




3rd Annual Convention of the European Platform

Against Poverty and Social Exclusion **Contre la pauvreté et l'exclusion sociale** **Gegen Armut und soziale Ausgrenzung**

BRUSSELS
26-27 November 2013

 #poverty2020  Social Europe

European Commission – Commission européenne – Europese Commissie – Europäische Kommission

WORKSHOP 5:

Policy solutions for youth experiencing disadvantage

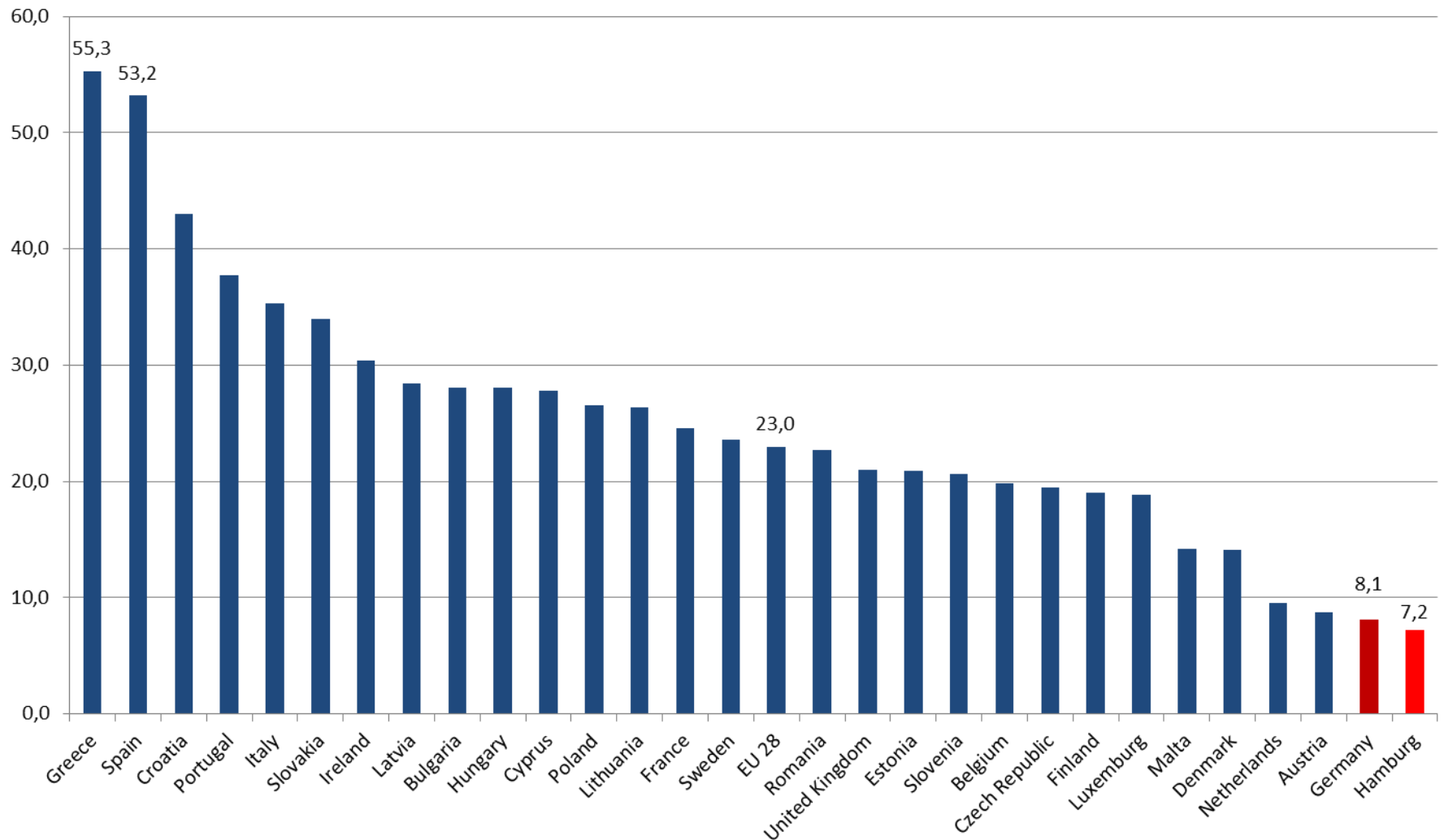
Mr Jan PÖRKSEN

State Secretary

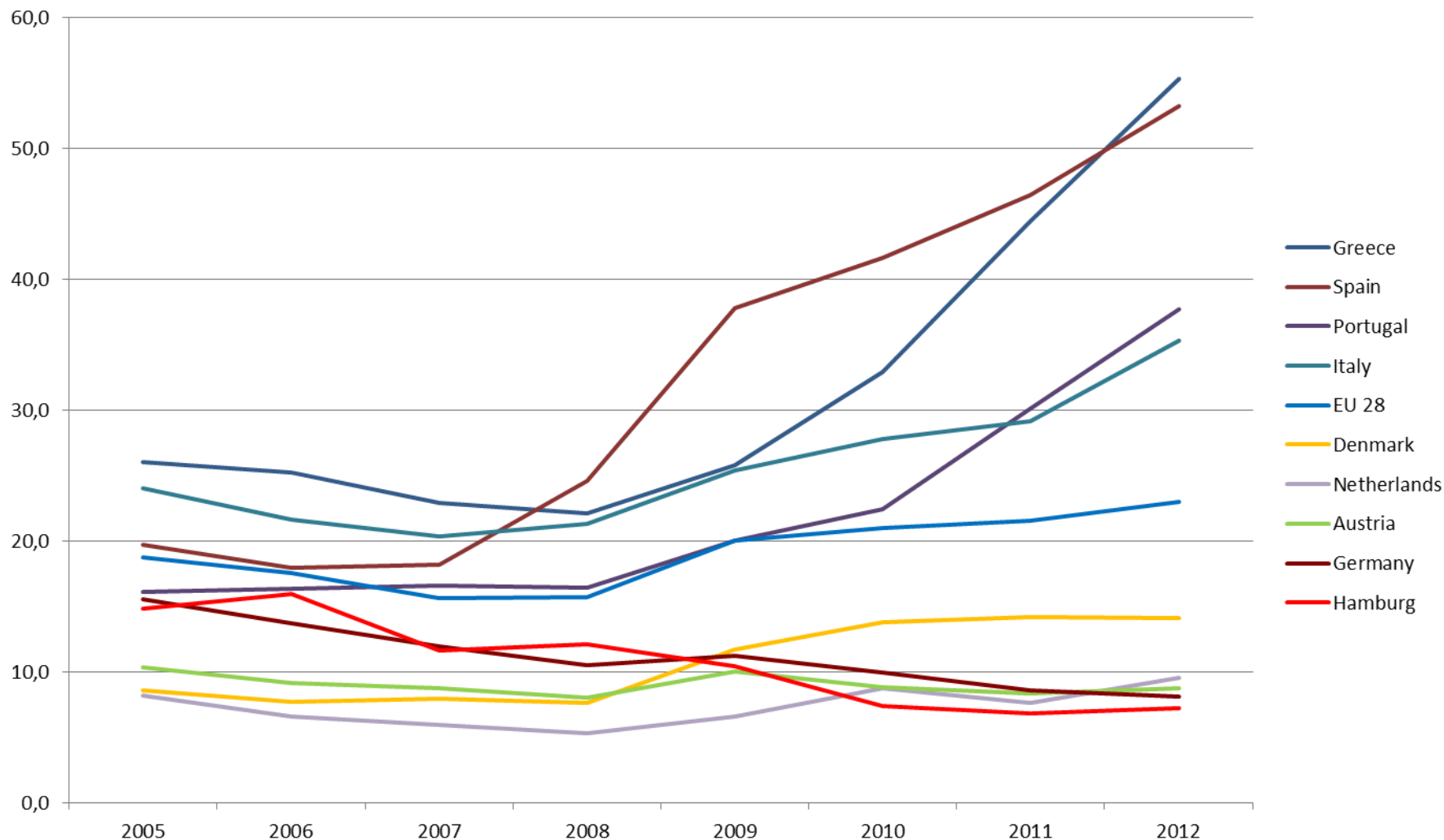
Ministry for Labour, Social and Family Affairs and Integration

Free and Hanseatic City of Hamburg

Youth Unemployment Rates 2012



Development of youth unemployment rates in selected member states 2005 - 2012



Approach: Youth Employment Agency – YEA (Jugendberufsagentur)

The aim

Government program of the Hamburg Senate:

„A chance for apprenticeship or studies for everyone!“

„No one may get lost!“

Alliance for work „Youth and profession“ of the German employment agency:

„The project´s aim is to connect the wide spread responsibilities and ressources concerning the work with young people and establish corporate contact points in order to bundle the services for them more effectively.“

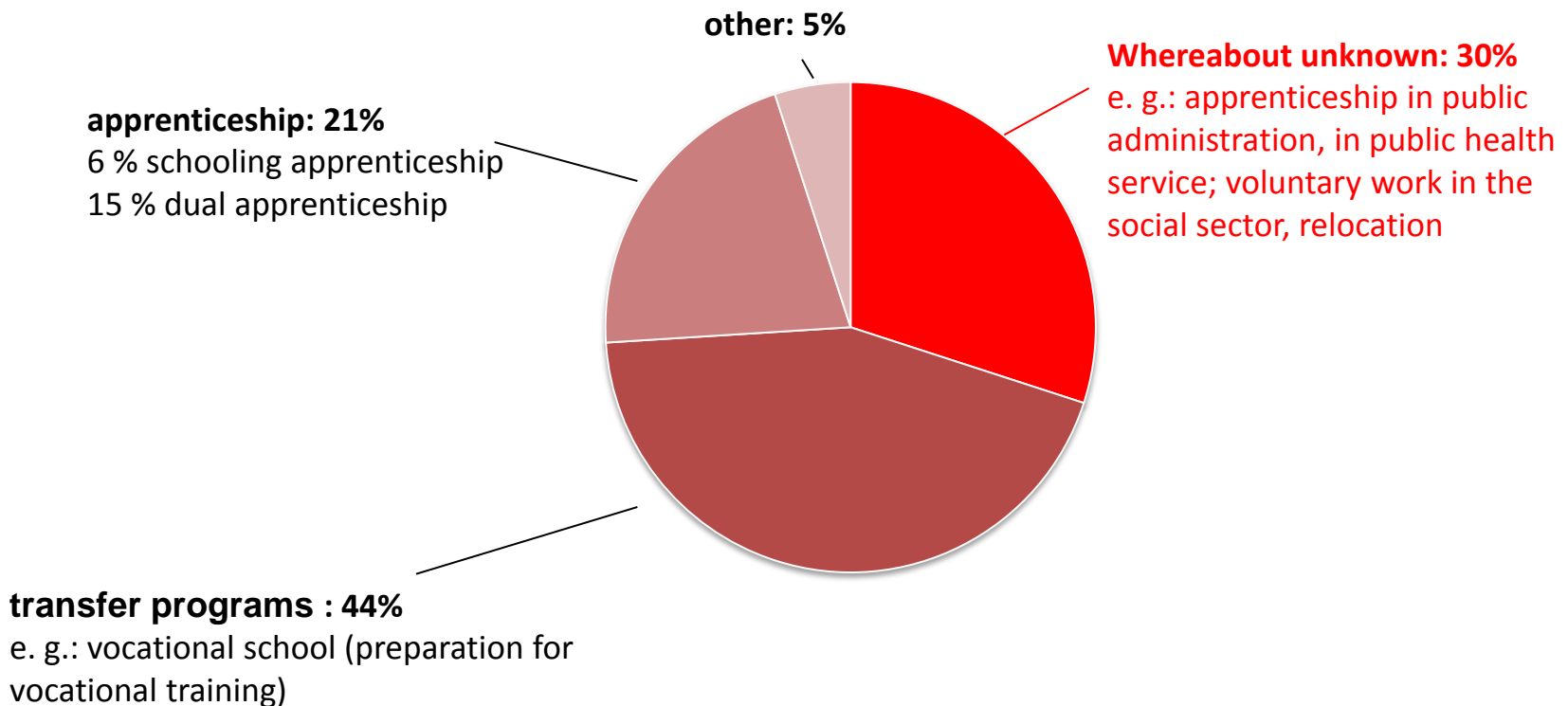
Annual report 2011 of the German employment agency

Facts & figures – Where do we stand?

- Only few young people start an apprenticeship right after finishing school
- Many young people participate in publicly funded transfer programs after school
- While about 220 apprenticeship professions exist in Germany, 40% of the young people are interested in only 10 of those professions
- So far, there was no information about the whereabouts of many young people after school
- Applicants from Hamburg compete against those from the town's surroundings

Whereabout of graduate students in 2010

Whereabout of about 8.000 students that have left school in 2010 – either without any graduation, with basic Certificate of Secondary Education (Hauptschulabschluss) or general Certificate of Secondary Education (Realschulabschluss):



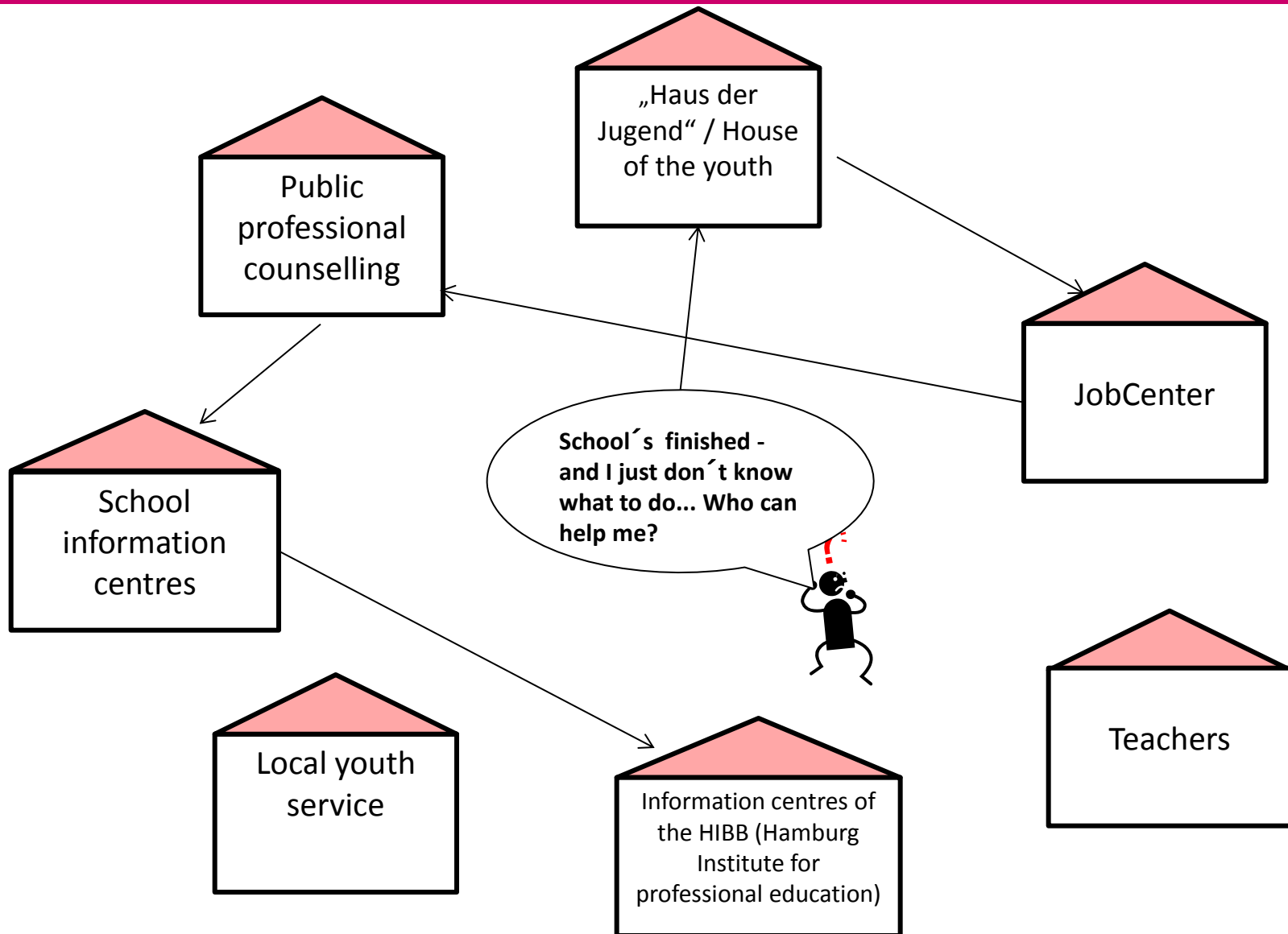
Main obstacles for getting a job / vocational training

- Lack of information about the variety of offers
- Unsureness about one's skills
- Demands of the employers often do not match with the skills of the youngsters
- The intention (of students and their parents) to go to school as long as possible in order to achieve a high graduation level

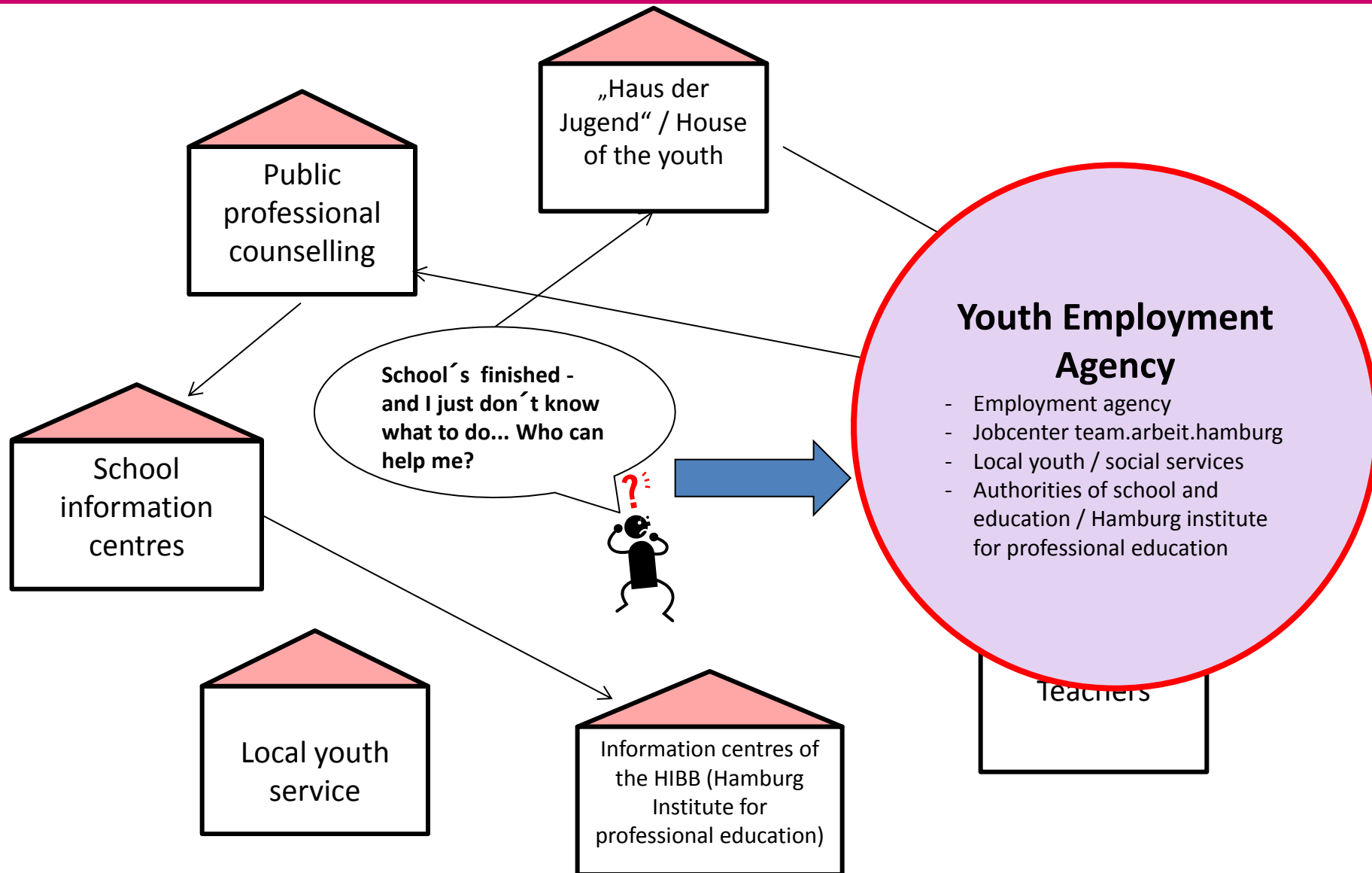
Aims of the Youth Employment Agency Hamburg (YEA)

- System spanning registration and actively contacting young people (aged between 15 and 25, regardless of educational / which graduation level)
- Systematic orientation and information on possible professions, starting from grade 8 (interface with school)
- Obligatory supervision from finishing school until successful integration into the labour market (job placement / vocational training)
- Reducing the number of **neets** through consistent and ongoing contacts and counselling; even at home
- Only **one** point of contact for all young people (one-stop-shop)
- Competent, tailored, detailed and prompt counselling and placements
- All institutions agree on binding and systematic rules in order to achieve the best results for the youngsters
- Preventing a lack of skilled workforce in the future.

Lost in the social service and support jungle?



Solution: one-stop-shop

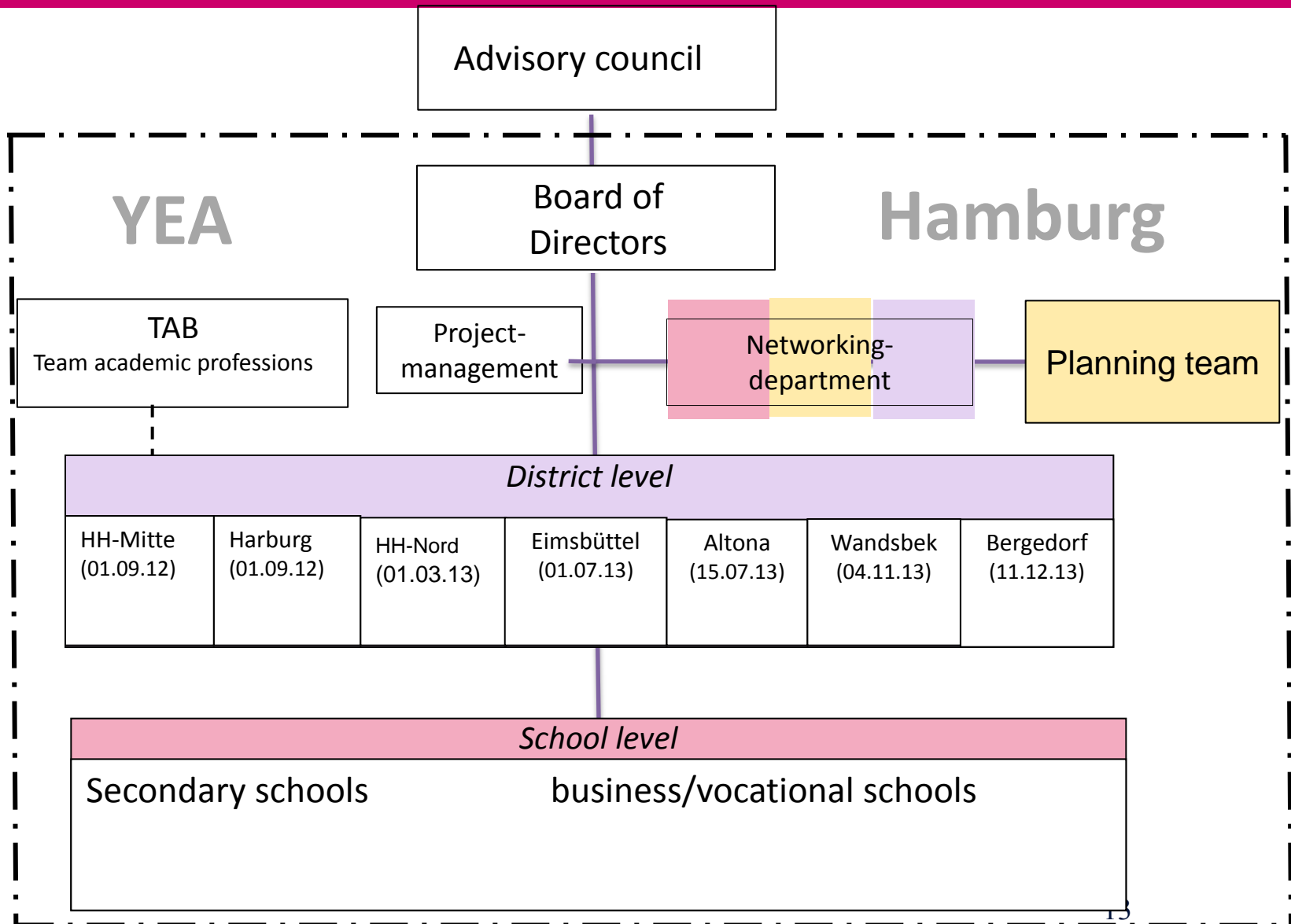


Guidelines of the Youth Employment Agency

The Youth Employment Agency Hamburg...

- works according to the idea of one-stop-shop
- offers young people ONE contact person at any time / ONE contact point
- ensures that every youngster is provided a suitable offer (e.g. vocational training in the public / private sector, publicly funded vocational training, education programmes, practical training)
- Contacts youngsters, if required, even at home
- stops the uncoordinated work of different institutions,
- is both a systematic approach and an office,
- is controled and regulated by general agreements, a collective data base and collective key figures

Three-tier-model: Structure of the YEA Hamburg



Functions of the tiers

- **Advisory council:** consists of representatives of employers, trade unions and of politicians; advises the Board of Directors on strategic issues.
- **Board of Directors:** strategic and functional controlling of the YEA according to the contract on cooperation between the different partners.
- **Networking department:** coordinates the planning of support actions and the cooperation between the scholar and the regional offices of the YEA. Controlling and collection of relevant data from the different partners and schools systems (with regard to the graduates' transition to the labour market after school).
- **Planning team:** common planning of all support actions in order to avoid parallel structures and to identify the lack of necessary support
- **Project management:** operational project management and controlling, conflict management , dealing with the interfaces to other projects; reports to the Board of Directors.
- **Team academic professions:** Counselling and placement to vocational training for students / graduates with higher education entrance qualification („Abitur“) as well as counselling with regard to the choice of studies both for graduates and students.

Organizational structure of a regional YEA-office (district level)

Regional Office Youth Employment Agency Hamburg

ENTRANCE AREA

Entrance area:

- Collection of data,
- Filling in request forms,
- Making appointments

Reception:

- Collection of first data
- Resolving the requests
- General information about Social Codes
- Passing on to the responsible colleagues

BACK OFFICE/CASE HANDLING

Jobcenter

- Job placement
- Case management
- Counselling at home

Employment agency

- Job / profession counselling
- Placement to vocational training
- Job placement

State Ministry for Education and vocational Training

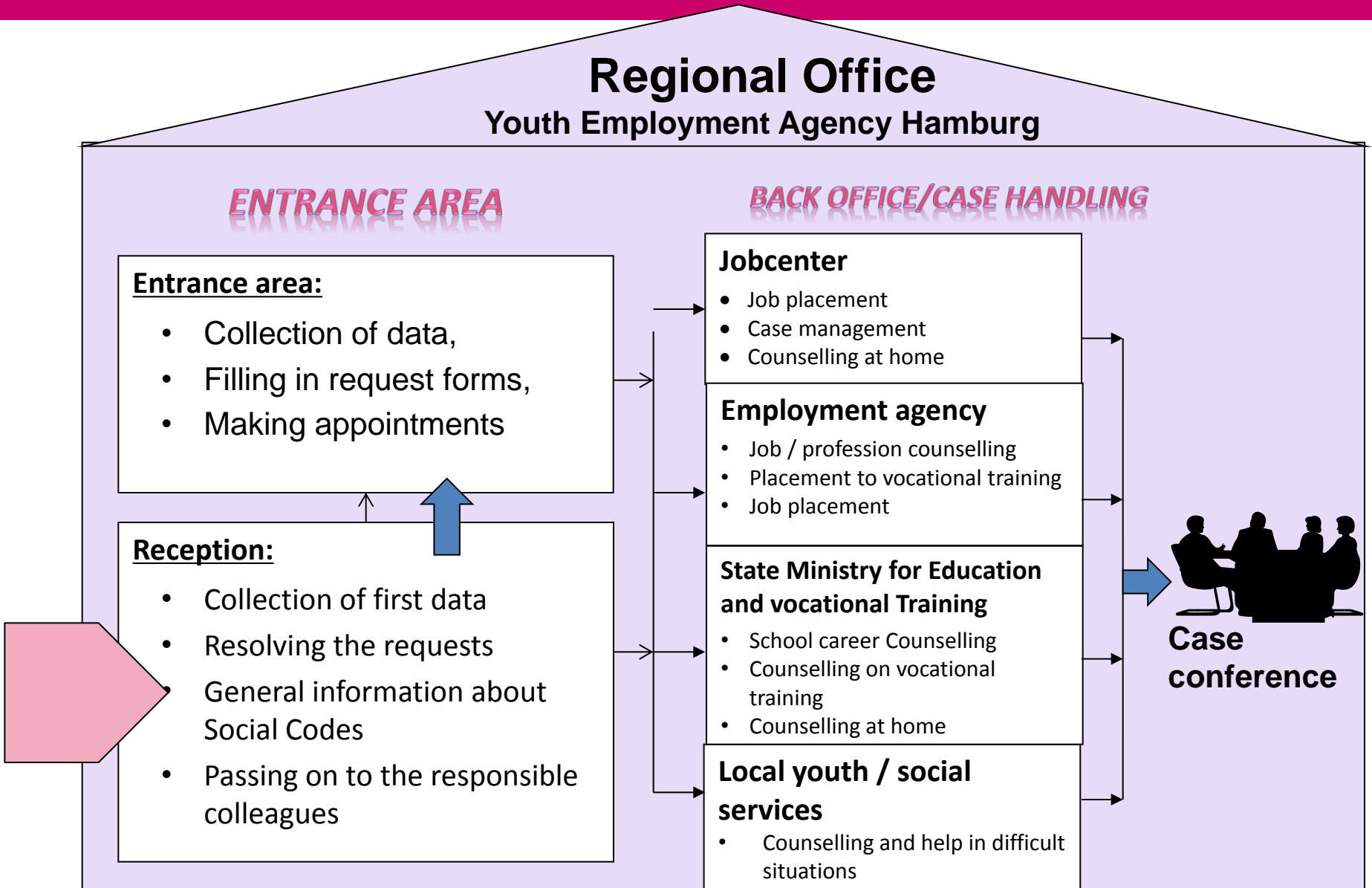
- School career Counselling
- Counselling on vocational training
- Counselling at home

Local youth / social services

- Counselling and help in difficult situations



Case conference



Sustainable orientation and counselling at school

- Regular orientation and counselling starting in 8th grade in every secondary school
- Individual consultation time and placement in vocational training for every student
- Cooperation with companies (job presentations, workshops, exchange with apprentices)
- Private organisations are funded (e.g. by ESF) in order to consult youngsters with multi-layer problems – if required –at home
- Developing a comprehensive online presence with contact points

Matching process for vocational training

- Ability and skills profiles will be recorded in the IT-system
- Employer service of the labour agency sets up comparable lists on the expected skills employers are demanding of their future apprentices
- Matching the youngsters' skills with the employers' demands in the IT-System
- The youngsters are provided with suitable offers and are coached for the applying process

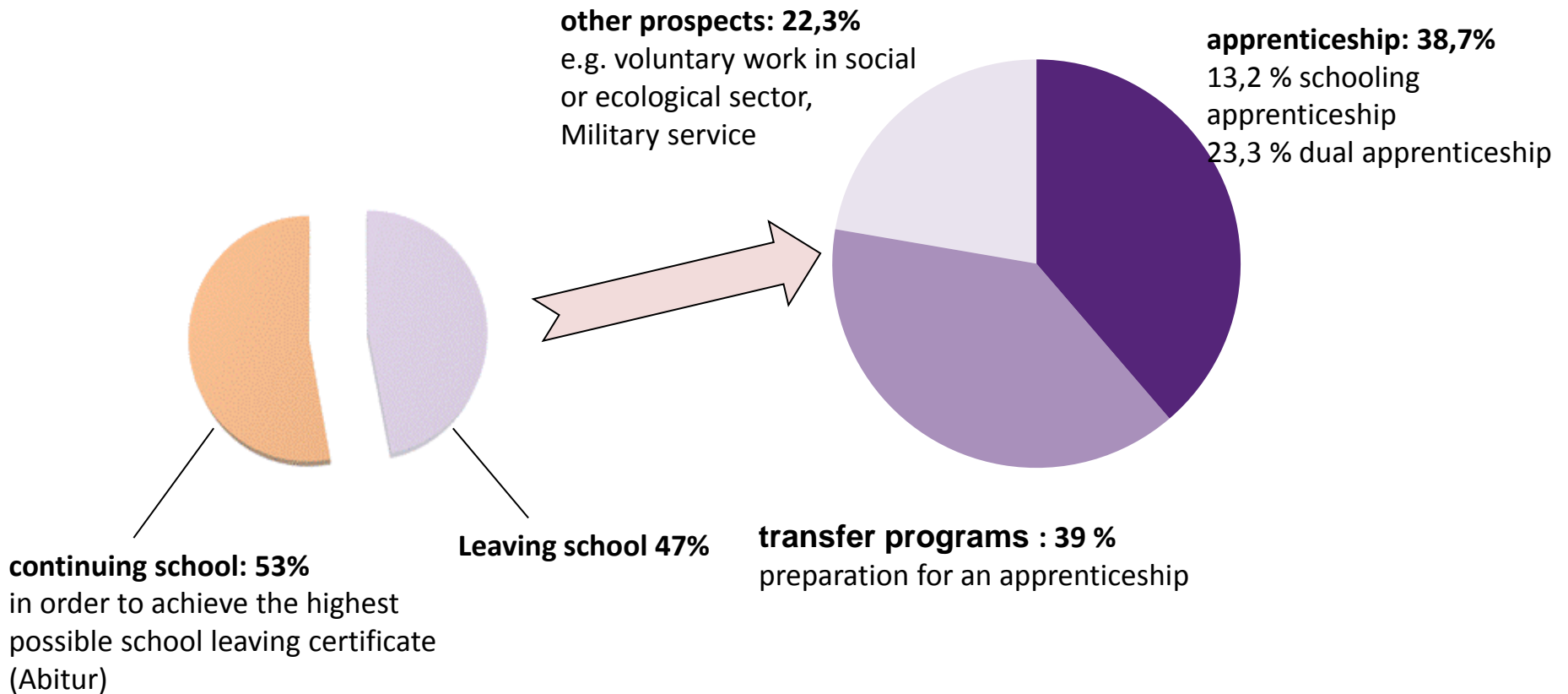
More than 80 percent of the apprentices keep their job at the same company!

Youth Employment Agency: New opportunities

Opportunity	Explanation
<ul style="list-style-type: none">▪ More youngsters can be integrated into the labour market	<ul style="list-style-type: none">▪ More young people suitable for vocational training can be identified
<ul style="list-style-type: none">▪ More effective counselling	<ul style="list-style-type: none">▪ By Case Conferences between the involved Institutions
<ul style="list-style-type: none">▪ Avoiding that different Institutions give the same support twice or that there is no support for a particular problem	<ul style="list-style-type: none">▪ More efficient use of the available financial resources due to a better agreement on procedures and concrete actions.
<ul style="list-style-type: none">▪ Transparency about the labour / job-market	<ul style="list-style-type: none">▪ Precise and significant statistics about the market
<ul style="list-style-type: none">▪ Effective cooperation with the partners	<ul style="list-style-type: none">▪ In each regional YEA-office, contact persons from each of the institutions involved are working together closely

Whereabout of graduate students in 2013

Whereabout of about 7.900 students that have achieved basic Certificate of Secondary Education (Hauptschulabschluss), general Certificate of Secondary Education (Realschulabschluss) or without any graduation in 2013 :



Implementation and first experiences

Schedule for the opening of YEA-regional offices						
Mitte 09/2012	Harburg 09/2012	Nord 03/2013	Altona 07/2013	Eimsbüttel 07/2013	Wandsbek 11/2013	Bergedorf 11/2013

- Higher level of motivation of the employees is clearly noticeable.
- By sharing experiences and direct exchange between the advisers, other points of view or alternative strategies are found (which was much more difficult before).
- Personal barriers of integration into the market can be overcome faster (e.g. homelessness, child care, debt counselling...)
- Regular meetings of the practitioners lead to a steady exchange of best practices and progressively improve the counselling and integration progress.
- Clear interfaces between the involved institutions.
- Positive feedback from the general public and especially from the young clients.



Thank you for your attention!

The variety of vocational training options in Germany

- Examples for **high level** vocational training:
 - banker, insurance agent, kindergarten teacher, administration secretary, lawyer assistant, electronic technician, policemen, foreign trade salesman,
- Examples for **lower level** vocational training:
 - hairdresser, shop assistant, plumber, roofer, butcher, mason, painter, truck driver, cook, metalworker, call center agent,

An apprenticeship usually takes three years and includes both practical training at the company and theory at business / vocational school.

Vocational training at „Otto Group“

■ Wholesale and foreign trade merchant

Every apprentice has his own trainer and goes through all kind of departments in the company, working for a few weeks in each of those departments, like e.g. Sales, Marketing, Purchase, Warehouse.... Besides the work at those departments, they take part in internal trainings and workshops. Furthermore, there are interruptions of several weeks which the apprentices spend at business school gaining the theoretical backgrounds for this profession.

Example Otto Versand: <http://www.ottogroup.com/careers>

Example Volkswagen: <http://www.volkswagen-karriere.de>