SUCCESS CASE 16.2025

Labour matching platform

THE CHALLENGE

The Netherlands is facing a growing shortage of technical professionals, while the energy transition is driving a significant demand for skilled workers in the technical sector. At the same time, many individuals from other sectors, such as hospitality, retail, or healthcare, are experiencing challenges in the labor market due to changing economic circumstances. This mismatch between supply and demand is a critical barrier to achieving a sustainable and inclusive labor market.

Many job seekers already possess valuable skills that could be applied in technical fields, but this potential often remains untapped due to a lack of insight, training, or guidance. As a result, the labor market issue is exacerbated, and opportunities for personal growth and economic security remain unrealized.

THE SOLUTION

The Labour Matching Platform is an independent, non-profit initiative that leverages advanced AI technology to bridge the gap between job seekers from diverse backgrounds and the technical sector. Collaborating with major employers such as Alliander, Enexis, KPN, Stedin, Tennet, Van Gelder, and Van Voskuilen, the platform provides an innovative solution to identify and translate the skills of job seekers into promising technical careers.

Using AI-driven skill analysis and matchmaking algorithms, the platform identifies transferable skills from non-technical sectors and matches candidates to technical jobs. This technology ensures a tailored approach, identifying opportunities that align with each individual's unique capabilities and potential. Job seekers are given the opportunity to earn while they learn, with guaranteed growth opportunities and sustainable employment.

The initiative focuses not only on filling vacancies but also on creating personal and societal value. For example, by using AI to help a baker or beautician transition into the technical sector, we unlock hidden talent and contribute to a sustainable future.

MAIN ACHIEVEMENTS

- AI-powered skill-matching technology: Development of an advanced platform that uses AI algorithms to match job seekers to technical roles based on their existing skills.
- Earn while you learn: Job seekers are matched with employers offering paid learning opportunities and career advancement.
- Cross-sector success: AI has facilitated the transition of job seekers from diverse industries into technical roles, including positions in the energy transition.

KEY SUCCESS FACTORS

- Strong collaboration: Partnerships with leading employers in the technical sector.
- Innovative AI-driven approach: Utilizing advanced AI for skill analysis and personalized matchmaking.
- Societal impact: The platform not only addresses labor market challenges but also promotes inclusion and economic independence.