



COLLABORATING WITH YOUNG PEOPLE AS STRATEGIC ADVISORS IN KNOWLEDGE PRODUCTION AND SERVICE DEVELOPMENT, CO-CREATORS OF A NEW NATIONAL DIGITAL LEARNING ARENA FOR YOUTH COUNSELLORS, AND DEVELOPERS OF PROFESSIONAL GUIDANCE FOR YOUTH COUNSELLORS.

A new way to collaborate and co-create with young users

Publication date: December 2022

NORWAY

Concerns over increased youth exclusion in the Norwegian labour market and the fact that youth organisations challenged NAV to become more youth-friendly led to a ground-breaking collaboration with young people to analyse the situation of young people in Norway and increase the awareness of young people's needs in the Norwegian PES.

Name of the PES

NAV (Norwegian Directorate of Labour and Welfare)

Scope of measure (a pilot project or a national reform)

National.

When was the practice implemented? (including start and end date for pilot projects)

The first joint workshop between the Norwegian PES and youth organisations took place in December 2019. After an interruption of the process due to the COVID-19 pandemic, discussions continued in October 2020. In January 2021, the analysis team was set up and research was carried out to analyse the needs of young people. In June 2021, the research findings were published and distributed throughout the organisation, whereafter the cooperation with youth organisations continued.

What was the driver for introducing the practice? Was it internal or external?

In 2019, user organisations representing young people started raising central questions and demanded more youth-friendly services involving young people themselves.

Which organisation was involved in its implementation?

The collaboration is anchored in the Central User Committee in NAV. Three organisations from the Central User Committee are directly involved in the project: the Mental Health Youth, the Young People with Disabilities and the Student Organisation. In addition to these, regional young user councils participate as well.

Which groups were targeted by the practice?

Young people in Norway. Half of the team members from the research team are from youth organisations, altogether representing some 300 000 young people nationwide.

What were the practice's main objectives?

NAV has been aiming for more client-friendly services for many years. A concern for increased youth exclusion highlighted the necessity to improve the awareness of young people's needs and improve services for young customers.

What activities were carried out?

After the production and publication of the research findings in cooperation with youth organisations, these findings were distributed throughout the organisation. Cooperation with the youth organisations led to the co-creation of a new national digital learning arena for youth counsellors. The objective here was to create a platform for exchange between all youth counsellors in NAV through a pilot project with around 400 participants and to ensure a clear user perspective in both the planning and the implementation phase. Young users continue to act as advisors in the development of digital information, professional guidelines and guidance services. Young advisers receive hourly pay.

What resources and other relevant organisational aspects were involved?

Strategic cooperation with the leader of the Central User Committee/National leader for Mental Health Youth provided valuable input to the overall strategy of the PES. This is one of the involved young organisations (see above).

What were the source(s) of funding?

Out of the NAV funding sources, the budget for service and competence development and the budget for user participation (fees for young contributors, etc.) were used.

What were the outputs of the practice: people reached and products?	A new national digital learning arena for youth counsellors and a new digital information and guidance service for young people were co-created and are continuously being improved.
What outcomes have been identified?	The PES's awareness and knowledge of young people's needs were increased and the user perspective was strengthened in the development and implementation of services offered by NAV to youth. In addition, NAV gathered valuable input for its service development.
What are the lessons learnt and success factors?	Young people are not merely respondents, but advisers and partners in the work of acquiring, communicating and sharing knowledge about their needs. However, the process is complex and resource-intensive and the organisation should be prepared to listen to what young people think. A challenge consists in maintaining the representativeness of the voices of young people and in the management of expectations. Further, it is important to ensure that payments for young advisors are not deducted from benefits, which would otherwise remove their incentive to participate.



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