2020 compared to 517,000 in 2019.¹⁹

15 OECD (2019) Individual Learning Accounts: Panacea or Pandora's Box? [online] Available at: www.oecd.org/publications/individual-learning-schemes-203b21a8-en.htm [Accessed 05 November 2022].

16 For jobseekers and employees, the scheme is financed through a compulsory training levy on firms equivalent to 0.2% of gross wages. Self-employed contribute 0.2% of turnover to a training fund. Pôle emploi (the French public employment service) and the regions can also complement funding

for training undertaken by jobseekers". OECD (2019) Individual Learning Accounts: Design is key for success [online] Available at: www.oecd.org/els/emp/individual-learning-accounts.pdf [Accessed 05 November 2022].

17 Ibid.

18 Atoui, J (2018) Réforme de la formation : ce qui va changer d'ici 2022 [online] Available at: www.digiformag.com/actualite-formation/reforme-de-la-formation-ce-qui-va-changer-dici-2022/ [Accessed 05 November 2022].

Jobflix

Jobflix offers a new approach to lifelong learning **delivering careers and employability coaching** to underserved workers via a digital platform. The aim of the platform is to **encourage users to explore potential jobs and training opportunities and begin an upskilling journey**. The goal is for users to be redirected to the French ILLA platform (or to other partners that provide training) to find providers for the training they want to do, and use their training credits (or pathways offered by other partners) to access a particular course.

Personalised career guidance services play a crucial role in empowering underserved workers to benefit from the training

opportunities available to them²⁰. Such guidance can be crucial in opening individuals' horizons and signposting pathways for career progression or change. However, this requires advisors, or individuals, to navigate large amounts of information, which can be either of poor quality or challenging to access. Additionally, personalised guidance is often considered expensive and difficult to provide at scale, which often sees policymakers underleverage its potential when new training pathways are rolled out.

While Jobflix can be accessed through its Jobflix app, it follows a white label strategy, where Jobflix can be integrated on a partner's portal, to adapt to the needs of the partners and people it serves, to:

- **Custom branding** - to create a seamless user experience.
- **Custom careers and custom sections** - to reflect partners' expertise on the market.
- **Custom training provider** – to match opportunities in users' area.
- **Custom features** – depending on users' needs.

A number of public and private partners have supported the distribution and scaling of Jobflix, most recently Transitions Pro, Youzful (by Crédit Agricole) and OpenClassrooms (see Box 2).

20 See, for example: Musset, P and L Mytina Kurekova (2018) Working it out: Career Guidance and Employer Engagement. OECD Education Working Papers, No. 175. OECD Publishing, Paris doi.org/10.1787/51c9d18d-en; OECD (2019) Individual Learning Accounts: Panacea or Pandora's Box? Op cit; OECD (nd) Investing in Career Guidance [PDF] Available at: www.oecd.org/education/career-readiness/Investing%20in%20Career%20

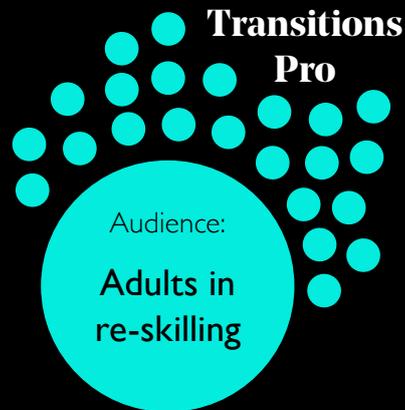
[Guidance_en.pdf](#) [Accessed 05 November 2022]; European Center for the Development of Vocational Training (2021) France: 2021 opinion survey on continuing vocational education and training [online] Available at: www.cedefop.europa.eu/en/news/france-2021-opinion-survey-continuing-vocational-education-and-training [Accessed 09 November 2022].

Box 2: Distribution partners in France

Three key partnerships were formed in January 2022 to run pilots:

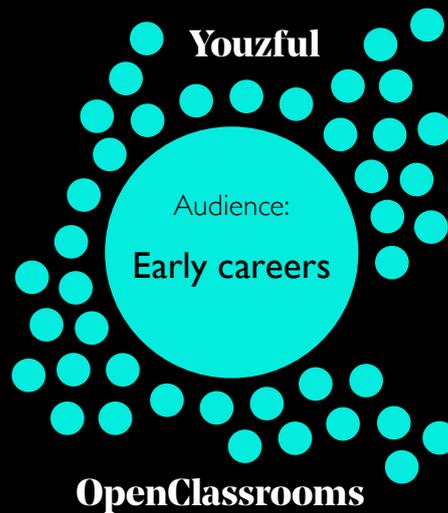
Transitions Pro

Transitions Pro is a platform that helps all adults with reskilling. With an annual budget of €60m (from the state), it supports about 2,000 people (all adult in reconversion) each year across all 18 regions in France. Launched in January 2022, Transitions Pro is seeking to leverage Jobflix's UX (user experience) to promote 50 careers and associated (good quality) training with an initial one year pilot in the Auvergne-Rhône-Alpes region and help people transition to better careers.



Youzful (by Crédit Agricole)

Youzful is a platform that helps early careers (18-30 years old) on employment, with about 100,000 unique users per month. The pilot, launched in February 2022, is supporting Youzful's users as a way to discover new career opportunities and find the right training.



OpenClassrooms

In January 2022, OpenClassrooms launched a 100 percent free four-months programme to train early career people for four specific jobs. Jobflix's role is to maximise the number of users in subscribing to OpenClassrooms' training following career exploration.

OpenClassrooms

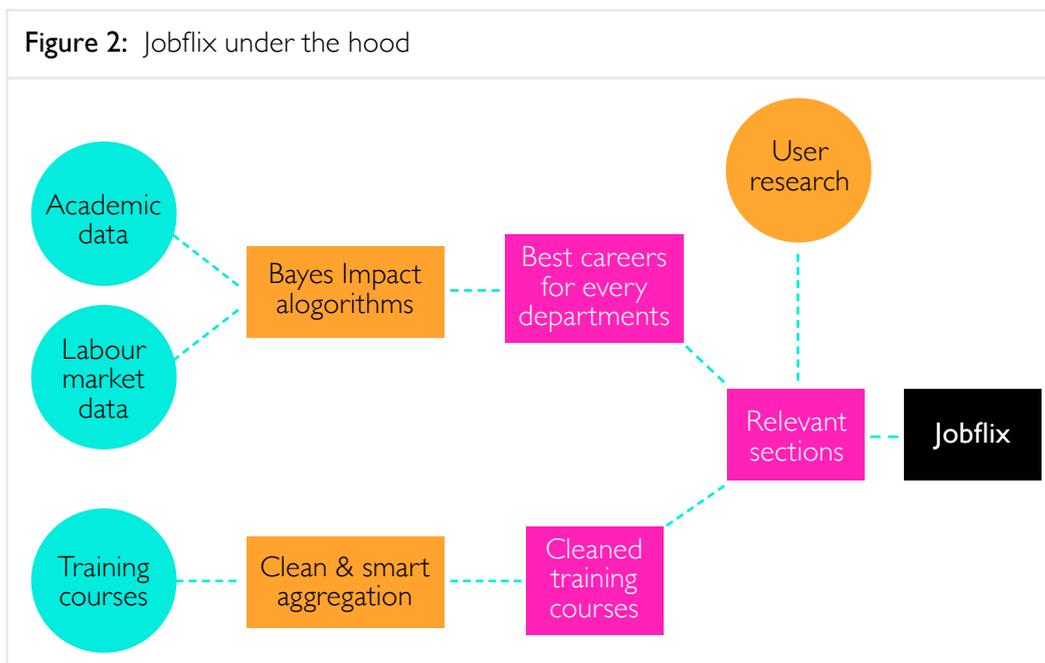
How Jobflix works

The Jobflix upskilling platform allows users to explore the best career pathways in their 'department'²¹ according to several criteria, such as competition, type of work contracts, automation risk that the platform pre-computes for them. Further developments currently being considered include giving career recommendations based on user skills and interests.

Jobflix leverages various labour market information sources, and filters out good jobs, using a scoring model based on several criteria (competition, automation risk, types of work contract, salaries, etc.). In doing so, it suggests only career pathways that have hiring potential, are sustainable, and future-proof. It empowers users to make career choices based on their own criteria preferences.

Each suggested career on the platform is linked to the usual qualification requirement (if relevant), and to possible short- or long-term training opportunities available, to gain the required skills for the job. **This allows users to self-assess their work readiness** and identify ways to fill possible skills gaps, as well as assess the investment of training time needed to reach their career goal.

Figure 2: Jobflix under the hood



21 A 'department' in France is one of the three levels of government under the national level between the administrative regions and the communes.

Box 3: Jobflix's digital coaching

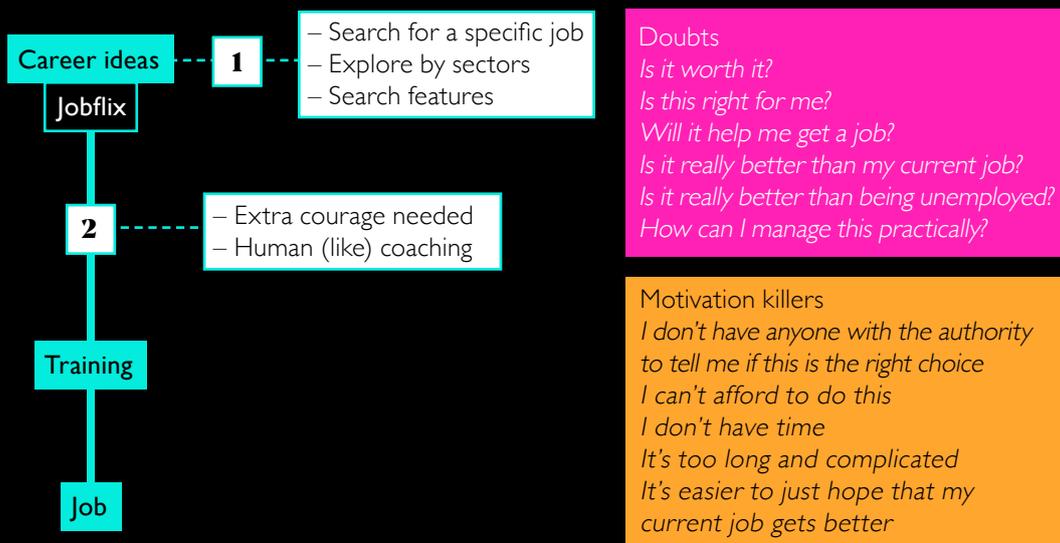
Career coaching has been shown to have positive impacts in supporting individuals with reskilling or upskilling transitions.²² This may be particularly significant when the advice provided is personalised and responds directly to the needs and interests of the individual.

A coaching program was initially put in place as part of Jobflix with the aim of motivating users to take the plunge and get training for a job they're interested in. User market research by Bayes Impact found that coaching could be a great complement to Jobflix to help overcome decision and motivational barriers in undertaking training after having explored job ideas. The first version of Jobflix

coaching consisted of sending three motivational emails to users that have saved a job on the platform, to give them personalised advice and motivation using a human tone-of-voice.

This first automated version of coaching proved unsuccessful as demand was low - less than 0.5 percent. However, the coaching model was effective when integrated with partners' platforms, directing users to existing coaching programs with demand up to 4 percent. Partners have an established reputation and are currently able to provide greater expertise. Therefore, iterations are being made on the potential of further integration with the Jobflix platform.

Figure 3: Upskilling user journey



Who Jobflix serves

The Jobflix program primarily serves individuals who do not traditionally take advantage of lifelong learning and training opportunities.

This includes, but is not limited to, young individuals (those not in education, employment, or training), those who are unemployed, workers currently in jobs or

sectors facing significant risk of automation, and low to median-income as well as low-qualified workers (baccalaureate or under).

Given the digital nature of the platform, Jobflix is not restricted by a particular geography as it's intended to target a mix of urban, peri-urban and rural populations.

22 Musset, P and L Mytna Kurekova (2018) Op cit.



EVALUATION FRAMEWORK

Chapter 3

Jobflix's key aim is to trigger a desire in users to explore potential jobs and training opportunities, and to encourage them to begin an upskilling journey. Above aiming to support users in becoming job ready, Jobflix's hope is to accompany users on a long-term upskilling journey, alongside its partners – supporting users to get trained for better jobs (ie career advancement) and helping users attain better working environments and better job security (ie job quality).

The RSA's evaluation research has explored Jobflix by assessing a range of metrics in line with outcomes under the Mastercard Centre for Inclusive Growth's Future of Work pillar, adapted to the scope and scale of the pilot. In addition to evaluating Jobflix's primary outcome, the RSA has collected qualitative insights from partners and user interviews to explore their subjective experiences of the platform and how Jobflix has, or can, support users in advancing in their career to attain a better working environment.

The evaluation adopted a single point-in-time study where evidence has been collected at the end of the pilot phase, with in-app data used for monitoring purposes throughout the pilot. Our evaluation framework (see Table 1) has been adopted to capture and evaluate data within pilots with Youzful and Transitions Pro and Jobflix.app's unique users.

Table I: Evaluation framework

Outcome	Indicator	Data collection
Primary		
<p>Job readiness: Jobflix ability to trigger user interests onto new & better careers.</p>	<ul style="list-style-type: none"> — % of users that explore at least a job. — % of users that click on a training after exploring a job. — (in-app) Time spent on Jobflix exploring new careers — % of users that save a job. — % of users that are interested or very interested by a job found on Jobflix. — % of users that are interested or very interested on getting trained for a job on Jobflix. — (qualitative users' data) exploring users' subjective experience of Jobflix. 	<ul style="list-style-type: none"> — In-app data: in-app analytics monitoring Jobflix's main metrics that happens on the platform. — Online Monitoring & Evaluation (M&E) form: The form focuses on: <ul style="list-style-type: none"> — Interest for the job saved. — Readiness to train for the job saved. <p>947 users responded to our M&E form between July 2021 and Oct 2022.</p>
Secondary		
<p>Job quality: Jobflix ability to help users attain better working environments and better job security.</p>	<ul style="list-style-type: none"> — % of users that click on a training. — (partner's report) exploring partners' reflections on Jobflix and beneficiaries' needs. — (qualitative data) exploring users' subjective perspectives of 'job quality'. — (qualitative users data) exploring whether users that attained a better working environment. 	<ul style="list-style-type: none"> — In-app data: in-app analytics monitoring Jobflix's main metrics that happens on the platform. — Partners' reports: interviews with two officers, one from Transitions Pro and one from Youzful. — Users qualitative interviews: 32 candidates participated in 8 focus groups and 6 interviews: 10% of the recruits were users that accessed Jobflix via Transitions Pro's platform, 78% via Youzful's platform and 12% directly on Jobflix.app. The aim was to explore users' experience of Jobflix and the outcomes from engaging with Jobflix. Participants had used Jobflix either once or several times, 15-25 minutes on average, and participants had discovered Jobflix fairly recently (within the past several weeks).
<p>Career advancement: Jobflix ability to help users get trained for better jobs.</p>	<ul style="list-style-type: none"> — (qualitative data) exploring users' subjective perspectives of 'career advancement'. — (qualitative users data) exploring whether Jobflix helped users to consider training for better jobs. — (qualitative users data) exploring whether Jobflix helped users to get trained for better job. 	<ul style="list-style-type: none"> — Partners' reports: interviews with two officers, one from Transitions Pro and one from Youzful. — Users qualitative interviews: 32 candidates participated in 8 focus groups and 6 interviews: 10% of the recruits were users that accessed Jobflix via Transitions Pro's platform, 78% via Youzful's platform and 12% directly on Jobflix.app. The aim was to explore users' experience of Jobflix and the outcomes from engaging with Jobflix. Participants had used Jobflix either once or several times, 15-25 minutes on average, and participants had discovered Jobflix fairly recently (within the past several weeks).



FINDINGS

Chapter 4

Evaluation dashboard

Data collected through Jobflix.

110,695
total users
(Dec 2020–Oct 2022)

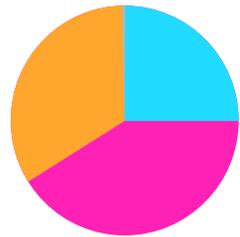
4,476
careers saved
(Dec 2020–Oct 2022)

Learner demographics

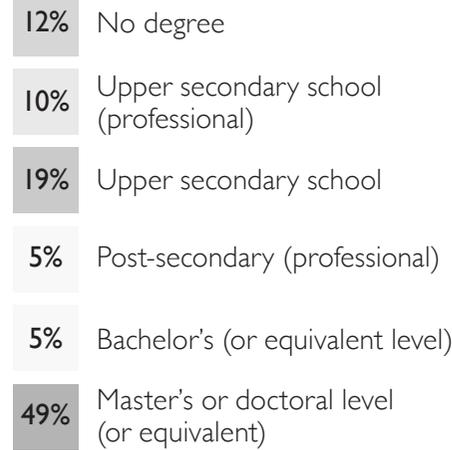
Gender



Age



Highest diploma attained



Job readiness

96% are interested or very interested in a career found on Jobflix

91% are willing or very willing to train for a job found on Jobflix

(Jul 2021–Oct 2022)

46% of users explored at least one job

43% of users clicked on a training after exploring a job
(Dec 2020–Oct 2022)

On average:



3 minutes and 15 seconds on Jobflix exploring new careers



Thanks to Jobflix and the information about the jobs, I decided to work in international trade in import-export rather than in events. I also found the right training to get there and I plan to learn English this summer as I found out that it is an important part of the training!

Student, Jobflix's user via Youzful

Host breakdown

Open classrooms

1.2K unique visitors visited OpenClassrooms' program landing page

Interest and/or eligibility to the program:
70 applied to the program

Transitions Pro (Auvergne-Rhône-Alpes) *(Jan 2022–Oct 2022)*



54.6% explore at least one career

57.1% explore at least one training after exploring a job

3 minutes and 22 seconds is the average time spent on Jobflix

Job readiness:

771 jobs saved

✓ **80.2%** said that they had a lot of interest for a career found on Jobflix

✓ **78.6%** said they would be ready to train for a career found on Jobflix

Youzful (by Crédit Agricole) *(Feb 2022–Oct 2022)*



46.2% explore at least one career

45.1% explore at least one training after exploring a job

Job readiness:

257 jobs saved

✓ **45.5%** said that they had a lot of interest for a career found on Jobflix

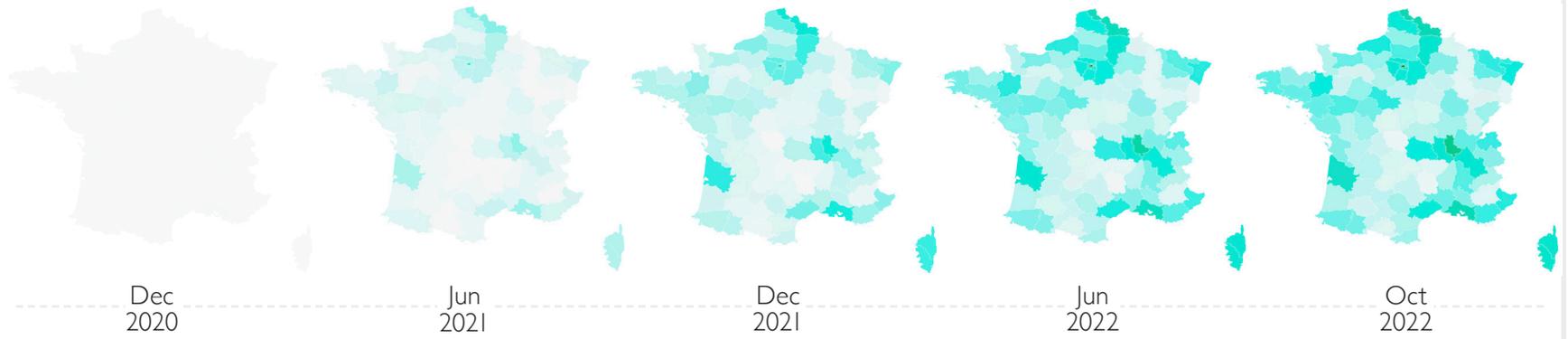
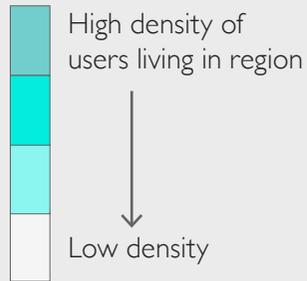
✓ **52%** said they would be ready to train for a career found on Jobflix

Evaluation dashboard

Data collected through Jobflix.

Regional user engagement growth

Cumulative data from 101 departments of France



2020: Following a scoping, designing and R&D phase, a beta version of Jobflix is formed.

Jan-Apr 2021: Jobflix launches with users mostly discovering the platform via Google Adverts.

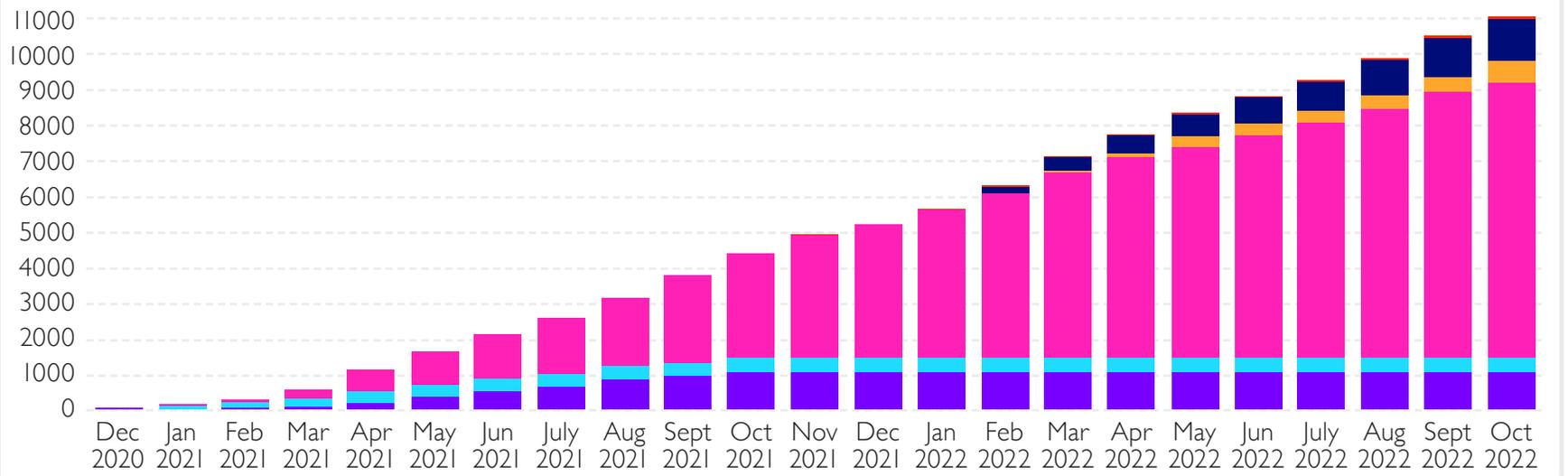
May-Oct 2021: OpenClassrooms launches a 100 percent four months training program for early career people for four specific jobs, integrating Jobflix on their platform.

Jan-Apr 2022: Two pilots are launched with Transitions Pro (Auvergne-Rhône-Alpes) and Youzful (by Crédit Agricole).

May-Oct 2022: The pilot with Transitions Pro and Youzful (by Crédit Agricole) shows strong metrics.

Cumulative users by distribution

- Jobflix.app
- Transitions Pro (Auvergne-Rhône-Alpes)
- Youzful (Crédit Agricole)
- Jobflix.app (UK)
- Jobflix.app (Transitions Pro Nouvelle-Aquitaine test)
- Jobflix.app (Transitions Pro Hauts-de-France)
- Bob Emploi
- Other



Job readiness²³

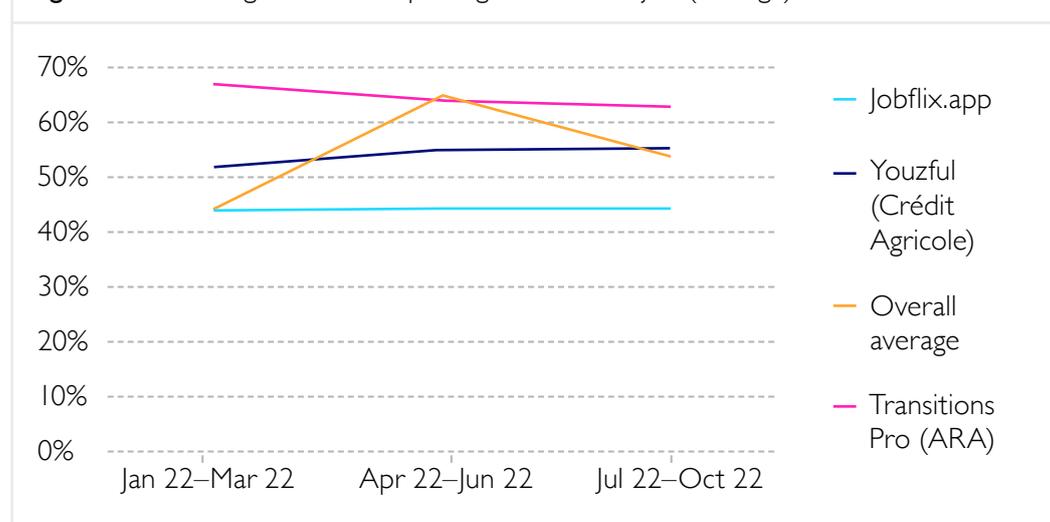
Jobflix has been helping users in identifying jobs that they would be realistically interested in, triggering a will to train for those careers.

“ Thanks to Jobflix and the information about the jobs, I decided to work in international trade in import-export rather than in events. I also found the right training to get there and I plan to learn English this summer as I found out that it is an important part of the training!

Student, Jobflix's user via Youzful

In-app data has shown that 54 percent of total users in 2022²⁴ explored at least one job, with figures being higher in partner's pilots, compared to the Jobflix.app (see Figure 4).

Figure 4: Percentage of users exploring at least one job (average)



²³ Latest figures as of October 2022.

²⁴ Data collected up until 31 October 2022.

Findings

Some users expressed having gained knowledge about one or several careers, either by discovering new ones, or learning which careers are recruiting in their area, with useful information on careers (salaries, training opportunities):

I discovered jobs that I did not know and a job that interests me for later.

Jobflix's user via Youzful

Jobflix allows you to discover in an attractive way the promising jobs identified by the social partners.

TransitionsPro Officer

Jobflix simple yet helpful, clear, easy to use.

*BAC's graduate,
Jobflix's user via Youzful*

With 4,476 saved jobs, we found 96 percent of users were interested or very interested in a career found on Jobflix.²⁵ This was echoed by five of our interviewees who expressed having developed an interest for a new job:

I discovered the job of computer maintenance technician which interests me, you can work right after the BAC with a decent salary.

Jobflix's user via Jobflix.app

However, the majority of the 32 interviewed users felt that Jobflix did not yet provide enough of a variety of career categories, nor work experience opportunities for early careers.

Jobflix doesn't seem tailored to youth (15 to 25), criteria and information should meet their needs.

Student, Jobflix's user via Youzful

I discovered lots of different jobs but none for me.

*Secretary, Jobflix's user via
Transitions Pro*

Not enough career categories, nothing in cultural sector.

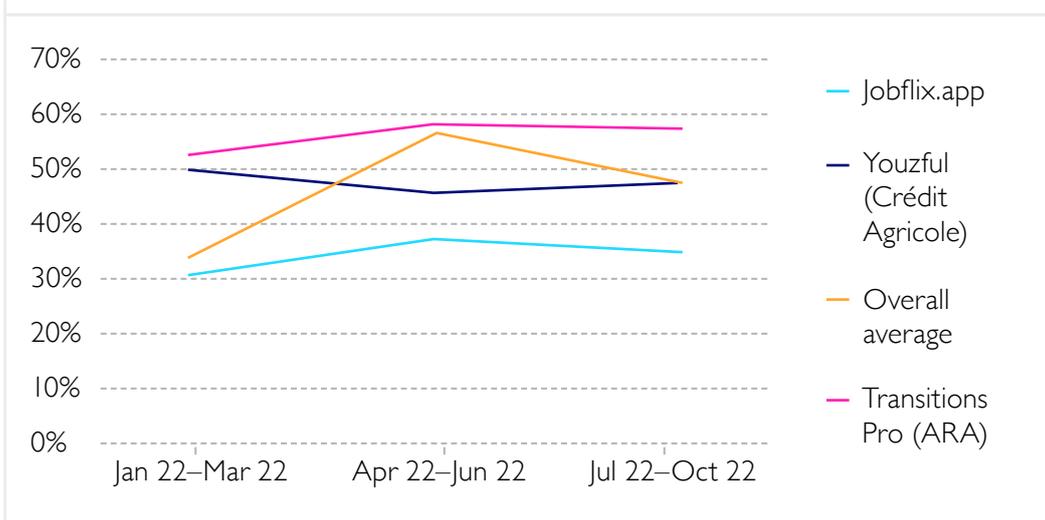
*Post-secondary literary
studies student,
Jobflix's user via Youzful*

²⁵ 947 respondents to in-app monitoring and evaluation form between July 2021 and October 2022.

Findings

With 3 minutes 15 seconds on average spent on Jobflix, in 2022, 46 percent of users clicked on a training after having explored a job on average - with figures being higher in partner's pilots, compared to the Jobflix.app²⁶ (see Figure 5).

Figure 5: Percentage of users clicking a training after exploring a job (average)



The ability of Jobflix to support users in exploring training was echoed by partners who expressed that Jobflix allows their beneficiaries to find relevant training that is local with full access to funding:

“Jobflix makes it easy to find the right training, close to home, and fundable.”
Transitions Pro Officer

Of the 947 users surveyed in our in-app monitoring and evaluation form, we found 91 percent would, or might, be ready to train for a career found on Jobflix. However, whilst exploring personalised, place-based job opportunities confirms that users' interest in training can be triggered, many interviewees referred to the financial constraints when engaging with learning.

“Money is a blocker, school is expensive and scholarships only available for top grades.”
Student, Jobflix's user via Youzful

²⁶ Data collected up until 31 October 2022.

Box 4: about Jobflix user motivations

Amongst our focus groups participants and interviewees, we found that Jobflix users value work as an important aspect of life because of the financial security and the positive experience that it can provide:

Work is a key part of life, source of significant experience, allows us to support ourselves.

Student, Jobflix's user via Youzful

If you choose a job, and you work in this good job, you will never feel like you are working.

Student, Jobflix's user via Youzful

Work is important because it allows us to be financially secure.

Student, Jobflix's user via Youzful

Both partners explained that a key strength of Jobflix is that, through its white label model, it can efficiently be adapted to their platforms and objectives, whether identifying future, promising, local jobs, local training courses and organisations that can help with funding for Transitions Pro, or only identifying training opportunities in the region for Youzful. Training and work experience, alongside motivation, has been recognised by all interviewees and focus group participants as key to advancing in a career:

Training is needed to advance.

Student, Jobflix's user via Youzful

Motivation is what underlies advancement.

Student, Jobflix's user via Youzful

Experience is needed to advance, also continued studies.

Post-secondary literary study student, Jobflix's user via Youzful

Obtaining a better job requires more experience and better job materials. (e.g. CV)

High school student, Jobflix's user via Youzful

Job quality and career advancement

While long-term outcomes of job quality and career advancement have not yet been the focus of Jobflix, we know that their key partners' (eg Transitions Pro) beneficiaries are employees who wish to consider a professional reconversion due to factors such as: "professional dissatisfaction, search for meaning, need to align personal aspirations with one's job, economic or technological changes in the current sector of activity" (Transitions Pro officer). Amongst our evaluation's interviewees and focus group participants, we found that users are indeed looking for 'high quality' jobs, whether it's one that fosters a collegial setting and strong social connections, provides practical experience, provides opportunities to learn, or pays well:

It's important to find a job that provides experience, with a good salary and that's interesting.

Student, Jobflix's user via Youzful

With 46 percent of users exploring at least one job, and 43 percent of users clicking on a training having explored a job, on average since the launch, Jobflix's key aim is to trigger users' interest for a new and 'better' job while providing a training pathway for it.

Most of the interviewees and focus group participants had not yet found a new training programme or a new job, in part, because many were already in training or not considering upskilling. Rather they were looking for the 'right' job experience (or internship) to kick-start their career and learn on the job. Instead, users reported the following as key benefits of Jobflix with respect to advancing in a career:

- Information is based on users' location.
- Sectors that recruit well were highlighted.
- Information on expected salary and training credentials were shown.
- All information needed to choose a career is available and comprehensive.
- It is convenient to see the different types of training opportunities available and that it was linked to official training website (CPF).

Box 5: UK pilot with DWP

A small pilot in the United Kingdom was launched in February 2022 alongside Bob Emploi²⁷ with the Department for Work and Pensions to help job seekers explore new career opportunities and find the right training. The pilot connected users from across 11 job centres in the UK and drew from databases used in the UK including jobs in demand, salaries, automation risk, Covid risk and training databases.²⁸

Jobflix's metrics in the UK (Feb 22 - Aug 22):



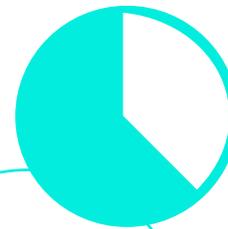
Job readiness (having saved a job)

95% are interested or very interested in a career found on Jobflix.

91% are interested or very interested on getting trained for a job on Jobflix.

71
careers have
been saved
by users.

42.4%
explored at least
one career.



41% of users
that explored
a job, also
explored
training.

The trial ended in late August with 124 unique visitors and strong engagement metrics. With users being referred to Jobflix only as an 'add-on' service, the context of the UK is found to be in significant contrast to that of France, where a long-term flexible approach to lifelong learning has been taken through the implementation of ILAs. With recent changes to the lifelong learning policy landscape in the UK, where local skills development plans are being implemented and a greater focus is placed on flexible and vocational learning,²⁹ Jobflix has the potential to support people in an upskilling journey through partnerships – with a continuation of the pilot needed to iterate and refine the platform.

27 For more information see: www.thersa.org/projects/archive/economy/future-work-awards/winners/bob-emploi

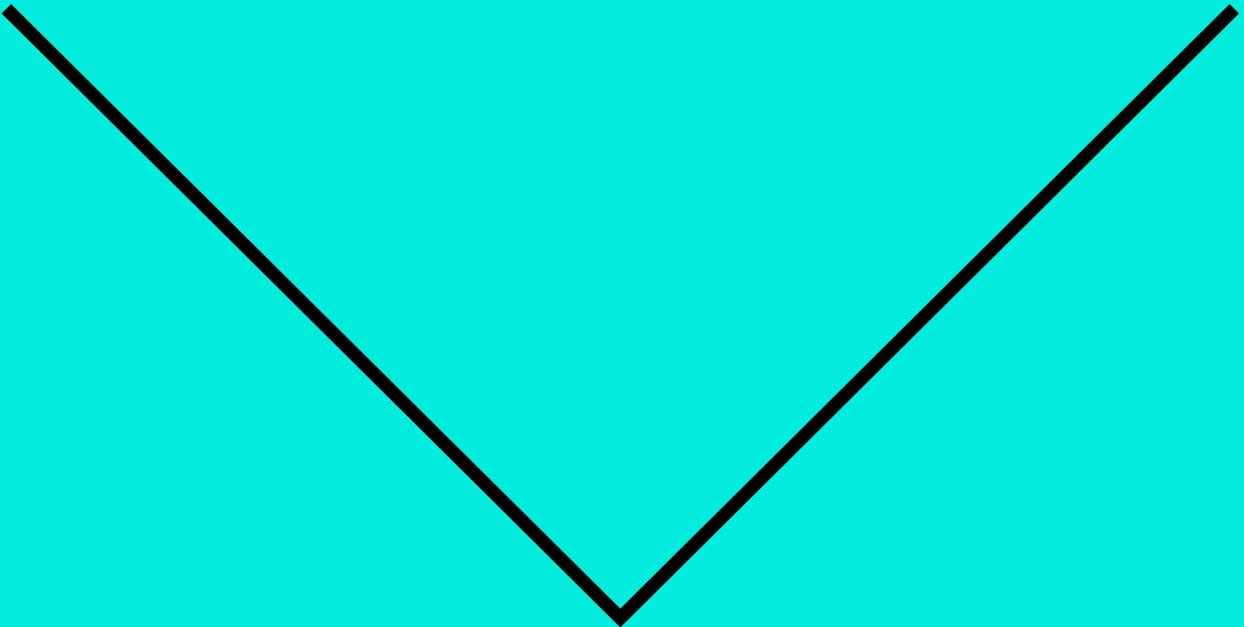
28 Jobs in demand and with low competition: EMSI data, Salaries: ONS (ASHE), Automation risk: ONS, Covid risk: Manual datasets created from

various OECD white papers, training database, National Careers Service and My World of Work.

29 See, for example: www.gov.uk/government/publications/skills-for-jobs-lifelong-learning-for-opportunity-and-growth.

WHAT'S NEXT

Chapter 5



Jobflix is increasingly being shown to be a **part of the lifelong learning journey** in pursuit of good work in France, with the potential to expand to new markets.

Jobflix's discovery power has proven its impact – helping people to discover new careers and training. Through its “**interface like Netflix, simple and practical**” (Graduate, Jobflix's user via Youzful), Jobflix has been **supporting users to become 'job ready'**. The platform has the potential to **support people at all stages of their career** – from early-career people looking to upskilling to adults wanting to reskill. However, Jobflix will not be sufficient on a stand-alone basis to support users in taking the plunge to train for a new career. Further support is needed along the user upskilling journey to leverage the interest that Jobflix triggers – which is why, following a white-label strategy to work with partners, will be most effective.

The key aims for next steps are:

Increase the discovery power

Exploring personalised recommendations, for example, by skills, sectors and interests.

Scale Jobflix's impact through partnerships

Filling the gap through a white label strategy and scaling Jobflix worldwide. Partnerships will be key in supporting users to provide additional expertise on upskilling by, for example, providing on-going coaching with orientation experts or financial help.

What's next?

Having reached its target users of 100,000 for the piloting phase in June 2022, more interest for the platform has been triggered for scaling up and impact.

- **The pilot with Transitions Pro in the Auvergne-Rhône-Alpes region will continue for another year with two regions joining alongside it** (Hauts-de-France and Nouvelle-Aquitaine).
- **Youzful (by Crédit Agricole) has showed great interest in continuing its partnership** with Jobflix for the year ahead.
- **OpenClassrooms manifested their high interest in continuing the partnership** with Jobflix, specifically on referencing two new kinds of offers for early-career people: (i) a new variety of training programs and (ii) a job board containing part-time and full-time job openings by region and activity sectors.

In a rapidly changing world of work, where accelerated trends are pushing for more people to transition to new occupations, with vulnerable workers being more affected, the ability of people to reskill and upskill is vital to attain good work. As outlined in recent research by the RSA,³⁰ scaling existing and emerging digital lifelong innovations is key to promoting economic security, social equity and individual wellbeing – tackling the skills challenges of our time and building inclusive and resilient

economies. **Jobflix has the potential to guide people on a lifelong learning journey** in pursuit of good work. Its white label strategy can support partners to easily adapt to context, bringing local data, employers and training providers together. While partnerships will be crucial to iterate the platform and scale its impact by establishing a long-term relationship with its beneficiaries, a nurturing policy environment that places lifelong learning and digital innovators at its centre will also be key.

³⁰ Hall, M and Mrvcic, V (2022) Scaling digital lifelong learning innovations in the UK. The RSA. Available at: www.thersa.org/reports/scaling-digital-lifelong-learning-innovations.

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