

Application form
EFQM good practice competition 2015
Introducing "SATOEMPLOIS, the airport serving its territory
Or how the airport give priority of jobs offers to local residents
Lyon-Saint Exupery Airport

1 – Organization and Overview : Key figures

Platform

An international airport that boosts trade in its region

- 2nd largest airport gateway to France
- Natural point of departure for inhabitants in South-East France
- A lively place for shared experiences
- A real front-runner in Europe
- 3 passenger terminals
- Multi modal hub (High speed train station, Lyon Express tram, Shuttle buses, Motorways)

Company

500 employees

- A limited-liability company with Executive and Supervisory boards

Mission

- Connecting Lyon and its region
- Connecting transfer passengers
- Connecting customers in mobility
- Connecting the airport to business
- Being a real hub of activity and enjoyment, on a human scale (pleasant and efficient experience)

Key assets

Multi specialist Airport

8.5 million passengers in 2014

34,000 people a day

53 movements / hour - 115 direct destinations

12 000 000 inhabitants within an hour

Euro regional hub of the Air France KLM group

EasyJet base at a terminal dedicated to the low cost segment

No. 2 economic region in France

900 hectares of land available for development – one of its kind in Europe

Target: 4 runways APPM (airport plan)

1.1 – Organization and project Satoemplois services

Satoemplois service has a dual origin. The first is the willingness of the cargo area companies of Lyon-Saint Exupéry airport to limit the turnover.

The airport is located in the Eastern plains of Lyon, more than 20 kilometers away from Lyon city center, meaning that the employees who work there have to own a car or travel many kilometers to go to work.

This problem is particularly true for employees of the airport cargo area businesses who work much in the late afternoon and early night.

There are nearly 100 companies and 2,000 employees who are thus confronted with staggered hours. In the past, this situation, has led to a strong turnover due to the cost represented by these travels and tiredness.

It then appeared to target relevant recruitment rather to employees living in neighboring municipalities of the airport. But how?

The second triggering event occurred during a discussion initiated by the Senate on "airport communities." The questions arose by some senators were:

- How to better live the airport and its territory?
- How to finance environmental protection?
- How to create cooperative mechanisms between the airport and the municipalities

During a hearing, Aéroports de Lyon showed that there was a great injustice between the distribution of tax revenues (East-West) and noise zones (North-South). The most common municipalities impacted by the negative effects. (noise) from the airport were the ones who benefited the least from positive economic impact).

Aéroports de Lyon suggested that senators provide a law correcting that injustice. After several months, no law had been passed so Aéroports de Lyon decided to innovate and respond to the two concerns: companies and territories.

1.2 - Organization of Satoemplois service

Originally an initiative of Aéroports de Lyon, Satoemplois service has 18 years of existence.

In 2002, he became a partnership between Aéroports de Lyon and the government agency in charge of employment (employment center) .This cooperation is the subject of an agreement .

The service has two full-time employees:

- *One from the employment center*
- *The other from Aéroports de Lyon*

Tasks are divided as follows:

- *The employment center employee is responsible for collecting jobs offers from the airport platform companies and vacancies of residents unemployed*
- *The Aéroports de Lyon employee is responsible for all operations of promotion and knowledge of the airport jobs to neighboring town. He is also in charge of the website satoemplois.com management and devices to improve the employability of residents (ability to hold a job on the airport)*

1.3 - Satoemplois service dimension

The satoemplois service is firstly intended for the 200 companies on the airport site and secondly for the 42 neighboring municipalities.

There are approximately 5,200 jobs on the airport platform. Today, 60% of employees working in the airport business are residents of riverside towns.

2 - Satoemplois service desired results

A - The first objective through the Satoemplois service is to settle freight companies recruitment difficulties. Aéroports de Lyon has created an indicator to measure the perception which is the growth capacity of these companies.

Careers messaging require many human handling. For three years, these companies recorded significant growth rates without tension on employment

B - The second objective is to correct the injustice of the economic benefits of the airport for its territory. To be meaningful, Aéroports de Lyon believe that job offers should be numerous.

Thus, for 18 years, the Satoemplois service has recruited 2200 residents.

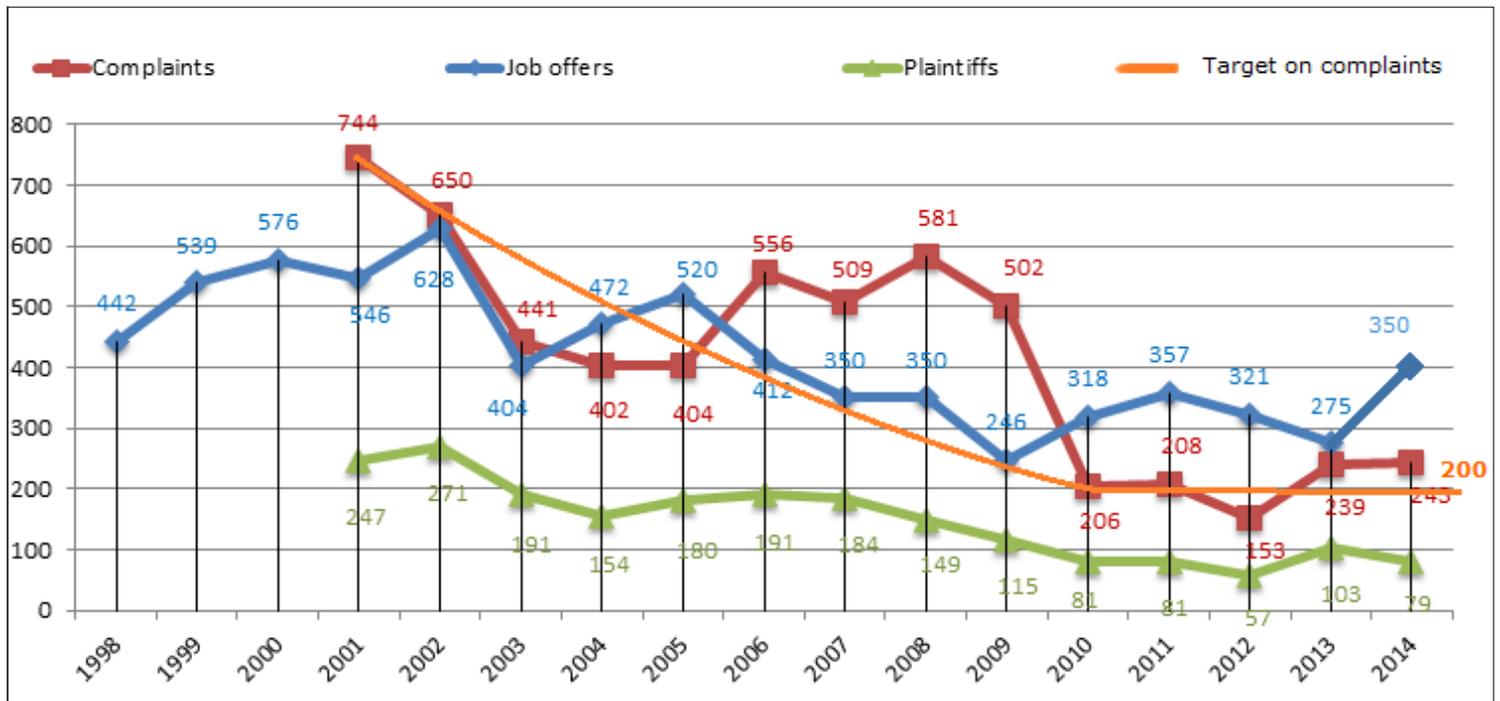
In 2012, during the last economic impact study from the airport, we felt at 3120 (60%) the number of residents working at the airport.

C - The third objective of Satoemplois service is to favorably modify the airport's image. The perception of the platform has greatly benefited from the success of Satoemplois service.

In the latest barometer residents, our perception indicators show (opinion poll of 800 people - December 2009. Update in progress) that 79% of residents of 42 neighboring municipalities think that the airport contributes to the creation of jobs and 40% of people know Satoemplois service.

Furthermore, the valuation of jobs created by the company has enabled the site to be more accepting of airport nuisance and thus reduce the number of complaints of local residents. Even as passenger traffic increases, local people are more accepting of airport activity.

Impact of job offers on the complaints and the plaintiffs



3 - Satoemplois service approach

The main thrust of the approach is to create a powerful service capable of bringing together supply and demand in terms of employment.

To capture the offer, it is necessary to have resources to collect job offers from companies on the airport. Creating Satoemplois service is a decision on the direction of Aéroports de Lyon representatives with the assignment of a full-time position.

To disseminate the offer closer to job seekers, Aéroports de Lyon has mobilized the 42 neighboring municipalities. They display the job offers every week at City Hall.

Finally, to encourage jobseekers to candidate, we have developed many communication tools to present the 200 airport trades and also make people want to come to work on the platform.

4 - Satoemplois service deployment

To pick up deals

Originally the airport was in charge of all the tasks but to effectively deploy the approach, Aéroports de Lyon signed an agreement with the government employment agency called "Pôle Emploi" which allowed to hire two employees.

In the same time, Aéroports de Lyon promoted the arrival of temporary employment agency on the airport in order to create a real effective and responsive service to the airport business companies.

From 2009 we also have integrated in all the corporate occupancy agreements on the airport, the recommendation to communicate to Satoemplois service all the jobs offers.

Aéroports de Lyon, the employment agency and the 4 temporary recruitment agencies are mobilized for the proper functioning of Satoemplois service.

To disseminate deals

The best way to disseminate the job offers are through the 42 neighboring municipalities. They have been partners since the beginning of the service. Once a week, an employee of Mayor receives through the Satoemplois website a list of offers that is then printed and posted to the home of the town hall.

Since 2006, in addition to this display, municipalities have displayed racks that hosts the presentation sheets of the workbook airport trades. These documents present the trades and qualifications to apply.

Since 1998 the airport has deployed a website where job seekers can consult the offers and full records trades from home This tool version 2 went online in May 2015, accelerates the diffusion of the information and thus reduce the reaction time of Satoemplois service.

To make job seekers want to come and work at the airport, a double effort was made by the satoemplois service to local residents.

a - First inform and encourage vocations through varied promotional tools:

- Articles in the newspaper "Dialogue" (magazine addressed .to 70 000 copies to local residents). An entire page is dedicated to Satoemplois service.
- Organization of the event: "Carrefour des Métiers" since 2004 This event brings together more than 5,000 visitors a day. Organized by satoemplois, animated by the airport companies which are grouped into five broad job families. All schools are invited to participate.
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- Information week on trades held in the neighboring towns of the airport. These are conferences held in mid-October - in public, at the closer to the people.
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- Satoemplois service website is also a tool to present the airport business for residents.
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b – Next develop the employability of local population. It means help beneficiaries to apply for a job. Aéroports de Lyon focuses on two areas:

- *The "Satoemplois workshops" in municipalities with job seekers. These meetings allow to precisely orient a job applicant on targeted offers and in line with his(her) capabilities and also prepare for the job interview with the company. It is a form of employment coaching.*
- *The English workshops. Complimentary to residents since 2012, these conversation workshops allow participants to resume the practice of English, essential for the airport services business.*

Thanks to 18 years of the Satoemplois service, we have a major setback to the product results to the airport and stakeholders.

For the airport, several positive and noteworthy results can be noted:
For Aéroports de Lyon, manager of the platform. :

On the number one goal: no impact as regards freight companies.

On the second goal which is to correct the injustice related to the economic impact of the airport, today there is a lower unemployment rate level in the communities near the airport than the average of the Rhône-Alpes Region.

On the goal number three: the relationship between the municipalities and the airport are much improved as shown in lower claims. Today, Lyon airport is the only French airport to sign a "Charter of economic and social cooperation" with its territory. The scope of cooperation extends beyond employment and deals with transportation, economic development, tourism. The first economic and social cooperation charter ends and stakeholders are already preparing the next period 2015-2020.

- *For the airport companies*, the profit is very important mainly on the first goal. The cargo area businesses can grow strongly without encountering brake and without significant turnover. This strong growth is due to the disappearance of stocks in companies and evolution of Internet towards consumption patterns with fast product delivery. Satoemplois service benefit also to other airport business companies because they can rely on an efficient employment service that fully masters the needs of their activities and is very responsive.

- *For the territory*, stakeholders benefit from Satoemplois service.. Local residents more easily find a job near their home without having to go to the Lyon area located more than 20 km.

Public and politicians are valued because they are fully involved in the device.

France is going through a period of massive unemployment and elected representatives of the Republic are often clueless face to these social difficulties.

Around the airport, they can count on Satoemplois service to help them. The Communities of Communes in France possess the competence of economic development. They can rely on economic cooperation with the airport initiated by Satoemplois service to have a strong partner at their side.

6 - Refinement

The lessons we can draw after 18 years of existence of Satoemplois service are the following:

- It is possible, by local collaborative approaches, to overcome the weaknesses of the law
- A partnership approach produces beneficial results since each party will withdraw from higher profits than they would have had without association.
- Involve the economic benefits the airport's waterfront area is the most effective way to ensure acceptability.

6.1 - The future

In the next charter of economic and social cooperation (2015-2020), Aéroports de Lyon wish to deepen cooperation with the territory also in the field of employment.

- To strengthen the network: we will train municipal officers to the airport's trades so they can animate the workshops by themselves (under the name of "Satoemplois service"). They will also be able to guide and assist effectively their job seekers.
- To increase jobs entrusted to Satoemplois service, Aéroports de Lyon will also develop a follow up with small airport companies in order to collect their job offerings. This monitoring is mostly offered to "major accounts".
- To further develop employability of local populations, we will ask a co-funding for the workshops of English conversation to be able to organize more in the neighboring municipalities. From 2016, we will fill mount a funding application file with the Rhône-Alpes Region to expand professional courses on the airport
- Finally, in the framework of support schemes for professional integration, we will mobilize the departments of Ain, Isère and Rhône to set up a mobility aid. This is a low-cost car rental for a young employee the first 6 months in order to allow time to have the financial ability to purchase a vehicle.