

### 1.3. Exchange of experiences. Prospective thinking

A third variant off the role of the employers' organisation in information is of a different nature. Whilst we treated before direct information roles, with variant 1 the role of the employers' organisation as information broker, and the 2<sup>nd</sup> variant the employers' organisation as specific information creator, this role touches rather upon the networking and reflecting role.

In this case, the information is of a more long term nature, and not as practical, or immediately useable as in the previous scenario's.

The outcome here in essence is that the employers' organisation is viewed as nurturing member companies with inside information and or reflection on longer term issues. This role may as well be classified under policy, if the reflections are used as members input for policy work or as advice if the exchange of good practices is used for helping companies to cope jointly with peers with common issues.

Notwithstanding the categorization, this role is important to engage members and create high added value. It allows the employers' organisation to distinguish it from other service providers. The employers' organisation has the capacity to mobilize companies for real exchange between peers, sometimes on a confidential basis, and/or to engage them in open brainstorming.

It must be noted that not too many APEX employers' organisations do feature this role in their service offer. It may well be that they do not organize such events, but also that they wish to keep the organization of such events low key, for confidentiality reasons.

Some elements can be further underlined:

