

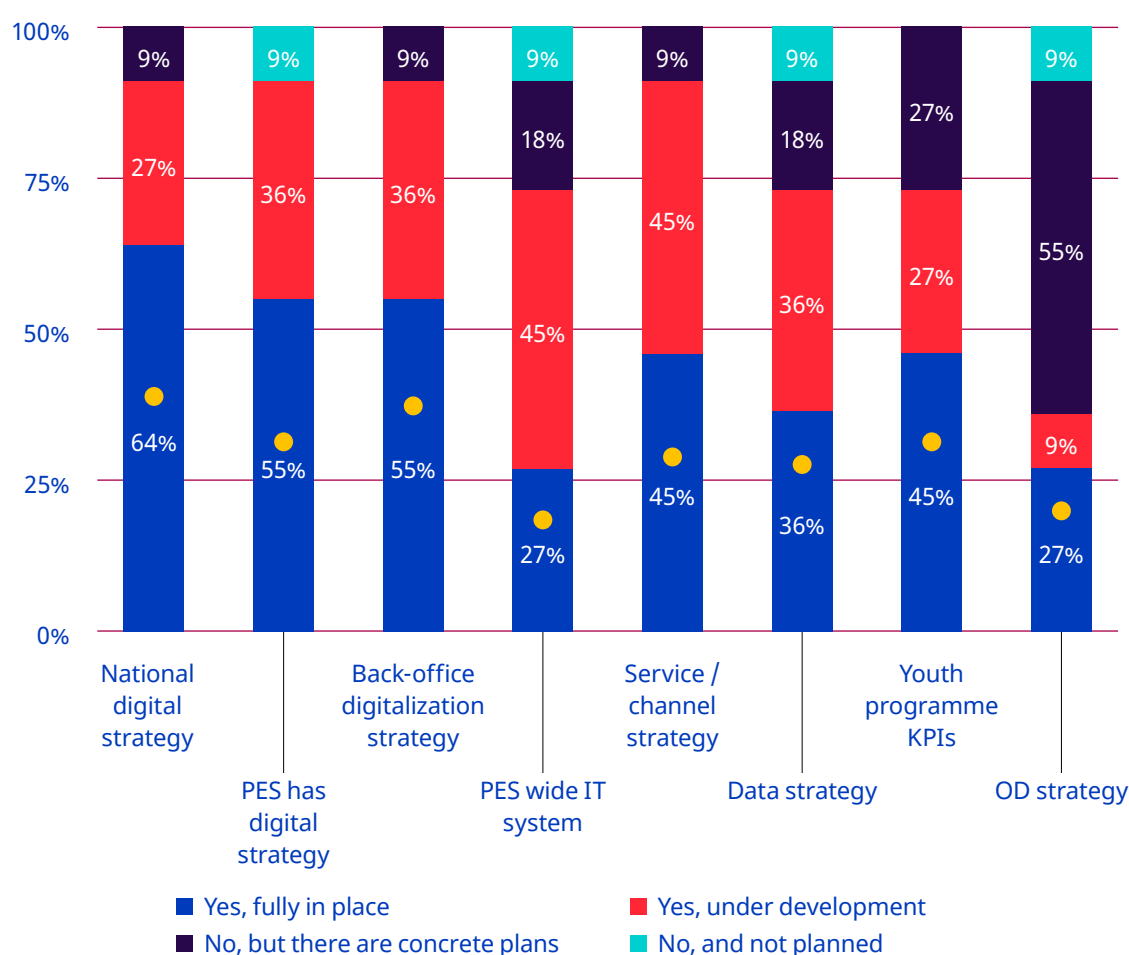
## China

This country profile on technology in public employment services (PES) for youth is part of the ILO (2023) report on *Technology in public employment services to promote youth employment in Asia and the Pacific*.

|                                      |                         |
|--------------------------------------|-------------------------|
| Income category                      | Middle-Income Countries |
| Egovernment Development Index (2022) | 43                      |
| PES digital orientation              | Digitalization          |

## Digital maturity

The figure below provides an overview of PES digital strategies across five areas (overall strategy, back office, front office, data and organization) across all participants. China is shown highlighted.



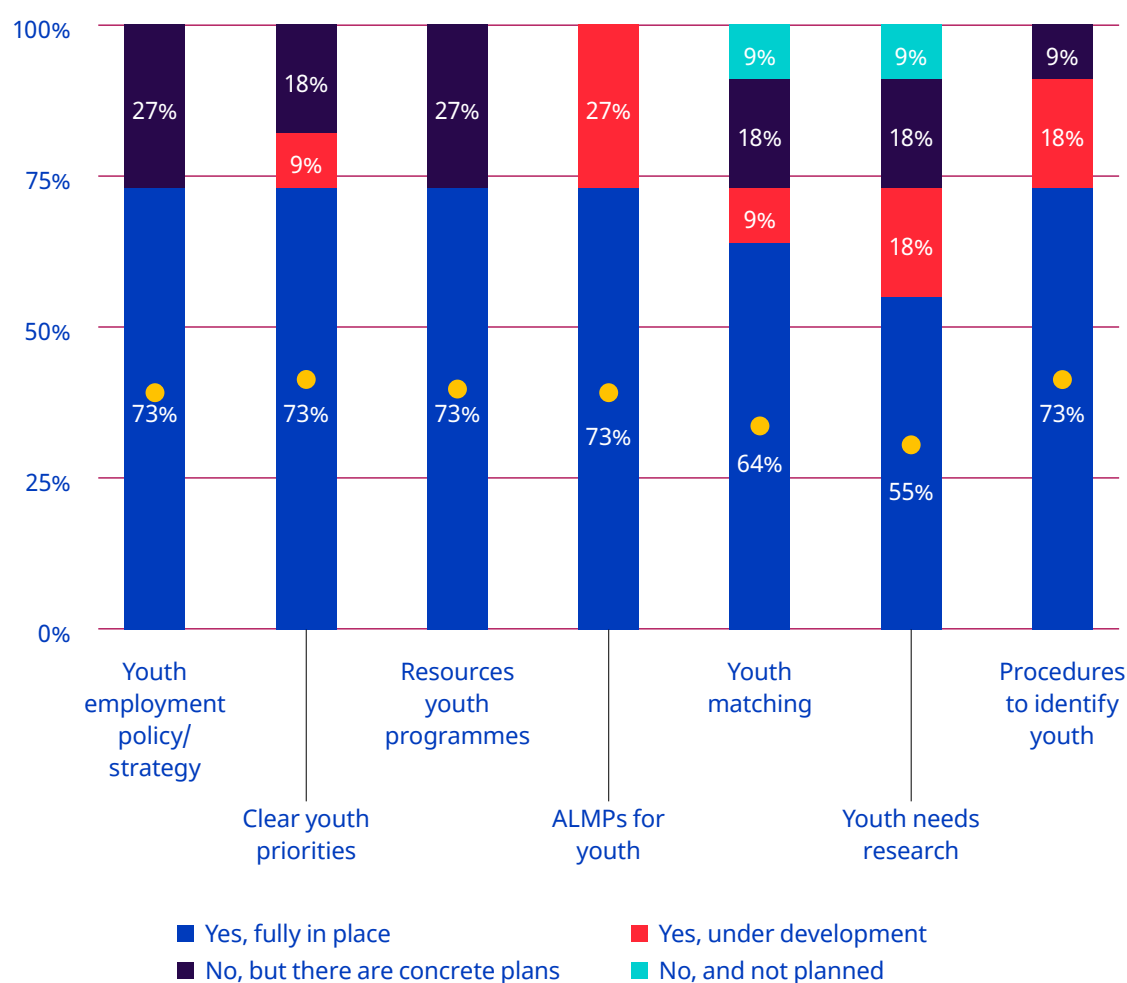
At the strategic level in China, all key elements are in place. It is therefore no surprise that most of the obstacles reported by China itself are outside its control (such as the lack of resources) or generally at a more tactical/operational level:

- Lack of financial and other resources
- Insufficient digital skills
- Siloing
- Adapting post-COVID-19
- Lack of knowledge of technology

Adapting post-COVID-19 is a challenge for many PES in the region, a new challenge for which no clear lessons so far exist. Furthermore, China is a very large country with large differences based on geography and economic development. This could in part explain the siloing in the organization.

## Youth services and programmes

The following figure highlights key elements of youth services, programmes, and approaches, as well as China's position in this area. It illustrates the degree to which a wide range of youth services are in place.



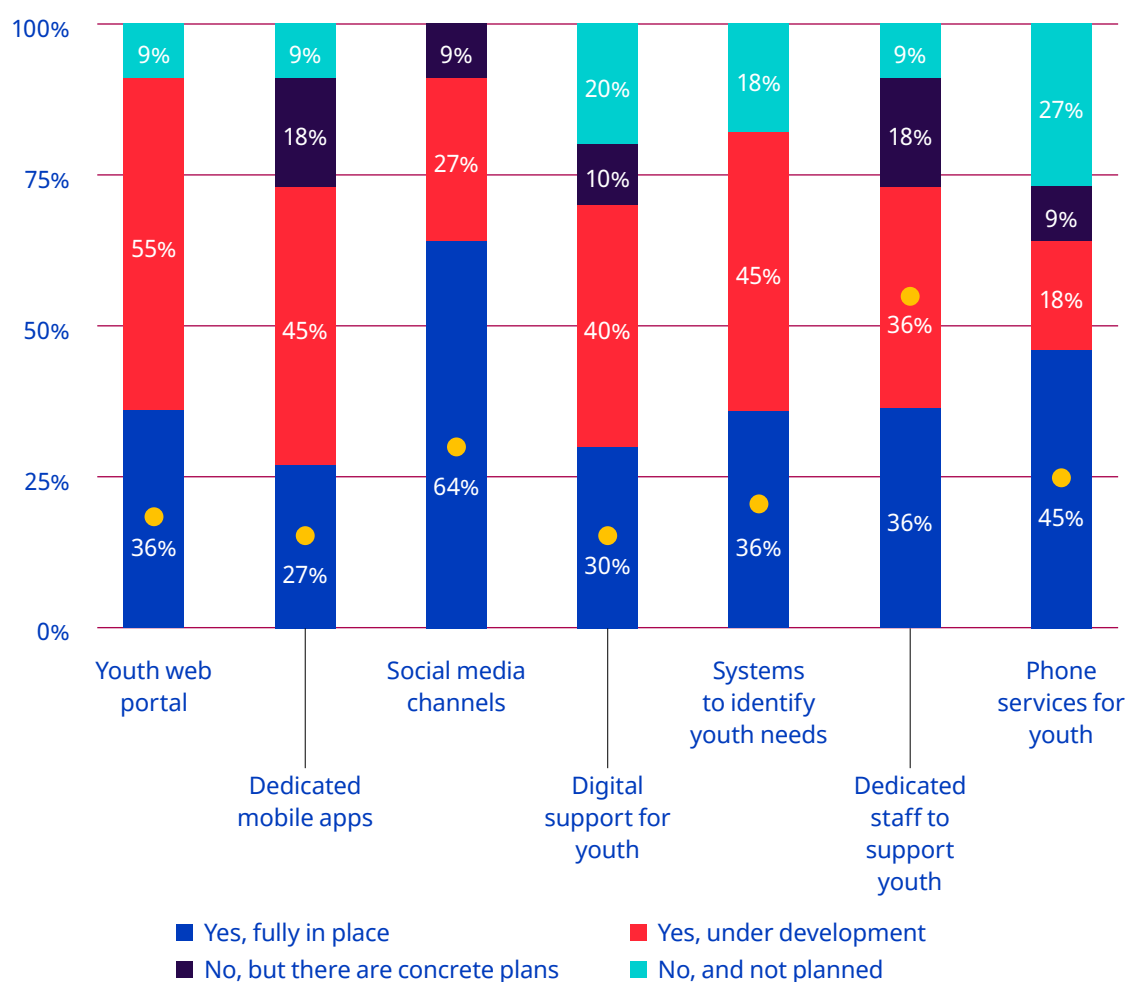
The PES has a youth focus at the strategic level as well as practical ALMPs for youth in place. Examples of these are:

- Subsidies for internship/traineeships.
- A youth technology start-up programme.
- Regional revitalization programmes focusing on urban-to-regional technology transfer and migration.
- Programmes to encourage businesses to hire young people with disabilities to promote equality.

In addition, there are specific programmes for college graduates, such as periodic job fairs and the use of dedicated social media.

## Youth technologies

The final area concerns technologies used by PES in their front and back offices. The following provides an overview of key technology areas and the China's standing in these areas.



The use of youth technology is relatively advanced. There are dedicated mobile apps and social media. China deploys many locally developed social media, such as WeChat, QQ and TikTok. The only area where China might improve is to accelerate the assignment of dedicated staff to support young people.

## Good practices and learning points

China has made significant strides and achievements in the recent couple of years, especially following the nationwide consultations and subsequent adoption of the “Guiding Opinions on Promoting All-round Public Employment Services” in December 2018. The following points are areas where other countries could learn from China, followed by areas where China could improve and/or learn from other PES.

- The speed of digitalization in China in the past decades is impressive and many countries could learn from China's approach.
- The use of social media to target youth is relatively advanced and well-integrated into the overall PES business model, which could be an inspiration to other countries.

- China is a leader in the development and implementation of youth programmes, including those focusing on inclusion and reducing regional and other inequalities.

Learning points:

- The country's size and regional variety pose a challenge and this contributes to siloing in the organization. As noted in the above mentioned guidance, efforts being made to achieve a better coordination and service standardization across all government level and between urban and rural areas could be strengthened.
- Further improving and strengthening the monitoring and evaluation mechanisms of the PES could further enhance the efficiency and effectiveness of the entire national PES system.