



Guarantee on the go

A campaign to raise awareness about the Youth Guarantee among young people

SLOVENIA

Title of the practice (in original language)

Jamstvo na poti

Who is/was implementing the practice?

- Association of Free Trade Unions of Slovenia
- MaMa Youth Network

Which other organisations are/were involved in the practice?

- Ministry of Labour, Family, Social Affairs and Equal Opportunities
- Employment Service of Slovenia (ESS)

What are/were the main objectives of the practice?

To promote and raise awareness of the measures and employment opportunities for young people provided through the Youth Guarantee

When was the practice implemented?

February 2016 – July 2017

Who is/was targeted by the practice?

Young people up to 30-years old, with a special focus on young unemployed.

What activities are/were carried out?

‘Guarantee on the go’ is a campaign that raises awareness among young people of the opportunities provided through the Youth Guarantee.

Between 2016 and 2017, activities based on peer-to-peer and local approaches took place to bring the Youth Guarantee closer to young people.

12 two-day events were organised in 12 different regions in Slovenia and disseminated through social media. The events raised awareness of the Youth Guarantee measures in a local setting.

Events were created by 48 young ambassadors who were chosen and supported by both ESS and various youth centres.

What are/were the sources of funding?

Total budget was EUR 226 797, consisting of:

- EU Grant of EUR 172 432 funded under the European Programme for Employment and Social Innovation (EaSI)
- Co-financing of EUR 54 365 by the Association of Free Trade Unions of Slovenia and the MaMa Youth Network

What are/were the outputs: people reached and products?

People reached:

- 48 Youth Guarantee ambassadors
- 180 participants at 12 events
- Several thousand young people reached via social media and the Association of Free Trade Unions of Slovenia website

Outputs:

- Campaign material (e.g. educational leaflets on the Youth Guarantee) were prepared and distributed at each of the 12 events.
- Established social media channels (Facebook and Twitter) to support dissemination.
- Dedicated website containing information on various Youth Guarantee measures.
- Publication (web) of testimonials of Youth Guarantee participants.

What are/were the outcomes: medium-term results or effects?

Wider public and young people in Slovenia were informed about existing Youth Guarantee measures, the benefits of participation and local employment opportunities available to them. In 2016, when the campaign started, the Youth Guarantee scheme covered almost two thirds (63.4%) of all NEETs aged under 25. The impact of the campaign on the registration to the scheme is yet unknown.

Young people involved in the project as ambassadors gained practical experience on how to organise events. Ambassadors also received information about the Youth Guarantee measures.

What are/were the lessons learnt and success factors?

Lessons learnt:

- Challenges faced by young people include skills mismatch, limited career opportunities and affordable housing. Extra attention in terms of policies, measures and funding should be made to address these challenges.
- Young people are at greater risk of suffering mental health issues when faced with a lack of opportunities over prolonged periods of time.
- Many unemployed young people did not know about the Youth Guarantee as a combination of measures.
- Promotion of the Youth Guarantee is effective when done in cooperation with young people. As the target audience, young people know the benefits and failures of policies/measures being implemented. It is therefore important not to rely on a top-down approach when promoting such initiatives.

Success factors:

- The local context was taken into account in the organisation of each event. This ensured that the information shared was relevant, particularly in relation to services and support available for young people in the locality.
- Working with young ambassadors at local level encouraged the local youth population to take an active interest in the campaign.
- Young people were actively involved in organising events. This not only empowered those involved but also improve reach and engagement.

- Peer to peer communication was actively promoted. This involved young people, often unemployed, communicating to other young people.
- Cooperation between public employment services and ambassadors helped the promotion of the campaign and the successful organisation of events.
- Employers have a better understanding of the needs of young people through the discussions they had with ambassadors.
- Events were informative and explored the challenges faced by young people and the opportunities available through the Youth Guarantee. Participants gained knowledge of key tools to use when looking for employment and the rights they are entitled to when working.

What are key sources of information?

Facebook page: Junaki zaposlovanja

website: <http://www.junakizaposlovanja.si/za-medije/>