



# Youth Guarantee Communication Plan through promoters

Communication plan supporting young people in registering in the Youth Guarantee, signposting them to the right services and advising employers on hiring opportunities

**SPAIN**

**Title of the practice (in original language)**

Plan de Comunicación de la Garantía Juvenil a través de los impulsores

**Who is/was implementing the practice?**

Catalonian Public Employment Services (PES) (Servei d'Ocupació de Catalunya)

**Which other organisations are/were involved in the practice?**

Regional government of Catalonia (Gobierno de Cataluña)

**What are/were the main objectives of the practice?**

The Communication Plan aims to publicise the Youth Guarantee (YG) to society and support its implementation through a network of promoters who provide information, assistance during the registration process and offer tailored support to young people and employers.

**When was the practice implemented?**

March 2015 (ongoing)

**Who is/was targeted by the practice?**

The Plan aims to publicise the Youth Guarantee to society in general but focusing on young people aged between 16 and 29, main beneficiaries of the Youth Guarantee.

**What activities are/were carried out?**

- Information and communication activities improving the reach of the Youth Guarantee through the development of a network of promoters hired by the PES of Catalonia.
- Creation of a service offer that includes:
  - supporting young people in registering,
  - providing information and personalised assistance;
  - guiding young people to the most appropriate Youth Guarantee offers.
- Monitoring young people during and after their participation in the YG.
- Establishment of a partnership and coordination of key stakeholders involved in the YG delivery in Catalonia
- Creation of a web site with information on the YG requirements, registration process and measures.

**What are/were the sources of funding?**

Between 2015 and 2016, EUR 2.2 million were dedicated, e.g. to hire 72 promoters.

<b>What are/were the outputs: people reached and products?</b>	49,289 young people (25% of the total NEETs population in Catalonia) received assistance.
<b>What are/were the outcomes: medium-term results or effects?</b>	25,887 young people received a job offer.
<b>What are/were the lessons learnt and success factors?</b>	<p><b>Lessons Learnt</b></p> <ul style="list-style-type: none"> <li>• The promoters have been key in raising awareness about the YG amongst young people, in particular amongst early school leavers and vulnerable youngsters who make up a large proportion of those registered in the Youth Guarantee.</li> <li>• The support for young people aged 16 to 24 who left education and training without a qualification should include an offer of second chance education.</li> <li>• There is a need to secure the role of the promoters in the YG implementation, so they could offer the most appropriate, tailored support to young people, focussing their efforts on the most vulnerable groups.</li> <li>• The role of the promoters could evolve into facilitators, accompanying young people in their transition from education to work.</li> <li>• Services should be brought as close as possible to the young people and to support staff in education and training centres.</li> <li>• Services should be coordinated with education and training, as well as with a range of transversal services such as social services or health care.</li> </ul> <p><b>Success Factors</b></p> <ul style="list-style-type: none"> <li>• The role of the promoters in increasing the visibility of the YG and attracting a large number of young people to the different YG programmes.</li> <li>• Location of promoters in the local city councils and county councils has been a key factor to reach a high number of young people and to improve the coverage of the whole Catalanian territory.</li> <li>• The commitment to give a priority to the most vulnerable groups of young people, especially those who face specific barriers to stay or re-engage in education and training, and to access the labour market.</li> <li>• Continuous training of promoters was a crucial factor in their good performance.</li> </ul>
<b>What are key sources of information?</b>	The Catalanian Youth Guarantee website <a href="http://garantiajuvenil.gencat.cat/es/inici/">http://garantiajuvenil.gencat.cat/es/inici/</a>