

# The EUROPEAN PACT 4 YOUTH



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# Benefits of business-education partnerships



- If a young person had four or more interactions with employers they were five times less likely to be NEET.
- **87%** of schools involved would recommend a **business education partnership**
- **96%** of schools say employers offering **increased awareness** of the breadth of opportunities for pupils' future careers significantly **helps the school to deliver on its targets**
- Nearly **75%** of businesses say that education partnerships
  - increased staff engagement and opportunities for **skills development**
  - improved **internal networks**
  - Provided better understanding of **future workforce perspectives**
- As a result of work experience, **90%** of participant pupils said they would **work harder at school.**

# The EUROPEAN PACT 4 YOUTH

## What is it

- Mutual engagement of business and EU leaders, initiated by CSR Europe, to boost business-education partnerships for youth employability and inclusion.

## Vision

- To create a fair and equitable culture of partnership between business, education and youth in Europe

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## How?



# The EUROPEAN PACT & YOUTH

## Targets & Next Steps



**10,000**  
QUALITY BUSINESS-EDUCATION PARTNERSHIPS



**100,000**  
NEW GOOD QUALITY APPRENTICESHIPS, TRAINEESHIPS OR ENTRY-LEVEL JOBS



**28** NATIONAL ACTION PLANS

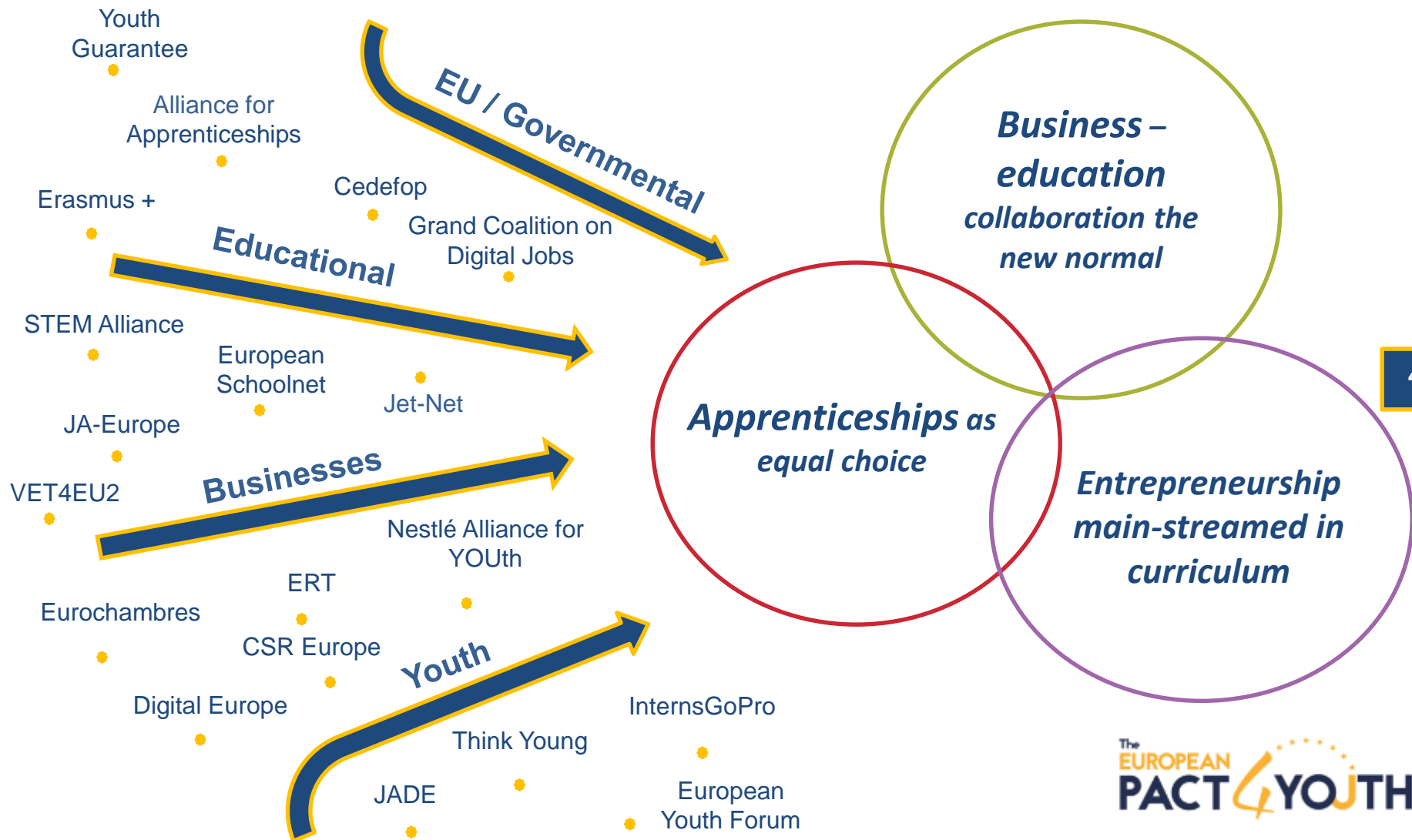


**LEADERS'**  
JOINT PROPOSAL FOR LONG STANDING IMPACT



BRING RESULTS TO  
FIRST BUSINESS-EDUCATION SUMMIT  
23rd NOVEMBER 2017

# Europe has a wealth of good initiatives for youth





20%

### FUTURE EU PROPOSALS FOR LONG-STANDING IMPACT

Building on their current and future efforts, business Leaders with partners commit to develop joint proposals on:

1. Making VET/apprenticeships an equal choice in Europe
2. Making business-education partnerships the new normal
3. To embed entrepreneurship skills in formal and non-formal education all across Europe

5%

#### CO-ORDINATION

#### COMMUNICATION

#### METHODOLOGY

70%

### OBJECTIVES AND ACTIONS OF THE EUROPEAN PACT FOR YOUTH

1. Boost the number and quality of business-education partnerships for youth employability and inclusion

2. Reduce the skills gap

3. Contribute to national policies on skills for competitiveness and employability



5%

#### International Outreach

G7

# Supporting Networks: Local '(r)evolution in education'





# Catalyst at the national level

Italy



Ireland



Kosovo



China



Poland







## Assisting Pact for Youth's targets:

### Schools-Business Partnerships

- Junior Achievement Ireland, BITCI, NIFTE and Smart Futures are going to collaborate to map all the partnerships in Ireland
- We will then set a target for our country to achieve

### Quality placements, apprenticeships/entry level jobs

- BITCI network promoting it to members companies
- Chair of Apprenticeship Council in Ireland will join the Leaders Group
- Working with our CSR Forum (Govt Dept) to co-draft Ireland's plan

- A key asset of the Pact will be the continuous efforts of Irish companies engaging with schools to provide **Management excellence for teachers and principals (MET)**

# Pact for Youth embedded in the EU skills agenda



1. In support to EC's first priority: "a new boost for jobs, growth and innovation"

2. Three priority areas/ten proposals, e.g.:

- Making **apprenticeships the 1<sup>st</sup> choice**
- Promoting **entrepreneurial and innovation oriented mindsets**
- Improving forecasting and understanding of skills needs now and in the future through a **"Blueprint" for cooperation on skills in specific economic sectors**

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3. Three essentials to accelerate pace and to secure long standing impact:

- Business-education partnerships (European Pact for Youth)
- Financials mechanisms
- Simplification of governance

# LEADERS ENDORSE FIRST JOINT PROPOSAL

**Making VET/apprenticeships an attractive,  
quality and equal choice to support youth  
transition to jobs**

## **Youth Mobility Programme**

1 Million young people gain new professional qualification, fluency in another language, transversal skills and a cultural outlook

## **Excellence Platform**

A European platform as driver for excellence and support to intermediary organisations that support VET and apprenticeship schemes

## **Teachers and Trainers Mobility Programme**

Enhanced practical learning and exchange on VET/ Apprenticeships, thanks to connected teachers, trainers and business people participating in the programme

**European networks of intermediary organisations**

**Supporting and in conjunction with National Reforms**

# STEM-π tool



- **Context:** Need to address current skills gap in Europe in the field of STEM as a way to combat high youth unemployment and contribute to a competitive European economy
- **Aim:** assesses the potential for impact of a company's STEM activities and to identify improvement areas
- **Approach:** “STEM-π” tool → company interviews, scoring, benchmark against peers, best practice collection and sharing – leading to more impactful programs



# STEM-π tool

## Spheres of influence

## Building blocks (actors/aspects)

## Characteristics (“how”)

## Influencing factors (“because”)

School factor

- STEM teachers
- Curriculum

Career information factor

- Teachers/career counselors
- Career advise structure
- Career information

Psychological factor

- Student psychology

Family & Environment factor

- Parents (& close family)
- Media & Society

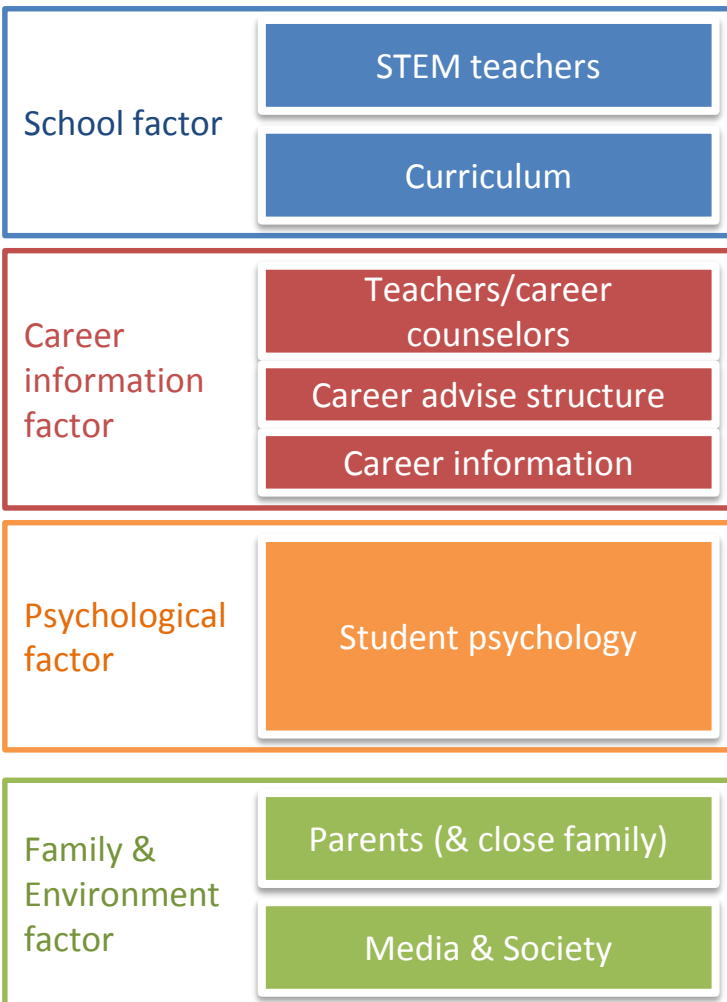
- A. Has the ability to inspire
- B. Is specialized in his/her topic
- C. Uses innovative teaching methods
- D. Positively reinforces students to choose for STEM studies/careers
- E. Uses modern teaching resources

- Specialized educational background
- Access to continuous professional development opportunities, with a focus on deepening subject matter expertise
- Knowledge of current real-life application of the subject

# STEM-π framework

## Spheres of influence

## Building blocks (actors/aspects)



## Business activities

1. Apprenticeships and internships (see QIA tool)
2. Develop curriculum-related resources
3. Engage with teachers (e.g. Trainings)
4. Practical business-school collaboration (student focus)
5. Policy dialogue
6. Sponsorship
7. Build knowledge to raise awareness
8. Business development

**Company activities designed to achieve maximum potential impact on each sphere**

# The STEM-π assessment tool



Through two parts we assess the potential for impact of a company's STEM activities and identify opportunities to increase impact

## Part 1: Coverage

Are companies focusing on the right objectives through a range of possible activities

### Possible activities

1. Apprenticeships and internships
2. Develop curriculum-related resources
3. Teacher training
4. Biz-school collaboration
5. Policy dialogue
6. Sponsorship
7. Awareness raising
8. Business development

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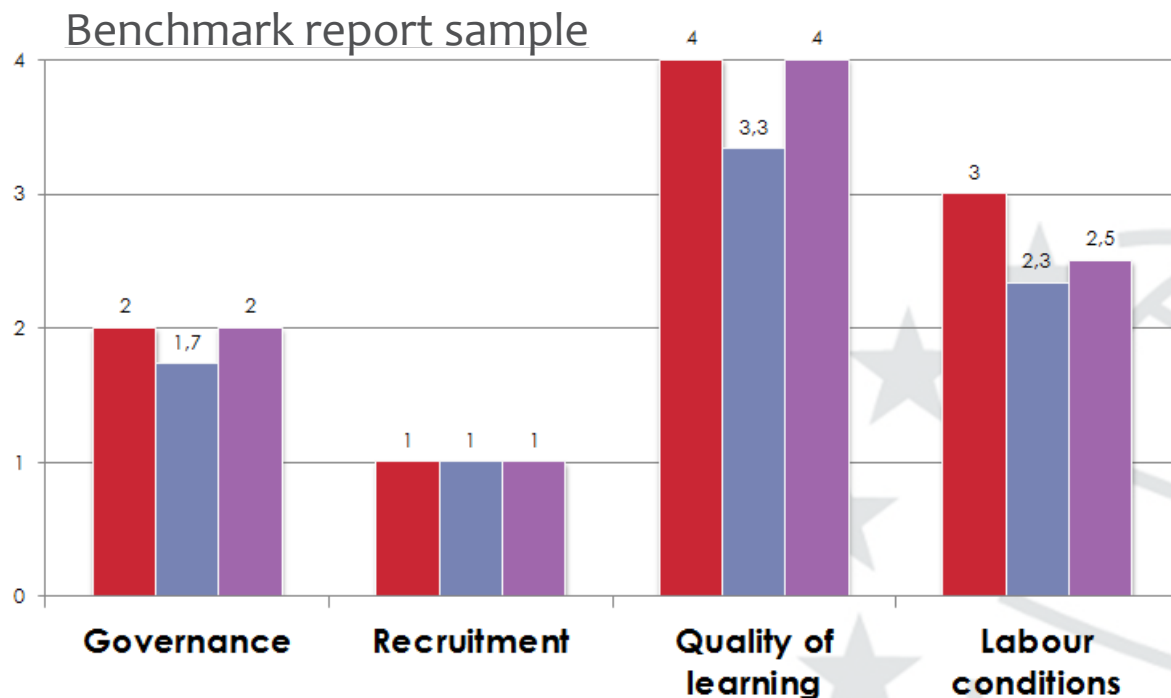
## Part 2: Quality

Are activities organised in a way to maximize potential for impact

### Key indicators

1. Strategic importance
2. Long-term commitment
3. Contextualization
4. Use of core expertise
5. Existence of support and resources
6. Staff involvement
7. Geographical scope
8. Continuous improvement
9. Collaborative approach

A tool to support companies in offering quality internships and Apprenticeships to help young people in the transition from education to employment with the skills that business needs



**1. Identify your strengths and weaknesses**

**2. Benchmark your performance against peers**

**3. Improve through learning networks and best practice sharing**



# Be-Happy

## Business in Europe Hosting Apprenticeships for Youth



Be-Happy “Business in Europe Hosting Apprenticeships for Youth” project aims to create support structures in the form of European & national learning networks to support SMEs across Europe to provide more and better quality apprenticeships.

### *Objectives:*

1. Communicate on business case for apprenticeships
2. Increase quantity & quality of apprenticeships
3. Identify and remove policy obstacles for SMEs to engage in apprenticeships

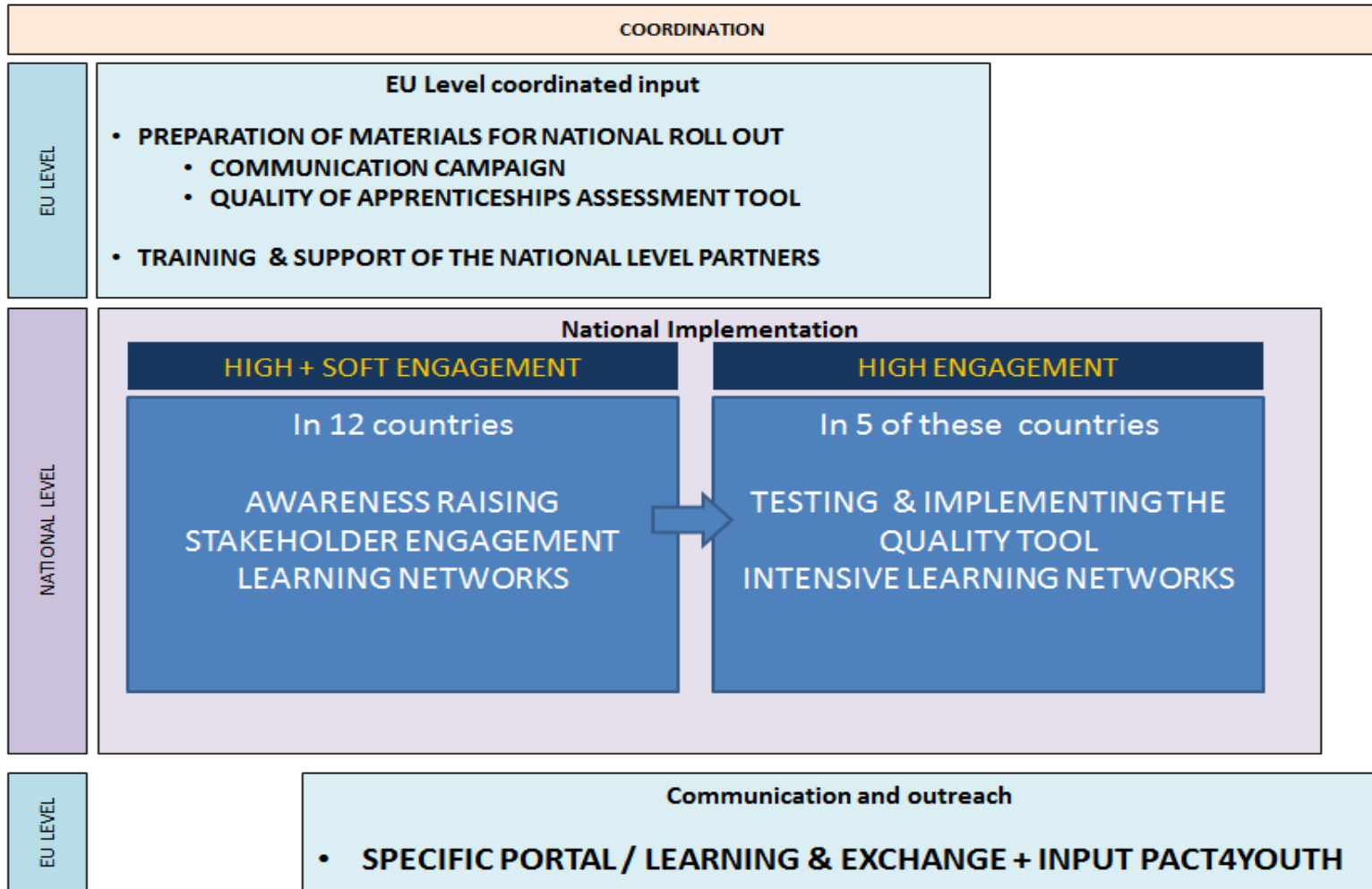
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### *Project reach:*

1. **50.000+ SMEs** through a European online communication campaign
2. **1.200 SMEs** through learning networks of seminars, webinars and best practice sharing
3. **100 SMEs** through pilot programmes to improve the quality of their apprenticeships’ (using CSR Europe’s quality apprenticeships assessment tool)

# Be-Happy

## Business in Europe Hosting Apprenticeships for Youth



# Be-Happy

## Business in Europe Hosting Apprenticeships for Youth



### Be-Happy countries



#### High Engagement (BLUE)

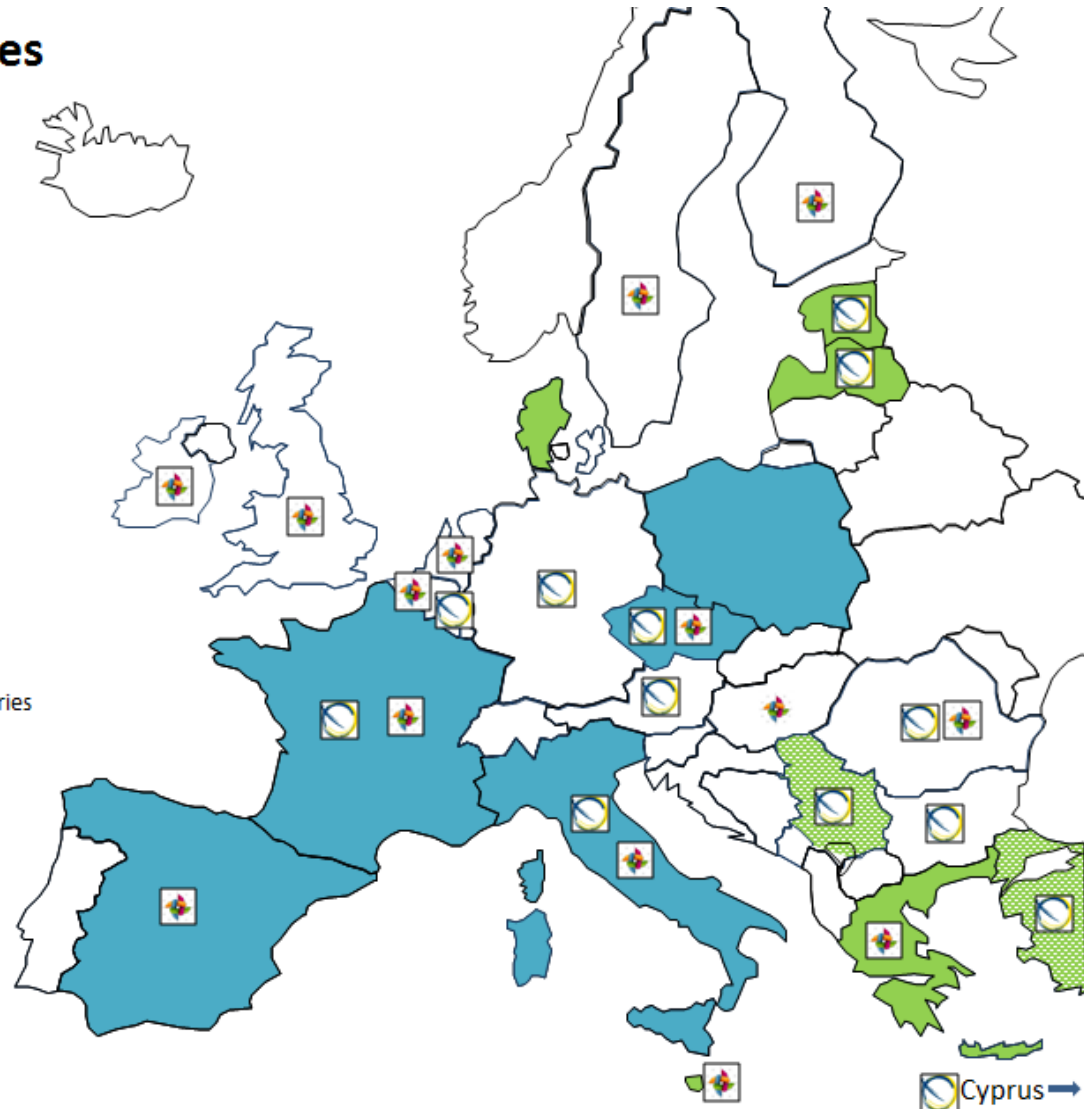
1. Spain
2. France
3. Poland
4. Czech Republic
5. Italy

#### Soft Engagement (GREEN)

6. Denmark
7. Estonia
8. Latvia
9. Serbia
10. Greece
11. Malta
12. Turkey

#### Partners

-  EVTA network
-  EUROCHAMBRES project countries



# The EUROPEAN PACT 4 YOUTH

Thank you for your attention!

For more information:

[Pact for Youth](#)

[Pact for Youth Progress report](#)

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