



ND TOMASZ
B LYCZKONSKI
KOLDING
SYGETHUS

Case

Social networks
retain foreign
labour

**MIND
LAB**

Case

Social networks retain foreign labour

Denmark lacks skilled manpower. Its focus has therefore switched to overseas labour for making up for the shortfall in Denmark's specialized workforce. Studies have shown that in particular, practical problems and a lack of social contact cause much of the highly-skilled foreign labour force we have attracted to the country to depart again soon afterwards. The problem for Danish companies is thus not only one of recruiting skilled foreign workers, but also of retaining them. MindLab therefore helped Branding Denmark, a unit of the Ministry of Economic and Business Affairs, to generate new ideas for making it more attractive for skilled foreign workers to stay in Denmark. Among other things, the result was the creation of a social network with a related website that functions as a bulletin board for a range of different activities. The network has been very successful in organizing activities around the country, including its highly popular Expat Thursdays, which focus on various topical issues such as voluntary work, Danish culture, the labour market and the taxation system.

MindLab involved:

- A total of 30 people representing employers, voluntary organizations, academia and foreign professionals.

Principal results:

- Creation of Denmark's first official social network for highly-skilled foreign labour.
- The network is operated jointly by the Ministry of Economic and Business Affairs and a consortium consisting of Dansk Erhverv ('and employer's organisation'), The Copenhagen Post and the Danish Bankers' Association. In addition, the network is sponsored by a number of Denmark's largest companies.