This first progress review gives clear indications on (1) where we focus our energy to support the objectives and targets of the Pact, (2) what companies and organisations are doing in their sphere of influence, (3) how the Pact acts as a catalyst to unlock new collaborations at local and national level and (4) how leaders will develop future EU proposals for long-standing impact. Furthermore, you will also find statistics on the Pact communications outreach as well as results on how the Pact is reaching countries beyond Europe. Finally, at the end of the report you will find the main elements of the methodology for tracking our progress.

Where do we put our energy?

The visual below illustrates actions taken under the European Pact for Youth. Efforts and resources of the Pact concentrate chiefly on:

- 70% - Boosting the number and quality of business-education partnerships for youth employability and inclusions, reducing the skills gap and contributing to national policies.
- 20% - Working on future EU policy proposals for long standing impact by building on existing and future activities as well as use of existing EU tools.
- 5% - Working on co-ordination, communication and methodology to track progress
- 5% - International outreach, acting as Ambassadors of the Pact

DEVELOP 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

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

28 National Action Plans
10,000 Business-Education Partnerships
100,000 Quality Apprenticeships, internships & Entry-level Positions

For a pro-youth and pro-innovation sustainable Europe
1. COMPANY AND ORGANISATION DRIVEN PROGRESS

Among initial activities, companies such as Samsung, Hitachi, IBM, Telefonica, Microsoft, are building strong business education partnerships, also with the support of platforms such as the STEM Alliance, run by European Schoolnet and CSR Europe. Companies like Pirelli and Huawei have a specific focus on working with universities. As examples, Samsung is expanding its “Smart Classroom” programme through partnering with companies in different European countries while IBM runs extensive programmes in STEM education, such as “Try Science” with a special focus on teacher training. Next to this, companies such as Enel, Sonae, Nestlé, Engie, Solvay, Randstad or Titan are focusing on youth transition to jobs by offering more quality traineeships and apprenticeships. Randstad is also providing coaching and mentoring to students through career guidance, CV checks and job tips. Other actors assist students to develop entrepreneurial skills. McCain helps students to launch new social projects in the area of entrepreneurship while Google will aim to train 1 Million people with digital skills through an online platform and free online digital skills courses.

2. PROGRESS BY NATIONAL BUSINESS NETWORKS

The European Pact for Youth has acted as a catalyst for national-level action with 21 of CSR Europe’s national partners currently engaged. The business networks are already putting together elements for a national action plan in countries such as Ireland, Italy, Belgium, while others are in the process of gathering the relevant stakeholders. National partners are also leveraging their existing activities in countries such as the UK, Czech Republic or Italy where they run mentoring programmes with companies for teachers and students. The Pact is also expanding beyond the European Union to other countries such as Kosovo, Ukraine, South Africa or China.

3. MEASURING PROGRESS ON REACHING THE PACT TARGETS

As part of the European Pact for Youth commitments, CSR Europe will track and report progress on the realisation of (1) 10,000 quality business-education partnership (2) the creation of 100,000 new good quality apprenticeships, traineeships or entry-level jobs (3) implementation of 28 national action plans. To this end, CSR Europe together with IBM, have set up a methodology that will:

- Provide hard data on the realisation of three targets
- Provide a deeper analysis on the impact made on students and teachers in areas such as STEM education, the development of entrepreneurial skills or student mobility

4. FIRST POLICY PROPOSAL

Over 50 companies and organisations have been contributing to the development of the first policy proposal on making VET/apprenticeships attractive and an equal choice in Europe. Putting together the knowledge and experience of the Pact supporters, the proposal puts forward a concerted focus on three key strands of action: (1) A European excellence platform (2) Youth mobility programme (3) Teachers and trainers mobility programme. The proposal is currently under development in the form of a strategic concept note and a working document to be further elaborated.

5. NEXT LEADERS MEETINGS

- Thursday 24th of November 2016: Making Business-Education Partnerships the new normal to stimulate STEM, digital, transversal and soft skills” (tentative time of 9:00-13:00)
- Wednesday 12th of July 2017: Mainstreaming entrepreneurship in curricula in formal and non-formal education” (tentative time 14:00 – 18:00)
1. Company driven progress

Examples of how companies are contributing to the objectives and targets of the Pact:

**Enel Group** is active in Italy, Spain and Romania, where it works to foster quality partnerships with academia, bringing universities closer to the corporate world and facilitating young people’s access to the labour market. The Group facilitates the creation of new employment and career paths for the youngest through work-related learning apprenticeships involving all the local relevant stakeholders, internships offering hiring opportunities, and innovative training and tutorship programmes for new recruits. The Group, through collaborations and joint development projects, contributes to support start-ups and young entrepreneurs.

**IBM** has increased its focus on recruiting young people, with new programmes to make apprenticeships an equal choice as a pathway to quality jobs. In the UK we introduced the new Degree Apprenticeship, and won the Targetjobs award for the Best Apprenticeship Programme in April. To build the pipeline of talent for tomorrow’s jobs IBM delivers three key activities in partnership with schools across Europe. In 2015 we delivered 1,000 sessions on STEM, engaging 22,000 Students and 1,400 Teachers; and we ran 900 sessions on employability, involving 20,000 students and 1,100 teachers. IBM also supports teachers through accredited courses on Computer Science as well as a free website “TeachersTryScience” providing high quality lesson plans and learn and exchange with their peers on effective teaching and learning strategies.

**Randstad** supports 1,370 German students’ employability by empowering them to complete their secondary school and to find a suitable apprenticeship or traineeship. In the Netherlands, Germany, Italy and Switzerland, their “Youth@Work” programme is a public-private collaboration where they collaborate with the respective governments to fight youth unemployment. This includes CV checks, career guidance, job interview tips, providing support to find work, etc. Under the Nestlé initiative “Alliance for YOUth” Randstad is collaborating together with companies such Nestlé, IBM, etc. to fight youth unemployment.

**Engie** defined a Group policy in 2016 to increase the number of apprenticeships in France. In addition, they initiate company visits for 14-15 year olds, promote VET jobs through several partnerships focussing especially on girls, and support entrepreneurship through an incubator role for young start-up managers.

**Solvay** has given large internal and external communication to the European Pact for Youth, e.g. in its Complementary Annual Report 2015. It integrates the Pact with other activities to make it part as well as an umbrella of a more holistic movement. They undertake activities to further develop a culture of business education partnerships in countries where Solvay has apprenticeship programs such as France, Germany, Italy, India and Brazil. These apprenticeship programs provide an equal choice for youth in their transition to jobs as some of them address young people with different formal training backgrounds, including youth from high schools and universities. Another example is the launch of the “Foundation for Future” programme offering young - mainly engineering - graduates a rotational experience within the company.

For a pro-youth and pro-innovation sustainable Europe
Titan Group has committed to an additional 70 new internship positions in the period 2016-17. They are set to release their own quality internship handbook in 2016. Titan also engages in numerous partnerships with education providers, public sector, companies and NGOs. Amongst others, a new partnership is underway with the Mining Engineering Tech University to have internships recognised as part of the academic curriculum.

GE aims to offer over 3,000 opportunities for young people each year across Europe that will help them towards a better transition to jobs. Part of these efforts is to enable international work experiences within Europe. GE also includes young talent in its annual project, called “Minds and Machines”, where they gain experience in digital innovation and advanced manufacturing through a large-scale showcase. The programme provides a yearly gathering where international trainees get to share their experience and build networks.

In Portugal, Sonae provides nine month internships where soft skills are highlighted. During the summer school break, Sonae will host a VET programme targeting 15-17 year olds. Lastly, Sonae offers a logistical vocational course, training young high school students in logistics. This course is officially certified by the Portuguese Ministry of Education.

Google, supporting the Grand Coalition on Digital Jobs and the European Pact for Youth, will train 1 Million additional people with digital skills. They will offer free online digital skills courses by launching a digital skills portal. Google is also intent to engage on discussions and disseminate best practices of entrepreneurship and digital skills (e.g. impact of digital skills on youth and mainstreaming such skills in curricula).

Hitachi supports the construction of the Wylfa Newydd power plant in Wales. It works together with schools and universities to stimulate youth’s interest in STEM subjects, train teachers, attend educational fares, and provide STEM lessons at their visitors centre. To support power plant operations, they intend to launch 250 apprenticeships in Sept 2016. In addition, Hitachi Rail Europe Ltd., a Hitachi subsidiary in London, is a founding partner of the South Durham University Technical College (UTC), teaching 600 14-19 year olds in Sept 2016.

Huawei is a supporter and promoter of the Pact for Youth initiative through its flagship CSR programme “Seeds for the Future”. The program seeks to develop local ICT talent, enhance knowledge transfer, promote a greater understanding of and interest in the telecommunications sector, and improve and encourage regional building and participation in the digital community.

In France, McCain launched a new partnership with Enactus to develop entrepreneurial skills with students and incubate concrete action via the launch of social projects. In addition, McCain co-created a Social Business Chair with the Catholic University of Lille, to promote social entrepreneurship skills with students and incubate new social businesses in France.

Brad Smith (Brussels roundtable 2016), the President of Microsoft acts as Ambassador of the European Pact for Youth to mobilise enterprises, youth and education. Microsoft will have a strong stake in the Pact through investing in more STEM in schools with a strong focus on computer science skills.
At the end of 2013, Nestlé launched the “Nestlé needs YOUth” programme to increase the employability of young people in Europe. As part of this programme they committed to provide 10,000 jobs and 10,000 quality training opportunities for young people by 2016. During the first two years already 13,800 jobs and 8,179 apprenticeships/traineeships were provided. Nestlé has also pioneered in setting up dual-learning schemes in countries such as Spain, Portugal Slovakia, Italy or Poland where such a tradition didn’t exist or had disappeared.

Under the initiative 'Alliance for YOUth' Nestlé is collaborating together with companies such Randstad, IBM, etc. to fight youth unemployment.

Pirelli promotes the Pact and wants to support the creation of partnerships between the worlds of business and education in order to close the skills gap. Internationally, the group is involved in technology and research partnerships with various universities, including the Polytechnic Universities of Milan and Turin and the University of Craiova (Romania).

Samsung will expand its “Smart Classroom” programme through partnering companies with the help of CSR Europe. The objective is to upscale the impact through the provision of enhanced services with the help of new company partners. Since its start, the programme has already has reached 100,000 students.

Telefónica Educación Digital aims to have Digital Education permeate every life learning phase. They start from offering learning platforms to schools and supporting new pedagogical models in the schools. Apart from that, they teach students from 12 – 18 years in STEM subjects and teachers in learning methodologies.

Examples of new collaborative projects:

Today industries, Ministries of Education and education stakeholders are joining forces through the STEM alliance to promote Science, Technology, Engineering and Math education. Coordinated by European Schoolnet and CSR Europe, this Alliance was initiated together with: Amgen, Cisco, Dassault Systèmes, EPCA, IBM, La Caixa, Lego Education, Lenovo, Microsoft, Shell and Texas Instruments.
2. Organisation driven progress

Examples of how organisations are contributing to the objectives and targets of the Pact:

Initiated by Nestlé in 2014, the "Alliance for YOUth" aims to increase the employability of young people by creating 100,000 opportunities by 2017. During the first year alone, the “Alliance for YOUth” has delivered 50,000 opportunities, including 16,000 quality internships and apprenticeships. Currently, over 200 companies have joined.

**Comité Européen de Coordination (CEC)** will integrate businesses into Erasmus+ funding projects managed by CEC’s members, establish/reinforce the collaboration with the Youth Guarantee providers in the regions where CEC’s members are active, and support policies aimed at the inclusion and professional development of young, vulnerable groups.

**CSR Europe** runs three distinctive projects: “STEM (science, technology, engineering and mathematics)”, “Quality Internships & Apprenticeships” and “Entrepreneurship”. These will directly contribute to the Pact objectives through various collaborative projects and services. As initiator of the Pact, CSR Europe is, in close liaison with the European Commission the overall facilitator and coordinator of the Pact.

**DIGITALEUROPE** supported the Grand Coalition for Digital Jobs managing the secretariat on behalf of the European Commission in 2014-2015. DIGITALEUROPE will promote the Pact through their network of Corporate members and National Trade Associations, and also through the eSkills for Jobs – communications and awareness campaign, which they manage on behalf of the EC.

As experts in Education of Young people - the first apprenticeship contract being signed by its founder Giovanni Bosco in 1851 - the Salesians of Don Bosco are currently running around 700 schools and 300 T-VET Centres only in Europe. They have some experience in cooperating with companies, especially in Italy and Spain. Furthermore they focus on young people at risk of social exclusion or already excluded, providing basic skills and civic competences to find a job, through Youth Centres and Social Works, with tailored programmes and Work Based Learning methods.

Starting from the past experience, **E.R.-AMIAT** based in Brussels but with its operational headquarters in the Emilia Romagna region (Italy), is interested in promoting innovation actions at cluster level that foresee a close interaction among enterprises, academia and educational system in order to raise the general knowledge among the youth in the ecosystem, with a particular focus on entrepreneurial and digital skills.

As Chair of the Societal Changes Working Group within the **European Round Table of Industrialists (ERT)**, Jean-Pierre Clamadieu (CEO of Solvay) is popularising the Pact among Europe’s 50 largest companies towards new action and collaboration. This is also in line with ERT’s recommendations to tackle youth unemployment.

**EUROCHAMBRES** acts as the eyes, ears and voice of the business community at EU level, representing over 20 million businesses in Europe. The network will support the pact through (1) capacity building among VET providers, with a heavy focus on the work-based learning aspect of VET and notably among their members, (2)
advocating a target to be defined at European level for the percentage of VET students that spend part of their training in companies ('work-based learning') – EUROCHAMBRES argues that by 2020, 50% of VET students should have had access to work-based learning, and (3) coordinating the implementation of the Erasmus for Young Entrepreneurs.

The European Youth Forum, together with supporting organisations of the Pact for Youth, is working on an infographic on apprenticeships. The infographic will be a youth-friendly visual tool to promote the attractiveness of apprenticeships and showcase why and how they work best for all stakeholders involved – putting the learner first. Watch this space to find out how to contribute.

Global Apprenticeships Network (GAN) has a partnership with the Bertelsmann Foundation focussing on quality dual VET systems in Spain, and is in the process of initiating one with DIGITALEUROPE to help attract more youth to ICT careers under the eSkills for Jobs Campaign 2015-2016. Currently, together with the European Youth Forum, they are working on the handbook for Apprenticeships for all.

Junior Achievement Europe (JA Europe) sustains 30000 business-education partnerships year-on-year on the ground in 39 European countries. The businesses involved often engage across multiple countries and they leverage their human capital to bring all kinds of expertise into schools. JA Europe is also running the entrepreneurial skills pass (ESP); an international qualification that certifies students (15-19 years old), who have had a real entrepreneurship experience through the JA Company Program. Developed in partnership with CSR Europe and WKO (Austrian Chamber of Commerce), the ESP is running in 22 European countries today.

Building upon the initial proposal of the Jacques Delors Institute, Pascal Lamy hosted together with Viscount Etienne Davignon and MEP Jean Arthuis as well as representatives from Engie, Solvay, Bertelsmann Foundation and Nestlé, the co-architects in meeting Paris to identify the core elements for a joint proposal to boost the youth transition to jobs with the view to make VET and apprenticeships an equal choice for youth in Europe.

The Lifelong Learning Platform (LLL-P) promotes the European Pact for Youth in the LLL-P bi-monthly newsletter, which has more than 8,000 recipients across Europe and broader. LLL-P encourages exchange of best practices and research results among its members, particularly its members who are working in the field of VET.

PLANit Global is an exciting new way for businesses to connect with local schools and students to offer careers information. Business can showcase what they do, the job roles they have, work experience and VET opportunities, directly to young people on a truly local basis rolling out across the EU.

The non-profit association Science on Stage Europe (SonSEu) provides a unique platform for STEM teachers from primary to secondary schools to exchange teaching concepts and to share ideas. It reaches about 100,000 STEM teachers and teacher trainers in 29 countries. With its unique approach “from teachers for teachers”, Europe’s biggest educational festivals, cross-border collaborations and international teacher trainings SonSEu promotes the quality of STEM education and teachers’ professional development.
STEM Education organises national robotics contests to highlight skills in robotics, science and mathematics. It also designs and presents STEM educational programmes in public schools and educational facilities over the country to increase STEM quality in Greece.

Tracé Brussel, together with social partners and public employment services, organised and will organise more “Jump2Work” workshops. During those workshops students are informed about the transition from school to the labour market. 676 students in their last year secondary education followed 172 workshops. Of those 172 workshops 35 of them were company visits.

The European umbrella for VET provider networks, VET4EU2, is represented by EfVET in the European pact for Youth. The network ensures that latest EU tools (ECVET, EQAVET) are applied by its partner organisations and that they move considerably forward in validating and recognising non-formal education. Within the coming years EfVET shall ensure that the majority of its member organisations apply learning outcome principles (ECVET) not only in VET providing, but also in organising work placements and apprenticeships.

JADE is the European Confederation of Junior Enterprises, company-like structures entirely managed by university students that provide services to companies and third party organizations. The Junior Enterprises allow to bridge the gap between education and the job market: gathering over 20,000 students in 14 countries in Europe, the Junior Enterprises allow students to acquire entrepreneurial skill in the management of their organisations as the entire management team of the JEs is elected among the members of the organisation as and also acquire hard skills in developing the projects for their customers.

Examples of new collaborative projects:

STEM Coalition aims to raise awareness among governments, industry and education providers, at national and European level, about the crucial role of STEM education in our society. Partnering European platforms include: CSR Europe, Feani, Ecsite. Activities surrounding the coalition have already sparked the attention of various national leaders, including the Prime Ministers of Denmark and the Netherlands.

Knowledge partner for “transition to jobs”

Bertelsmann Stiftung has joined the Pact for Youth as a knowledge partner on the topic of apprenticeships, contributing expertise to the joint proposal on transition to jobs as well as to CSR Europe’s project on quality apprenticeships.
3. Progress by national business networks

Pact European Outreach

Belgium, The Shift – 334 members
Innovative partnerships are core to the Shift’s activities. Three main topics in the Shift are entrepreneurship, technical jobs and improvement of recruitment processes in companies. The Shift facilitates cooperation between three organisations to train young people and provide them with job opportunities through training in “Rising Youth” (targets young refugees with climbing courses and gives skills to work in high altitude jobs), coaching in “Duo for a Job” (innovative coaching done by 55+ professionals to refugees) and funding in “Microstart” (Belgian micro funds for young entrepreneurs). Keeping with the local focus, the Shift co-organises the “Discover your talent” career day for youth in the underprivileged neighbourhood of Anderlecht in cooperation Nestle, Accenture, Freshfield Bruckhaus Deringer, Securex. Furthermore, there are a number of young, local leaders within the Generation T project working on promoting quality education, creating good jobs, eradicating poverty, and reducing inequalities.

At the national level, the Belgian symposium on the synergies between education and business world, organised by the King and with the Ministry of Education and Training on 25 May, will highlight the need for more quality VET and apprenticeships. Further discussions will be held on actions supporting the Pact through innovative business education partnerships with companies and other stakeholders on 5 December.

Czech Republic, BLF Czech – 19 members
An important Czech contribution to the Pact will focus on mentoring primary school teachers to enhance their professional and personal development. With the engagement of companies, the project incorporates a methodology that helps experienced teachers become good mentors for their colleagues.

France, IMS France – 250 members & FACE – 34 members
IMS France is an active participant of a working group on business-education partnerships created by the French Ministry of Education. The group is currently developing a National Action Plan (expected June/July 2016). Moreover, IMS France the new multi-stakeholder project “Innov@venir” benefits from 10 million euro funding & 2 million euro corporate co-funding to invest directly in innovation and entrepreneurship. The project will design tools for students, teachers and parents to explain and deliver business education partnerships. IMS France will also continue to work on STEM business-education partnerships “Deployons-nos-elles” hoping to set up the program with 30 companies and 40 colleges in France.

Creating even more action, FACE in collaboration with DELL, connects schools and business through an online platform, helping young children to understand the possible career paths and the world of work. The “Tréplin 3ème” programme culminated with a first inter-institutional Job Forum with participants from four cities.

Greece, CSR Hellas – 129 members
CSR Hellas has been an active contributor to the pact, having launched the Pact with companies in February. A Pact for Youth task force with 15 participants (companies was set up) and CSR Hellas is surveying the rest of the company members, business associations, national universities and higher education institutions regarding past projects and
initiatives in the fields of traineeships, apprenticeships etc. With the task force, CSR Hellas is creating a National Action Plan to deliver proposals for collaborations, legislative matters and boosting youth employability and employment. All stakeholders (companies, business associations, the government including ministries and other) will come together in for roundtable discussions on the Pact in June 2016.

*I The European Pact for Youth has already been translated into the local language.

**Ireland, BITC Ireland – 60 members**

BITC Ireland, together with the European Commission and CSR Europe, conveyed a first national stakeholder session in Dublin on 31st of March with the purpose of cross-fertilising the Irish efforts with those of the Pact. 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). The programme creates the space for Ireland’s top businesses to share company and staff skills through workshops with a school staff on topics that have been identified by that school staff. On Thursday, 12th of May, in the RDS, Dublin 150 representatives from about 100 top companies in Ireland gathered for the first ever gathering of all the Schools’ Business Partnership participants. In the meeting they envisioned the future for Ireland and Tina Roche CEO BITC Ireland spoke about the Pact 4 Youth and called on all the companies to reflect and decide how they can support it.

**Italy, Sodalitas - 128 members and Impronta Etica – 23 members**

Sodalitas and Impronta Etica have teamed up to run the European Pact for Youth at the national level. They are currently developing the National Action Plan, and defining actions & targets to contribute directly to the wider European targets of the Pact. Impronta Etica and Sodalitas are working to engage all relevant stakeholders, like Ministry of Education and the Ministry of Labour, businesses, education bodies, businesses and youth organizations. At the institutional level, Italian government recently approved two main reforms – “the Jobs Act” and "La Buona Scuola" – with direct impact on the Pact for Youth targets, launching the Italian dual system model to enhance young employability. At the business level, Sodalitas is also running the "Giovani&Impresa" project, developed with the high-level support of the Ministry of Education, University and Research, to guide students of higher educational institutions and universities in the transition to jobs. Since 2000, Sodalitas has trained more than 50,000 students with over 30,000 hours of free training.

*I The European Pact for Youth has already been translated into the local language and adapted the Pact targets to local context.

**Malta, CORE Platform – 12 members**

The CORE Platform hosted a meeting with local stakeholders to discuss the need for a digital platform that would provide students, parents, guidance teachers and teachers with information regarding vocational training and careers paths. As next steps, they intend to create a mapping of the current situation in order to make synergies and create the online platform.

**Portugal, Grace – 138 members**

Grace, runs a collaboration with Portuguese enterprises and nine university leaders (ISCSP-UL, ISCTE, ISEG-UL, Aveiro University, Catholic University, European University, Évora, New University of Lisbon and Porto Business School) and contributes to the Pact through: (1) embedding social responsibility and social entrepreneurship to the curriculum, (2) forging interuniversity collaboration on CSR, and (3) facilitating smooth transition from academia to entry-level jobs through closer cooperation between business and universities.
Spain, Foretica – 240 members
Foretica will lead the Spanish Pact for Youth, aimed at bringing together public administration at national and regional level, business, business networks/organisations, representatives of education sector and youth. They are inviting regional authorities to become institutional partners of the Spanish Pact for Youth, to provide visibility and to host local events for engaging the local business/education/youth community. The Pact for Youth will be officially launched in Spain in September.

United Kingdom, BITC UK – 850 members and BITC Scotland – 130 members
The largest business network on corporate social responsibility, BITC UK, together with its sister network BITC Scotland, will contribute to the Pact through several of its projects and programmes in the area of business-education partnerships and youth employability. Several proposed actions in the Pact will be exemplified and materialised through projects and initiatives such as: a guide to business-education partnerships with clear business case explained in the report *Destiny should not be determined by Demography: Building alignment between the classroom and the boardroom*, Business Class (bringing businesses and schools together to form long-term, strategic partnerships to support young people facing disadvantage), and “Future Proof” (providing practical toolkits that help businesses inspire, hire and grow a sustainable future talent using BITC UK’s Youth Employment Framework).

At the institutional level, the Scottish government has already adopted policies that would help develop a skilled young workforce in Scotland, such as the implementation plan jointly agreed by the local government on school/employer partnerships and career education standards and word placement standards. This work was initiated by the Commission for Developing Scotland’s Young Workforce led by Sir Ian Wood and the final report *Education working for all!*
Pact for Youth - International Outreach

China
GoldenBeeCSR2020 (the largest Chinese network on CSR) will hold a plenary on “Youth is Our Future” at the 11th International Conference on CSR for companies in China to explore, together with education and governments, how to enhance the future skills needs, very much in line with the objectives and proposed actions in the European Pact for Youth.

South Africa
The European Commission, together with CSR Europe, through IBM and Engie, will present the Pact to a broad audience of businesses, governments, education, and diplomatic players. They plan to join an exciting agenda titled “Life skills development for youth social inclusion and employability” on 17 May. With youth making up to 66% of the population and with a youth unemployment rate of 49%, the EU Delegation to South Africa is keen to identify those approaches developed in Europe that are potentially of great interest to South African stakeholders.

Kosovo, CSR Kosovo – 27 members
CSR Kosovo is working on the National Action Plan together with its members, Speaker of the Parliament, Cabinet of the Prime Minister, Ministry of Labour and Social Welfare, Ministry of Education, Science and Technology, the international community, civil society and the private sector. They adapted and defined their own national targets for the Kosovar Pact for Youth: giving 200 training sessions, employing 500 interns, creating 200 new jobs and getting 200 supporters. The multi-stakeholder group is also working on a regional campaign to raise awareness, promote legal/policy reform, subsidies on employment, and engage SMEs throughout supply chains.
*The European Pact for Youth has already been translated into the local language and adapted the Pact targets to local context.

Ukraine, CSR Ukraine – 41 members
CSR Ukraine together with different stakeholders (businesses, youth organisations, and universities, the Ministry of Youth, the Ministry of Education and the Cabinet of Ministries) runs an expert council with national outreach to make the Pact truly local with concrete commitments for 2016. The Ukrainian Pact includes guidance for companies that would like to become supporter of the Pact. The UN offices in Ukraine also expressed interest to sign the Ukrainian Pact as well. Currently, there are 20 Pact supporters and companies started to develop and implement corporate programs working with students.
*The European Pact for Youth has already been translated into the local language and adapted the Pact targets to local context
4. Progress by Members of European Parliament

MEP Jean Arthuis
Jean Arthuis, together with a group of Members of the European Parliament proposed a “pilot project” that has been endorsed during the budget procedure by the European Parliament and the Council. The European Commission launched a call for proposals to finance a limited number of trans-European projects to support long-term quality mobility with a minimum duration of six months in at least two EU Member States. In support of the pilot project, a Consortium of "European apprenticeship ambassadors" was set up.
5. Communication

Since the launch of the Pact, the initiative has received good coverage on social media, in online publications and on company and organisation websites.

Twitter coverage #pact4youth

<table>
<thead>
<tr>
<th></th>
<th>Launch day</th>
<th>After the launch (average per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>Approx. 1 million</td>
<td>180,000</td>
</tr>
<tr>
<td>Mentions</td>
<td>877</td>
<td>65</td>
</tr>
</tbody>
</table>

Coverage by companies and partners
There have been approximately 55 articles on websites of companies, NPOs, organisations and publications.

The coverage has been mostly across Europe but also in the US and Australia. We are now mapping out the coverage on our Pact Outreach Map.
Pact for Youth Communication Strategy
An integrated communications strategy covering all aspects and all parties has now been finalised. This strategy covers:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Social media" /></td>
<td>Keep the buzz on the Pact</td>
</tr>
<tr>
<td><img src="image" alt="Press relations" /></td>
<td>Leverage communication around the Leaders meetings and in local markets</td>
</tr>
<tr>
<td><img src="image" alt="Website (with the help of a partner)" /></td>
<td>One-stop-shop on the Pact for Youth</td>
</tr>
<tr>
<td><img src="image" alt="Results (impact map) visualisation (with the help of a partner)" /></td>
<td>Visualise progress across Europe</td>
</tr>
<tr>
<td><img src="image" alt="Print communications" /></td>
<td>Promote the pact with printed material and provide materials for events</td>
</tr>
<tr>
<td><img src="image" alt="Event and CSR Europe project communications" /></td>
<td>Address and discuss specific topics of the Pact related to events and the three core topics</td>
</tr>
</tbody>
</table>
6. Who Supports the Pact?

Co-Chairs
Marianne Thyssen, European Commissioner for Employment, Social Affairs, Skills and Labour Mobility
Viscount Etienne Davignon, Minister of State and President of CSR Europe

Supporting Companies

Supporting Organisations

For a pro-youth and pro-innovation sustainable Europe
CSR Europe and its National Partner Organisations

Members of the European Parliament
Jean Arthuis, ALDE
Richard Howitt, S&D
Eva Paunova, EPP
Maria Joao Rodrigues, S&D
Rainer Wieland, EPP

High level support of
Martin Schulz, President of the European Parliament
Donal Tusk, President of the European Council
Jean-Claude Juncker, President of the European Commission

Under the high patronage of
His Majesty King of the Belgians

For a pro-youth and pro-innovation sustainable Europe
7. Methodology to measure Pact progress

Context & Goals
As part of the European Pact 4 Youth actions and commitments to the European Commission, CSR Europe will track and report progress towards 3 specifically defined targets:

- 10,000 quality business-education partnerships
- 100,000 new good quality apprenticeships, traineeships or entry-level jobs
- 28 National Action Plans

To this end, CSR Europe together with IBM, have set up an online survey and a process that will enable an efficient data collection and reporting. The results will be presented at the 1st European Enterprise-Education Summit in late 2017.

More about the Pact 4 Youth Survey & Process

- A user friendly online survey that was selected for its flexibility, features and ease of data collection
- Data collection focus for the two first targets and related sub-targets
- Reporting through visual and easy to read dashboard for the three targets
- Includes Best Practices providing input for knowledge sharing within the network
- A loop process ending by an After Actions Review enabling continuous improvement through feedback and lessons learned

Critical Success Factors

- Leveraging NPOs network to promote the progress tracking at a national level
- Leaders support to drive the completion of the progress tracking at an organizational level

Timeline

Three survey cycles will be foreseen between May 2016 and late 2017, the first survey exceptionally consisting of two data sets with 2015 figures as baseline.

Methodology Partner: IBM

Knowledge Partner: Bertelsmann Stiftung

For a pro-youth and pro-innovation sustainable Europe