



**European Youth
Card Association**

GOOD PRACTICE SERIES SEVEN

BOOSTING YOUTH EMPLOYABILITY & ENTREPRENEURSHIP

European Youth Cards supporting young
people in their career paths

eyca.org

EMPOWERING EUROPE'S YOUTH

We are the European Youth Card Association (EYCA) - a non-governmental, not-for-profit association of 41 member organisations in 38 countries across Europe. Together we work to empower Europe's youth.

EYCA member organisations issue the European Youth Card to 5 million young people and strive to achieve our vision of a Europe where all young people are mobile and active. We aim to encourage more young people to be socially, culturally, educationally, and economically mobile by delivering quality European Youth Card services and by contributing to better youth policy.

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WORKING TOGETHER TO FIGHT YOUTH UNEMPLOYMENT

For young people today, chances on the labour market look grim. With youth unemployment levels reaching 50% in some EU countries, young Europeans need renewed support in coping with the situation and finding innovative solutions.

In response to this situation, many EYCA member organisations already deliver information, services and opportunities that are closely connected to employability and entrepreneurship for young people. This GPS presents nine brief case studies, with many others being implemented across our network.

BRIDGING THE GAPS

Across Europe, youth unemployment stands at 23.5%, rising to a dire 50% in some countries. Young people need skills to navigate the increasingly complex world of work where traditional career trajectories and routes into work no longer apply.

Mobility is a key issue in relation to employability and entrepreneurship. Young people need to be able to access tools, skills and opportunities to move not only geographically but also across skill sets and industry sectors. Innovative approaches and support are needed now more than ever.

Being in contact with 5 million young Europeans as well as corporate and institutional partners, EYCA is in a unique position to bridge the gaps and help all stakeholders to work together to overcome the situation.

“EYCA has an essential role to play in youth employment and building co-operation with the business sector.”

***Fabienne Metayer,
European Commission
Youth Policy Unit***

THE EMPLOYER PERSPECTIVE



GDF Suez employs 230,000 people around the globe. The head of the company's Corporate Social Responsibility programme, Jacques Spelkens, offers an employer's point of view on the current youth unemployment crisis:

- New talents and skills have to be encouraged at an early age (12-14)
- Mobility is a mindset - changing your specialisation, being open to life-long learning; working in different departments, 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
- Co-creating social value in partnership with young people is essential to companies' future success.

"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."

***Jacques Spelkens,
GDF Suez***



GETTING CONNECTED TO THE WORLD OF WORK

CARNET JOVE, CATALONIA, SPAIN

Since 2008, Carnet Jove Catalonia has been running a very successful scholarship programme entitled Get Connected. It is designed to increase young people's access to employment in graphic design, journalism, comic illustration, engineering, photography, radio, television, art, fashion, acting and music editing. The scholarships aim to fill the gap between university studies and employment by connecting young people with quality internships.

In 2012, 500 cardholders applied for the scholarships. The selection process takes into account all the capacities of the candidates, not only professional experience.

The feedback from both the companies and young people involved has been very positive. Although a job is not the direct objective of the programme, some of the trainees 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.

***The scholarships
last for one year
and include
financial support
of €5,000 for each
participant.***


CREATING OPPORTUNITIES



EVROPSKI OMLADINSKI CENTAR, SERBIA

Evropski Omladinski Centar works with companies who already provide youth card discounts to identify apprenticeship opportunities for young cardholders. The organisation is building regional databases of internship opportunities to help match supply and demand. The aim is to increase the number of young people with skills and qualifications and to help them access positive work experiences in Serbia.

Specific emphasis is given to project activities for more vulnerable groups, especially young women and young people from minority groups. The project identifies incentives for employing young people, raises awareness of youth apprenticeships and regional development, and encourages the development of additional support institutions to facilitate youth employment.



MODERN APPRENTICESHIPS

YOUNG SCOT, SCOTLAND, UK

The Digital Creatives Modern Apprenticeship lasts for one year. During this 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.

Apprentices are employed by Young Scot on a formal 12-month contract and seconded to key partner organisations. Host organisations include NHS Health Scotland, Creative Scotland, Central Scotland Police, Sport Scotland and the Scottish Environmental Protection Agency. Young Scot itself also hosts three apprentices. Placement partners cover salary costs and additional training costs.

Work done during the apprenticeship is relevant for individual college portfolios, allowing the apprentice to continuously learn and to produce evidence of learning.

THE APPRENTICE CARD

JUGENDKARTE GMBH, AUSTRIA

The 'Lucky Charm Apprentice Card' is a new co-branded European Youth Card in Austria, given exclusively to young people who do an apprenticeship in tourism. The card is part of an effort of the Austrian tourism and leisure industry to promote 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 European Youth Card co-brand for 12,000 apprentices in tourism."

The card is issued by the Austrian Economic Chambers, the body responsible for vocational education and for 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 in co-operation with Jugendkarte.



INNOVATIVE SERVICES FOR EFFECTIVE SUPPORT



CARNÉ JOVEN, 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.

The card organisation has intensified its 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, Carné Joven expanded their concept of mobility and citizenship to meet young people's needs:

- Links to the 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.
- The "Don't stop" 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 youth card
- Additional discounts for language courses
- Promotion of Lifeguard courses as a job opportunity for the summer season in public pools and neighbouring communities
- 50% discount at the International School of Fashion Design.



QUALITY INFORMATION & FINANCIAL SUPPORT

ASSOCIAZIONE CARTA GIOVANI, ITALY

Associazione Carta Giovani is the EYCA member organisation in Italy. For several years they have organised youth information sessions on how to write a CV and to prepare for job interviews in the tourism sector. A new initiative to focus specifically on green jobs was launched in 2013. A publication about green job opportunities in emerging sectors of the economy in Italy has been produced and distributed to young people.

In addition, Carta Giovani and Regione Lazio work together to provide cardholders with financial support for travelling to job interviews, language courses, internships and volunteering opportunities.



STANDOUT VIDEO CVs

MOBIN, SLOVENIA

Video CV workshops is the idea developed by Mobin as a way to use the European Youth Card to help young people in Slovenia enter the labour market.

Mobin workshop leaders support participants to explore personality traits, interests, skills, competences and non-formal education achievements. Using a special Mobin handbook, young people script and create their own Video CV that communicates their passion, imagination, self-confidence and personality. The innovative CV is a creative way to stand out in the crowd and highlight skills.

Supported by the Employment Service of Slovenia, the workshops are designed, delivered and promoted by Mobin to all cardholders.



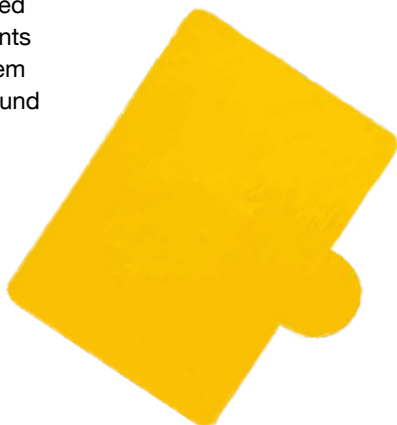
FOCUS ON ENTREPRENEURSHIP

ASOCIATIA EURO26, ROMANIA

The European Youth Card organisation in Romania has developed several training projects aiming to boost young people's entrepreneurial skills to help them create employment opportunities for themselves. Key projects include:

- A Business Plan competition in high schools across the country. Winners at the regional level participated in personal development and entrepreneurship workshops organised by the EYCA member.
- M-Power - a project aiming to teach entrepreneurial skills to young members of the Roma community in several regions of the country.
- A training initiative for university students and graduates in partnership with the Students' Culture House of Bucharest. 100 young people have participated in the trainings.

All workshops are run by certified trainers experienced in personal and professional development. Participants gain entrepreneurial skills and knowledge to help them develop a business, from the vision and idea to a sound business plan.



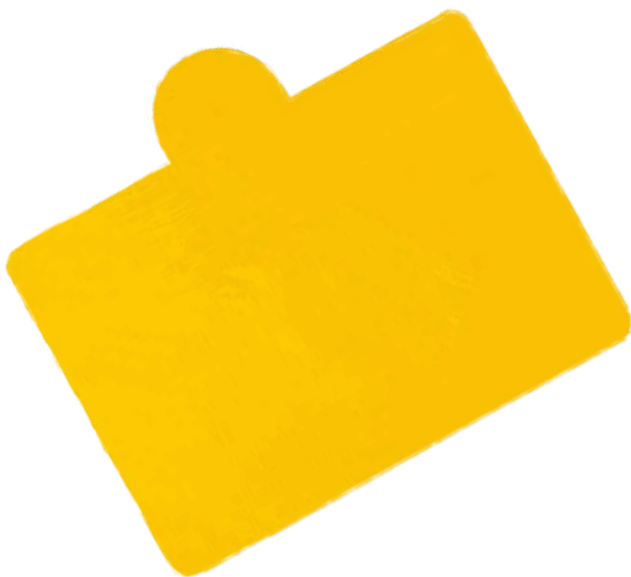
CONNECTING WITH TRADE UNIONS

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 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. From the unions' perspective, the European Youth Card is a tool to provide added value and opportunities for existing members and to attract new ones.

For the European Youth Card, the union partnership has brought 46,000 new cardholders. 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 EU Structured Dialogue on employment.



Want to find out more about
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For more details, please contact EYCA.*