Your guide to engage in the European Pact for Youth

Solutions for a pro-youth, pro-innovation sustainable Europe
Introduction

European Pact for Youth

On 17 November 2015, the European Pact for Youth was launched in the presence of 700 representatives from business, education, youth and the EU institutions, setting a clear vision: “to create a fair and equitable culture of partnership between business, education and youth in Europe, to prepare young people for quality jobs and responsible citizenship”.

Today, already 50 leaders from companies and organisations have confirmed their engagement in the Pact. They form a unique cooperative model to reach the following objectives and targets:

To boost youth employability and inclusion with a target of at least 100,000 new good quality apprenticeships, traineeships or entry-level jobs;

1. To reduce the skills gaps with a target of creating 10,000 quality business-education partnerships;
2. To contribute to EU and national policy through National Action Plans and joint proposals.
3. Together, with the support of CSR Europe and the European Commission, they will present the results of their actions and the joint proposals at the 1st European Enterprise-Education Summit on 23 November 2017.

This document explains how to engage in the European Pact for Youth.

If you are not yet a supporter of the Pact send an email to: pact4youth@csreurope.org to express your interest.

Please note that all organisations engaged in the Pact will be further contacted by the Secretariat to further discuss how your company or organisation will engage in the Pact and how we can leverage on the other supporters’ expertise and networks. The Secretariat will organise on a regular basis webinars for consultation and on update on progress.

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Website: http://www.csreurope.org/pactforyouth
Governance

Commissioner Marianne Thyssen and Viscount Davignon will co-chair a Leaders Group that will give strategic direction, approve the Pact’s roadmap and develop joint proposals for long-term impact. They will be supported by a Group of Sherpas with representatives from the European Commission, business, education and youth, and a small Secretariat managed by CSR Europe.

*(See the terms of reference and mandate of the Leaders and Sherpa Groups)*

Five levels of engagement

There are five concrete levels of engagement for your company and organisations to ‘walk’ the Pact and transform it into a game changer in a Europe driven by solutions. Practically:

1. Each company and organisation will support the targets and objectives of the Pact by selecting one or more of the proposed concrete actions (see the menu of proposed actions);
2. Each company and organisation will communicate and disseminate the Pact, and identify practical projects they have launched;
3. The CEO/Leader of each company and organisation will have the opportunity to participate in the Leaders Group meetings. Furthermore, each CEO/Leader can appoint a representative to the Sherpa Group to support the Secretariat and help prepare the Leaders Group meetings. *(See the terms of reference and mandate of Leaders and Sherpa Groups)*
4. Each company and organisation is invited, to contribute (voluntarily) through a sponsorship to the Pact that will complement the resource plan being developed by CSR Europe and the European Commission;
5. Each company and organisation will be actively involved in the 1st European Enterprise-Education Summit on 23 November 2017. This Summit will discuss the achievements of the Pact, and present proposals for the future development of business-education partnerships
If you would like your enterprise, business association, school, university, public or private employment service, youth organisation, or other type of organisation to contribute to and benefit from the European Pact for Youth, there are three levels of engagement which we ask you to commit to during the period between December 2015 and December 2017.

One of these is that each organisation commits to contributing to one or more of the objectives of the Pact and related proposed actions, which are:

1. To boost the number and quality of business-education partnerships for youth employability and inclusion
2. To reduce the skills gaps
3. To contribute to the EU and national policies on skills for competitiveness and employability

In this document you will find concrete actions for each of the objectives, outlining what companies and organisations can put in place or report on in order to contribute to the Pact.

By supporting the European Pact for Youth, companies and organisations are accepting to be contacted by the secretariat every quarter in order to aid the collection of results from actions and contributions to the Pact.

For more information on this, please contact Marten Verheugt (pact4youth@csreurope.org)
1. Boost

The number of quality business-education partnerships

The business-education partnerships will be achieved through 28 action plans established in the Member States, coordinated and facilitated by CSR Europe. CSR networks in EFTA and candidate countries are invited to join. To boost the number and quality of business education partnerships, you can, for instance:

1. Promote the wealth of good practice on business-education partnerships to inspire others, including through Flagship schools, and Directors of schools promoting excellent business-education partnerships;
2. Measure, benchmark and report on how such partnerships benefit companies by providing them with the opportunities to increase their innovation potential and competitiveness, while also benefiting young people by improving their education and employment outcomes.

These proposals are indicative and not exhaustive. Through these partnerships, you can for instance choose to:

1. Establish joint business-school initiatives such as guest lecturers from business in schools, job shadowing for teachers, student visits in the workplace, etc.;
2. Support relevant stakeholders in their dialogue with local, regional, national and European authorities;
3. Explore new potentials for making business-education partnerships habitual in youth education and workforce development across Europe;
4. Develop partnerships between businesses, schools, learners and teachers to advocate for the importance of the teachers, raise the attractiveness of the teacher profession and demonstrate the key importance of education for economic development, employability, social development and social cohesion.
2. Reduce

The skills gap

To reduce the skills gaps, you can develop or expand partnerships that will:

1. Anticipate and communicate more clearly on basic, job-specific, transversal and high-end skills needs - including digital, entrepreneurial, soft and green skills;
2. Recognise and validate prior learning, including non-formal learning; and also skills and qualifications acquired outside the EU, in particular for migrants and refugees;
3. Offer more high quality traineeships, apprenticeships, entry level jobs and youth learner mobility opportunities in close cooperation with educational and training providers, as well as Youth Guarantee providers; all traineeships shall, as a minimum, comply with the EU Quality Framework for Traineeships;
4. Develop actions for inclusiveness in business and in education, with particular attention to diversity and citizenship and our common values of freedom, tolerance and non-discrimination;
5. Establish a culture of cooperation and exchange between business and education and training providers in view of skills anticipation and skills matching.

These proposals are indicative and not exhaustive. Through these partnerships, you can also choose to:

1. Increase interest in humanities, science, technology, engineering, maths and entrepreneurship by making learning more attractive, creative, participative and meaningful;
2. Help students to develop their key competences, including basic skills, transversal competences (e.g. learning to learn, initiative-taking, teamwork and cultural awareness) and soft skills (e.g. respecting others, resolving conflict, oral, written, non-verbal and listening skills, critical thinking, decision-making, self-control, self-confidence, sense of well-being and pride);
3. Help schools and businesses to cooperate, to open up to the wider world (including youth organisations and the youth work sector) and support teachers and trainers to improve their pedagogical skills, their knowledge of business and industry, to regain confidence, to take new roles and to develop leadership skills;
4. Develop high quality vocational education and training, higher education, apprenticeships and traineeships;
5. Promote inclusiveness and diverse participation in education across gender, minority ethnic groups, young people with disabilities, young people in care, and with particular attention to early leavers from education and training;
6. Promote educational support for young migrants and refugees, for example in terms of basic skills (e.g. language of the host country), re-skilling or up-skilling, validation of prior learning or recognition of qualifications acquired outside the EU to facilitate their integration in the labour market;
7. Strengthen the acquisition, recognition and validation of skills and qualifications, with a particular focus on non-formal and informal learning (including youth work);
8. Give pupils and students guidance when selecting a course of study, by informing them about the career opportunities and job prospects linked to a certain choice;
9. Help students become more labour-market ready, by providing them with strategic information and “real-life” experiences about working life and the labour market within the curriculum. For instance carrying out projects, taking mock job interviews, filling out resume or a professional profile on social media;
10. Make use of supply-chains to support policies aimed at the inclusion and professional development of young vulnerable groups;
11. Promote intra-EU mobility for young apprentices, trainees, graduates and workers to expand opportunities for young people and better address labour markets’ skills mismatches; and with the support of national and EU-driven measures and schemes.
3. Contribute

To the EU and national policy developments on skills for employability

To contribute to the EU and national policy on skills for competitiveness and employability:

1. Commit business leaders, to work with schools, vocational education and training providers, higher education institutions, public and private employment services, social partners, chambers of commerce, industry and crafts, and other organisations and networks supporting the Pact for Youth to elaborate joint actions at all levels – European, national, regional and local – that will lead to more significant and long standing impact for the benefit of young people and companies;

2. Increase the active participation of companies in EU programmes and initiatives, in particular, the Skills Agenda, Youth Guarantee, Quality Framework for Traineeships, European Alliance for Apprenticeships, including more long-term mobility for apprentices in line with recent initiatives from the Jacques Delors Institute and MEP Jean Arthuis, EURES and Your first EURES job, and Grand Coalition for Digital Jobs, and make full use of financing opportunities under Erasmus+, the European Fund for Strategic Investments, the European Social Fund, the EIB “Skills and Jobs” programme, Horizon2020, and the European Regional Development Fund.

These proposals are indicative and not exhaustive. Through these partnerships, you can also choose to:

1. Liaise with the Youth Guarantee provider in your locality/region in view of discussing your possible engagement in the process of delivery of the Youth Guarantee. Youth Guarantee providers are central actors that can facilitate school-to-work transitions for unemployed youth;

2. Devise targeted options for engaging unemployed youth beyond the classic provision of a Youth Guarantee offer of a quality job placement, apprenticeship or traineeship. This could include career and job fairs, motivational speeches, offering mock interviews, offering mentoring and shadowing, contributing to the design and development of training courses, etc.;

3. Make use of European tools and frameworks such as the School Education Gateway to connect schools, businesses and other relevant stakeholders;

4. Make use of Erasmus+ funding, including for learner and staff mobility, as well as for Strategic Partnerships and Sector Skills Alliances, to link businesses with schools and develop intra-EU mobility;

5. Engage your business leaders and flagship schools to act as co-architects of the national and EU agendas on skills;

6. Engage in leading business and/or education-driven initiatives (e.g. Alliance for YOUth, European Business Campaign on Skills for Jobs, The Entrepreneurial Skills Pass, European Schoolnet initiatives);

7. Promote this agenda through regional, national, sectoral or European level events, such as for example a European Week for Vocational Training;

8. Strengthen the cooperation with public and private employment services to develop strategies for skills identification, orientation, profiling, matching and training;

9. Use the Drop’pin@Eures website as a platform for matchmaking and publication of offers related to the Pact for Youth;

10. Offer more job opportunities for young people in the EU labour markets through the EURES portal and the Your first EURES job.
Leaders group - terms of reference

Composition

• CEOs/Leaders of the supportive companies and organisations of the European Pact for Youth and initiating Members of the European Parliament (see hereafter)
• Co-chairs: European Commissioner Marianne Thyssen and Viscount Etienne Davignon
• On invitation: rotating EU Presidencies and other key players (e.g. European Social Partners)

Mission and duration

• Provide leadership, influence and visibility for the Pact to deliver practical results and joint proposals for long term impact
• Starts on 17 November 2015 (Launch Ceremony of the Pact) and ends on 23 November 2017 (1st European Enterprise-Education Summit)

Mandate

• Approve the Roadmap oversee its implementation, and approve the Final Report* of the Pact
• Provide strategic vision and input to help develop joint proposals on how Europe can:
  1. Offer more and quality apprenticeships and traineeships to support youth in their transition to jobs
  2. Make Enterprise-Education Partnerships the mainstream to enhance youth competencies and career skills
  3. Embed entrepreneurship skills in formal and informal education
• Act as “Ambassadors” to promote the Pact at national, European and international level

To deliver on these tasks, the Leaders Group will be supported by a Sherpa Group and a small Secretariat. Each Leader can appoint his/her expert to join those Sherpa Group meetings which he/she will decide are most relevant. See also the terms of reference of the Sherpa Group.

Requirements

• Level: CEOs and Leaders
• Participate to Leaders Group meetings:
  1. At least one of the three topical meetings
  2. Final meeting of the Leaders Group at the 1st European Enterprise-Education Summit, in Brussels on 23 November 2017

24 May 2016  24 Nov 2016  12 July 2017  23 Nov 2017
Members of the Leaders Group

Co-Chairs
Marianne Thyssen (European Commission)
Etienne Davignon (President CSR Europe)

Business Leaders
- Franco Annunziato (Bridgestone Europe)
- Jean Bernou (Mc Cain Continental Europe)
- Diana Bracco (Bracco Group and President of Sodalitas)
- Luis Cantarell (Nestlé)
- Jean-Pierre Clamadieu (Solvay)
- Jean-Philippe Courtois (Microsoft International)
- Eriklis Drougkas (Alpha Bank Albania)
- Paul Dujardin (BOZAR)
- Adamantios Frantzis (Antea Cement)
- Thierry Geerts (Google Belgium)
- Mark Hutchinson (GE Europe)
- Carolina Jeux (Telefónica Educación Digital)
- Sangwoo Kim (Samsung)
- Gérard Mestrallet (Engie and French Ambassador on Apprenticeships)
- Janneke Niessen (Improve Digital)
- Vincent Pang (Huawei)
- Dimitri Papalexopoulos (Titan Cement)
- Irena Pichola (Deloitte Polska)
- Luis Reis (Sonae)
- Klaus Dieter Rennert (EMEA-CIS Hitachi)
- Etleva Sakajeva (Tirana Business Park)
- Francesco Starace (Enel)
- Grigoris Stergioulis (Hellenic Petroleum)
- Margret Suckale (BASF)
- Sari Suono (HKSCAN)
- Dimitri Papalexopoulos (Titan Cement)
- Albert Vis (J.M.A. Industria Macchine Automatiches S.p.A.)
- Jacques van den Broek (Randstad)
- Harry van Dorenmalen (IBM)
- Dion Weissler (HP Inc)

Members of European Parliament
- Jean Arthuis (Coordinator for the European Framework for Mobility of Apprentices)
- Richard Howitt (S&D)
- Eva Paunova (EPP)
- Maria João Rodrigues (S&D)
- Rainer Wieland (EPP)

Supportive Organisations
- The Academy of Business in Society (ABIS)
- AISEC
- Alliance for YOUth
- British Chamber of Commerce in Belgium
- Comité Européen de Coordination (CEC)
- CSR Europe & National Partners (The European Business Network for Corporate Social Responsibility)
- DIGITALEUROPE
- Don Bosco International
- European Association of Regional and Local Authorities for Lifelong Learning (EARLALL)
- The European Civil Society Platform on Lifelong Learning (EUCIS-LLL)
- E.R Amiat
- European Round Table of Industrialists (ERT)
- European Youth Forum
- UNITEE (New European Business Confederation)
- VET4EU2
- The Association of European Chambers of Commerce and Industry (EUROCHAMBRES)
- European Schoolnet (EUN)
- Global Apprenticeships Network (GAN)
- Global Citizen
- Kronenberg Foundation
- Jacques Delors Institute
- JA Europe
- JADE - European Confederation of Junior Enterprises
- PLANit Global
- Science on Stage
- STEM Education
- Teach for All
- Tracé
Composition

• Experts nominated by the members of the Leaders Group. To be consistent and efficient the Sherpa Group meetings should engage a minimum of 10 representatives from business and leading European organisations representing youth, education and policy;
• Co-Chairs: Jan Noterdaeme (CSR Europe) and Detlef Eckert (European Commission)
• Mission and duration;
• In support to the Leaders Group and its co-chairs, Sherpas will provide practical support and expertise to help the Pact deliver on practical results together with joint proposals for long standing impact;
• Starts on 17 November 2015 (Launch Ceremony of the Pact) and ends on 23 November 2017 (1st European Enterprise-Education Summit).

Mandate

• Implement the Roadmap, prepare the Leaders Group meetings and the Final Report of the Pact;
• Mobilise the members and stakeholders of your organisation to support the objectives, targets and proposed actions of the Pact at national, European and international level. Sherpas are invited to support pro-actively the connection and collaboration between the different members of the Pact;
• Provide critical input on the draft joint proposals:
  1. Offer more and quality apprenticeships and traineeships to support youth in their transition to jobs
  2. Make Enterprise-Education Partnerships the mainstream to enhance youth competencies and career skills
  3. Embed entrepreneurship skills in formal and informal education
• Engage in the overall promotion, monitoring and visibility of the Pact’s vision, objectives and results;
• Advise on the design, format and agenda of the 1st European Enterprise-Education Summit;

The Sherpa Group will be supported by a small Secretariat managed by CSR Europe.

Requirements

• Participate in the Sherpas meetings and consultations that will prepare the Leaders Group meetings (according to the chosen one or more selected priorities);
• Inform on your engagement;
• Contribute to the Working groups that may be established.

Calendar of Sherpa Meetings

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For more information on anything in this document or on the European Pact for Youth please contact the Pact Secretariat (pact4youth@csreurope.org)

Follow and engage in the conversation on Twitter #Pact4Youth and take a look at the website to find more (www.csreurope.org/pactforyouth)