

EUROPEAN YOUTH CARDS CONTRIBUTING TO EMPLOYABILITY AND ENTREPRENEURSHIP FOR YOUNG PEOPLE

The European Youth Card Association (EYCA) has 41 member organisations in 38 countries across Europe. All are committed to promoting youth mobility and active citizenship for their 5.1 million cardholders.

Unemployment is the biggest issue facing young people in Europe today, and its effects will continue to be felt till at least the end of this decade.

Many EYCA member organisations already deliver information, services and opportunities which are closely connected to employability and entrepreneurship for young people.

This GPS presents ten brief case studies, but there are many more across the EYCA network.

EMPLOYABILITY AND ENTREPRENEURSHIP FOR YOUNG PEOPLE – WHY IS THERE A NEED FOR NEW RESPONSES?

- Across Europe, youth unemployment stands at 23.5% – 2.6 times higher than the rate for adults.
- One third of under 25s have been unemployed for more than a year.

- More than 7.5 million young Europeans aged between 15 and 24 are not in employment, education or training.

- More than one third of young people in work are on temporary contracts.

- In Greece, Spain and Croatia, more than half the young people are unemployed. Italy, France, Portugal, Ireland, Bulgaria, Cyprus, Poland, Hungary and Slovakia all have youth unemployment rates of 25% or above.

- The cost of not having young people as part of the labour market in Europe has been estimated at €150 billion per year. With taxpayers paying the bill, this is not only an issue today but also a threat for any economic recovery for tomorrow. Quite literally, we can't afford to ignore youth unemployment.

- Figures show that unemployment was rising even when economies were still growing.

Traditional career trajectories and routes into work no longer apply in today's Europe. Young people need skills and capacities to

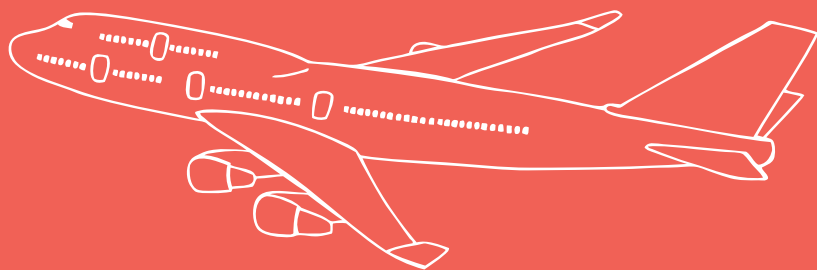
navigate an increasingly complex world of work. Innovative routes into work and more focused support for young people to create their own work opportunities, are needed now more than ever.

Mobility is a key issue for young people in relation to employability and entrepreneurship.

They need to be able to access tools, skills and opportunities to move not only geographically but across skill sets, between industry sectors, to straddle business and the voluntary sector, or package together working lives which could include a combination of paid work/new business development/volunteering or study.

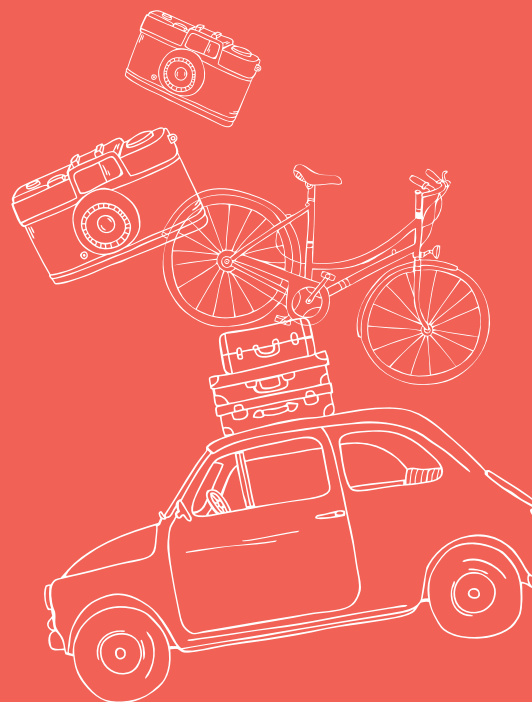
Young people's ability to be entrepreneurial is key to their future success. Organisations which work to support young people should be involved in equipping them to create and grasp opportunities, to see the wider picture, to stay active, and to be confident and engaging citizens.





GDF Suez employs approximately 230,000 people around the globe to produce and distribute energy. **The head of GDF Suez's Corporate Social Responsibility services, Jacques Spelkens, offers an employer's point of view on the current youth unemployment crisis in Europe:**

- **New talents and skills** have to be encouraged at an early age (12-14)
- Mobility means being willing to **follow where employment projects happen**
- **Mobility is also a mindset** e.g. changing your specialisation, being open to life-long learning; work in different departments within the same organisation, as well as working in different organisations/sectors/regions or countries)
- Employers are interested in the "savoir faire" - technical skills and competencies - but increasingly important is the "savoir être" – **personal attitudes and social skills**, such as teamwork and time planning.
- **Co-creating social value in partnership with civil society** and, in this case, with young people is essential to companies' future success.



Jacques Spelkens: "Even big bureaucratic companies like ours need young people to be entrepreneurial. That is why we should all be working together to promote and develop mobility in the mind."



European Youth Cards and EYCA member organisations have credibility with young people and are able to reach large numbers. Because of cooperation with both youth policy stakeholders and the corporate sector, EYCA member organisations are uniquely placed to create and support better responses to unemployment.

Fabienne Metayer, from the European Commission's Youth Policy Unit:

"It is natural EYCA has a role to play in employment and building co-operation with the business sector."





CURRENT

GOOD PRACTICE:

JOB-HUNTING

SUPPORT

ASSOCIAZIONE CARTA GIOVANNI

Associazione Carta Giovani is the EYCA member organisation in Italy. For several years they have organised information sessions at big fairs on tourism and education for young people on how to write a CV and to prepare for job interviews in the tourism sector. Sessions are promoted by Carta Giovani, as well as through targeted emails to cardholders. The online application process was managed by Carta Giovani.

A new initiative to focus specifically on green jobs was launched by Carta Giovani in 2013. A publication about green job opportunities in emerging sectors of the economy in Italy has been produced.

Financial support to young cardholders as a contribution towards travel fees for job interviews, or to participate in languages courses and job experience/volunteering opportunities is available through a cooperation initiative between Carta Giovani and Regione Lazio. Reimbursement of travel expenses is available for young people aged 16-30 who live in Lazio Region and travel to other Italian regions or to another European country for work or learning opportunities. Carta Giovani manages and promotes this opportunity to young cardholders in Lazio.

www.cartagiovani.it



VIDEO CV

MOBIN, SLOVENIA

Video CV workshops is the idea developed by **Mobin Slovenia** to use the European Youth Card to help young people in Slovenia enter the labour market, and to contribute to increasing their employability.

Young people participate in an intensive group process, which is the key to the success of the Video CV workshops. Mobin workshop leaders support participants to explore personality traits, interests, skills, competences, and non-formal education achievements. Young

people are guided through a process of self-reflection and goal-setting.

Using the specially designed Mobin handbook, young people script and create their own Video CV: a creative way to communicate who the individual is and why he/she is the most suitable candidate for the job. Video CVs communicate (verbally and nonverbally) their passion, imagination, self-confidence and personality. This is not a substitute for the classic CV, but a supplement which gives young people an advantage over other candidates.

Video CV workshops are supported by the Employment Service of Slovenia, who find them fresh, different and innovative - training young people to stand out from the crowd with creativity, self-motivation and innovation.

Mobin Slovenia design and deliver the programme as well as publicising it to other young cardholders in Slovenia.

<http://ejkartica.si/>



DEVELOPING APPRENTICESHIPS

MATCHING YOUNG PEOPLE & APPRENTICESHIPS



EVROPSKI OMLADINSKI CENTAR, SERBIA

"Online Apprenticeship Platform – building the employability of young people in Serbia" aims to increase the number of young people with skills and qualifications and to help them access positive work experiences in Serbia. Regional databases of practice opportunities for young people are developed all over Serbia, to match supply and demand.

Evropski Omladinski Centar, Serbia work with companies who already provide European Youth Card discounts to identify apprenticeship opportunities for young cardholders.

Specific emphasis is given to project activities for more vulnerable groups, especially young women and young people from minority

groups. The project will identify incentives for employing young people; raise awareness of youth apprenticeships and regional development, and will encourage the development of additional support institutions to facilitate youth employment.

www.gpa.rs

DIGITAL CREATIVES MODERN APPRENTICESHIPS

YOUNG SCOT, SCOTLAND



The Digital Creatives Modern Apprenticeship lasts for one year, during which time Young Scot supports apprentices to achieve the Pearson Certificate in Creative and Digital Media at Level 3 (a nationally recognised qualification) and to prepare for subsequent employment or progression.

Apprentices are employed by Young Scot on a formal 12-month contract and seconded to key partner organisations. The host organisations in the first phase of the programme are NHS Health Scotland, Creative Scotland, Central Scotland Police, Sport Scotland and Scottish Environmental Protection Agency (SEPA). Young Scot itself also hosts three apprentices. Placement partners cover salary costs (at National Minimum Wage rate) and additional training costs.

Following an induction period at Young Scot's offices, the apprentices spend four days a week with their

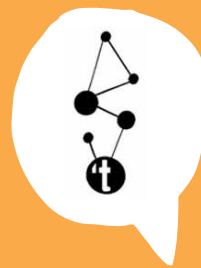
placement partner, and one day training at Young Scot. Work done on placement is relevant for individual college portfolios, allowing the apprentice to continuously learn and to produce evidence of learning.

The Modern Apprentices develop skills to create and deliver digital content for their placement organisations, as well as relevant content to promote youth card-related benefits to young people across Scotland.

www.youngscot.org



SUPPORT SERVICES FOR EMPLOYABILITY



European
Youth Card



SCHOLARSHIP PROGRAMME CONNECTA'T

CARNET JOVE, CATALUNYA, SPAIN



Carnet Jove Catalunya's Scholarships – CONNECTA'T – is the most significant social programme of Carnet Jove running since 2008. It is designed to increase access to professional employment in graphic design, written journalism, comic illustration, engineering, photography, radio, television, graphic art, computer graphics, fashion, acting, and music editing. All 11 scholarships aim to fill the gap between university studies and professional employment. It is often difficult for young people to make the transition from education to employment because they do not have enough work experience on their CV.

Young people are selected for scholarships following a public call to cardholders. In 2012, 500 young people applied for the 12 scholarships. The selection process takes into account all the capacities of the candidates, not only professional experience.

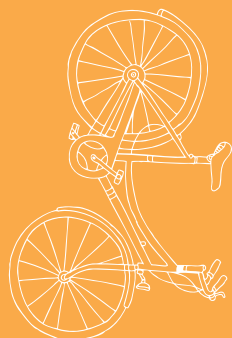
CJC scholarships last for one year (longer than is usual) and include financial support of €5,000 for each

participant. Companies which offer the placements are leaders in their sectors: the highest circulation daily newspaper in Catalunya, the radio station with the highest number of listeners, the leading TV station, etc.

Following the pilot, Carnet Jove has done another call: the **Casting** to appear in the 2014 Carnet Jove advertising campaign. After the open call 3000 young people applied and 33 were hired to appear in the campaign that includes TV, radio, posters in approximately 2000 sales points and more than 300 Youth Information Centres.

Evaluation of the scholarships project by both companies and young people has been very positive. Although a job is not the direct objective of the programme, some of the students have already been hired by the companies where they were placed. All others are embarking on a journey in their professional life with a significant addition to their CV.

<http://www.carnetjove.cat/connectat/>

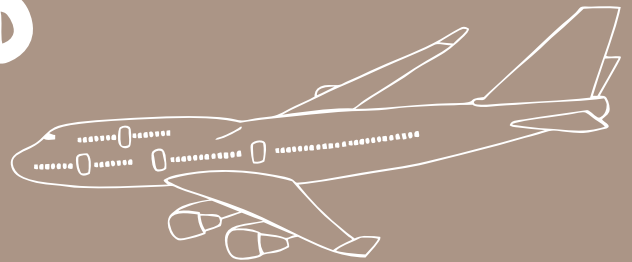


MOVING

INTO WORK



CARNÉ JOVEN DE LA COMUNIDAD DE MADRID, SPAIN



In addition to Carné Joven's culture and travel benefits, the youth card promotes opportunities in the education sector, and especially language courses, as a fundamental way to combat youth unemployment. **Carné Joven have doubled efforts to involve educational centres and to negotiate better offers for cardholders. They currently have 114 educational partners, including language centres, driving schools, professional and artistic centres, etc.**

In 2012, after an analysis of the socioeconomic situation of young people in the region (impact of economic crisis and high youth unemployment rate), Carné Joven expanded the concept of mobility and citizenship, linking it more with travel, culture and leisure activities:

- Links to Youth on the Move initiative have been added to their website, including Your first EURES job, Youth in Action, Eurodesk, Lifelong Learning Programme, the European Youth Portal, etc.

- "NO PARES" section on the website includes access to EUROPASS as an

effective way to present skills and qualifications anywhere in Europe.

- Travel insurance coverage anywhere in the world is included in the initial cost of the youth card - €4.

- Promotion of the benefits of the European Youth Card in the educational activities of the Youth in Action Programme (not only in European Voluntary Service).

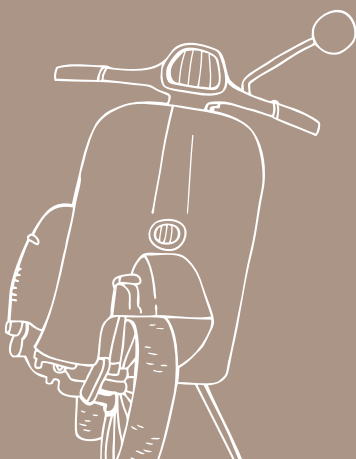
- In addition to discounts at hotel chains, there are discounts and services for student accommodation in shared apartments and dormitories.

- Additional discounts for the cardholders for language courses offered through TIVE offices.

- Promotion of Lifeguard courses with Madrid Federation of Lifesaving and Rescue, as a job opportunity for the summer season in public pools and neighboring communities.

- 50% discount at the International School of Fashion Design and ISA.

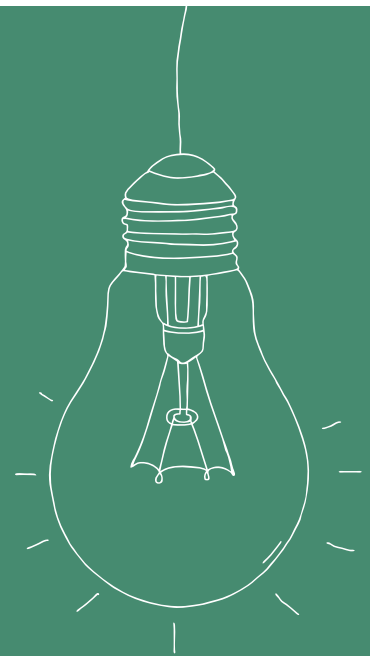
<http://www.carnejovenmadrid.com/>



SUPPORTING

ENTREPRENEURSHIP

**DIFFERENT ROUTES
TO NEW BUSINESSES
INITIATIVES**



ASOCIATIA EURO26, ROMANIA

European Youth Card in Romania developed a 'Business Plan 2012-2013' competition through high schools across the country. All participants received a European Youth Card. Winners of the regional stages of the competition participate in personal development and entrepreneurial workshops, organised by the youth card.

Workshops are run by trainers certified and experienced in personal and professional development: participants gain entrepreneurial skills and knowledge to help them develop a business vision and mission, objectives and strategies, and to develop business plans.

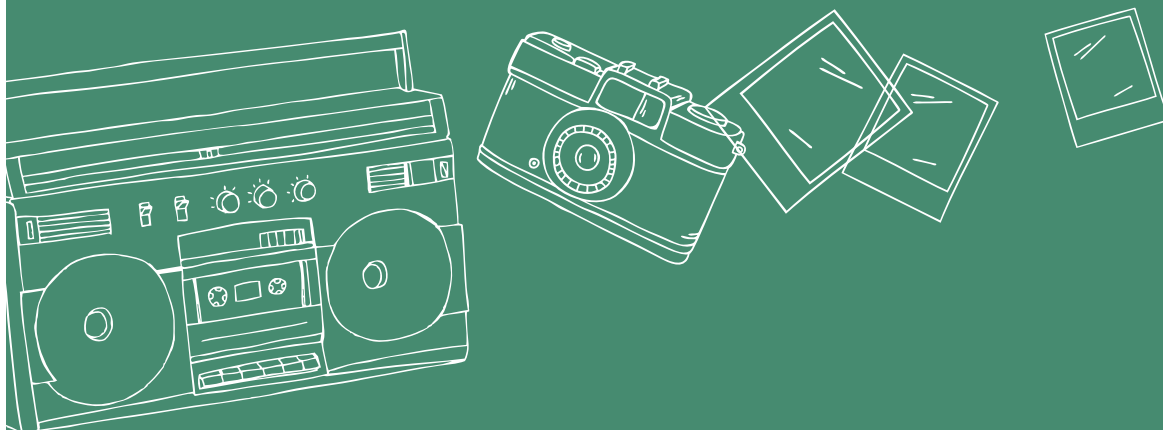
"You are young, you have skills" is a training initiative for university students and graduates in partnership with the Students' Culture House of Bucharest. Euro<26 Romania has trained over 100 young people (aged 19-35 years old): Training the Train-

ers; Project Management; Evaluation for professional competence; Youth Work.

New Chances: Euro<26 Romania are partners in two projects to provide alternative vocational training for young people in the oil and mining industry. Young employees are supported to consider careers as pension administrators or human resource inspectors. Euro <26 is a recognised training provider in these areas.

M-Power is a project for teaching entrepreneurial skills to young Roma. Euro<26 is now developing a follow-up M-Power project in several regions of Romania.

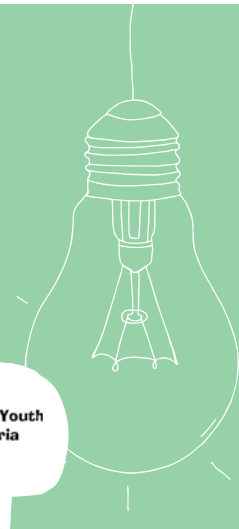
www.euro26.ro



PARTNERSHIPS

FOR EMPLOYABILITY

European
Youth Card



TOURISM APPRENTICES

JUGENDKARTE, AUSTRIA

The Glücksbringer-Lehrlingskarte (rough translation, 'lucky charm apprentice card') is a new EYCA co-branded card in Austria, given exclusively to young people who do an apprenticeship in tourism. The card goes together with a marketing campaign of the Austrian tourism and leisure industry, to publicise careers and training opportunities in the tourism sector.

Markus Albrecht, responsible for European Youth Cards in Austria explains: "After a regional pilot phase, the card was launched at national level in autumn 2012 as an EYCA co-brand for 12,000 apprentices in tourism in Austria."

The card is issued by the Austrian Economic Chambers, the body responsible for vocational education

and the recognition of acquired professional qualifications for apprentices. The new card is supported by the Department of Tourism in the Federal Ministry for Economy, Family and Youth, which also finances the EYCA function of the card through direct co-operation with Jugendkarte.

www.jugendkarte.at

TRADE UNION MEMBERSHIP

EUROPEAN YOUTH CARD, ALLIANSSI, FINLAND



In Finland, the European Youth Card works in partnership with two of the biggest trade unions to connect young workers to youth information and consultation opportunities, as well as to the full range of benefits and discounts available to European Youth Cardholders.

The national metalworkers union and the union for public, health and welfare workers both give young people a free co-branded European Youth Card when they join (paid for by the unions).

From the unions' side, they see the European Youth Card as a valuable incentive to young people to join the union and benefit from both youth card and union opportunities. They are particularly interested in

recruiting young workers, and an association with the European Youth Card helps give the union a current and relevant image.

For the European Youth Card, the union partnership has added 46,000 new members – young people who may not have considered having a card before. In addition, part of the agreement is that the trade unions disseminate youth information and surveys to their members, giving Allianssi access to the views and opinions of young workers as a demographic group.

This was especially valuable during the first year of the Structured Dialogue on employment.

www.euro26.fi

