

A historical map of Hungary, showing various regions and cities. The title 'BASICS IN THE EU' is overlaid on the top left of the map.

BASICS IN THE EU

- In EU, thinking about youth employment policy is guided by the Youth Guarantee; with Four Phases
- Mapping: identification, early warning system
- Outreach: awareness, communication, registration
- Preparation: skills diagnosis & development
- Offer:
 - Return to education; Training; Subsidised employment (hiring subsidies) in the market sector (primary labour market); Jobs in the secondary labour market; Entrepreneurship programmes
- Overarching points:
 - Focus on vulnerable NEETs
 - Co-operation between partners



IDENTIFICATION OF NEETS

- PES need information on the characteristics (and number) of NEETs
 - It is also important to map their needs and barriers
- Basics can be done standard labour market surveys (LFS)
- Need for more information:
 - More granular level, at the level of territorial subdivisions
 - More complex mapping of needs
- Can be done using large-scale surveys (**Census**)
- Advent of **linked administrative data**:
 - Educational, PES, social security, health care, welfare
 - This is useful for **identification**
- However, vulnerable youths are often disconnected (esp. in rural areas)
 - No welfare benefits, no registration as jobseeker

EARLY WARNING SYSTEMS & PARTNERSHIPS

- Early warning systems are widely used
 - Especially with **education institutions** (semi-automatic)
 - Identification of dropouts
 - Health services, and maternity services are less used, but one potential way of engaging with young mothers
- Some PES rely on having **a large network of local actors**
 - This is especially important for more vulnerable youths
 - Can be **any institution in contact with youth**, not only youth services
 - Church, sports clubs, youth club, local social services
 - However, managing such a large network can be burdensome
 - The **role** of these actors can be limited: **signalling** to PES
 - Registration is delegated to a small pool of local electors
 - Ex. : PT, Youth Guarantee Network

OUTREACH: COMMUNICATION

- Communication strategy needs to be **multi-channel**
 - Online communication is important
 - **Influencers** (BE, PT)
 - Need to find authentic personalities
 - **PES personnel**
 - Need to be personalised
 - Offline communication necessary
 - Posters etc.,
 - CSR with companies (Fast Food, Fast fashion) that youth use
- PES needs to be present **,on the ground'**
 - **Mobile teams** etc. (EE, RO)
 - Youth detention centers
 - Festivals
 - Recruitment of mentors from **ethnic minorities** (RO)
 - Visits to secondary schools
 - Separate visual identity/branding?

OUTREACH & COMMUNICATION: PORTUGAL

- Extensive system of partnerships, up to 1500 local partners
 - Signaling partners: providing basic info, and directing youth to register as jobseekers, also street-level outreach work
 - Guidance and counseling partners
 - Training provided to partners about services of the PES, and effective outreach work
- Communication
 - Large campaigns using several media (both offline and online)
 - Importance of places where youth 'hang out'
 - But regular communication is also important, and the role of persons whom youth trust (offline) should not be underestimated
- Importance of early counselling for those who need it
 - Coaching, including self-awareness and career goals
 - Soft-skills training
 - Company visits & job shadowing



OUTREACH: REGISTRATION

- Registration needs to be **streamlined**
 - Online channel needs to be working
 - Non-bureaucratic language
 - Languages of minorities/migrants etc.
 - Do not ask for information multiple times
- Who has the license to register/express interest etc.
 - Some initial steps can be delegated to partners
 - But clear procedures needed
- Some very basic screening of skills/barriers can be built into registration process
 - Digital skills
 - Disabilities/long-term illnesses
 - These can be included in a **few basic questions** (BE)

SKILLS DIAGNOSIS

- Extremely important to use resources efficiently
- Number of approaches, including data-driven, to set up profiling
 - Sometimes based on a self-evaluation questionnaire
- Input from individual + counsellor is still very valuable
 - Health issues (including psycho-social) are more difficult to detect, can need joint assessment
- Main points – detect who needs
 - Basic skills training (literacy, language, IT etc.)
 - Intensive counselling
 - More expert help (psychological, addictions etc.)
- Importance of **multi-sector integrated solutions**: promotion, diagnosis, ease of registration
 - Ohjaamo (FI)
 - Employment service
 - Social services
 - Health services (psychological)

SKILLS TRAINING + CAREER COUNSELLING

- Career counselling is very important for (vulnerable) youth
- Low (or zero) threshold services exist
 - Separate branding/visual identity from PES
 - Cité des métiers (FR/BE), CISOK (CR)
 - Complemented by site visits to employers (LT)
- Skills training:
 - Importance of the availability of basic levels: literacy, language
 - Need for understanding IT skills
 - Several shorter courses can work
 - Has to be available in a large number of locations
- Supporting services:
 - Mentoring for those with motivation issues
 - Travel grants for those living further from PES offices/towns

ACTIVE LABOUR MARKET POLICIES: SUBSIDIES

- Hiring subsidies: shorter term subsidies (3 months)
 - Employers might consider hiring youth ,risky' due to the uncertainty
 - Youth might not be fully committed to a given career path
 - Shorter term ,job trials' can alleviate these issues
 - High ability (but low formal education) youth can show their motivation
 - However: risk of cycling through youth, so need for control and data collection
- Longer-term subsidies
 - Appropriate for more vulnerable youth
- Additional services (primarily for vulnerable youth)
 - Sensitisation for colleagues (ethnic minorities, health issues)
 - Mentoring by PES to ensure smooth transition
 - Mentoring by internal (company) mentor

ACTIVE LABOUR MARKET POLICIES: TRAINING

- Traditional training courses, coupled with complementary services are widespread in EU for vulnerable youth
 - mentoring to keep motivation up
 - childcare for mothers with young children
- Training courses, including on-the-job training and work practice have proven to be successful
 - These are often at social enterprises/NGOs
 - Can be a real work practice, with regular work hours (SI)
 - But in some cases, closer to a ,youth workshop' , with the objective of providing some basic skills

TRAINING+MENTORING: SLOVENIA

- Learning workshops
- Targeted at vulnerable persons (not only youth)
- 6 months on-the-job training at social enterprises
 - Internal mentor – vocational skills (60h/month)
 - External mentor – soft skills, psychological support (1h/week)
- Followed by 6 month subsidised employment in competitive sector
 - Follow-up by PES mobile units
- Subsidy for employers both during training and employment (75% of min. wage)
 - Training allowance for participants during training, minimum wage during employment
- Suitable for those who (re-) enter work from a precarious situation (past substance abuse etc.)
 - Gradual integration into full-time work

ALMPS: WORLDWIDE EVIDENCE

- Programmes Projovem in Latin America for low-skilled youth setup:
 - 3 month in-class technical training course, delivered by private providers , with curriculum in-line with requirements of firms
 - plus soft-skills training
 - 3-month internship subsidized at firm
 - tend to produce positive long-term results for disadvantaged
- Systematic (econometric) review of youth programmes
 - No one type of ALMP dominates others in terms of impact
 - Those which offer a combination of instruments, for ex. training + counselling tend to do better than single instruments
 - Implementation of programmes matters:
 - Profiling followed by tailor-made programmes are more successful
 - Follow-up monitoring, evaluation and incentives for positive outcomes tend to produce better results

RURAL YOUTHS AND PUBLIC WORKS

- Rural youths are often NEETs or work informally
- Either issues with deficiency of skills or lack of (formal) work
- Ensuring access to skills training is essential
 - Certification of informally acquired skills
 - (online) training in (digital) skills
 - But access broadband + IT tools needs to be ensured: ,social' internet tariffs + lending of smart tools (PT)
- The promise of public works/employment: ensuring decent pay & ,safe jobs'
 - However, often very little skills development, as low quality jobs
 - Implementation is important: in countries with less developed public services can lead to clientelism & corruption
 - Lack of skills training is a big drawback, especially for youth
 - Programmes need to be limited in duration, to avoid lock-in, especially for youth