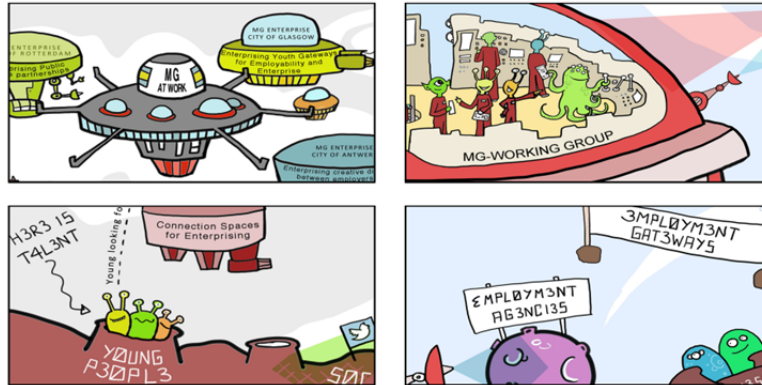


Minutes My Generation at Work Valencia Local workshop Valencia, 18th September 2012



Connecting cities
Building successes



September 12, 2012: Preparatory meeting with the Local Support Group

Venue: Employment Service
C/ Pie de la Cruz, nº 5
46001 – Valencia, Spain



Meetings with the Local Support Group members were previously organized in the Delegation of Employment of the City of Valencia on September, 12th 2012. Two different meetings were indeed organized on the same day, one with all entities and one with the young people. During these meetings, the project MG@Work was presented to the participants and explanations were given on the expected tasks and function of the Local Support Group. A moment was devoted to questions and reactions of the audience. A formal invitation to the workshop was distributed as well

as a short briefing paper on the My Generation at Work Project and on the upcoming local workshop of Valencia.

Workshop Programme:

09:00	Arrival of participants and Registration
<i>PART 1: Introduction</i>	
09:00 - 09:15	Welcome words by the Head of the Employment Service
09:15 - 09:45	Introduction to the city challenges and aspirations on the youth employment topic and MG@Work. Personal stories of two young people.
09:45 - 10:15	Intervention by the Lead Expert, Robert Arnkil. Questions and reactions
<i>PART 2: Good Future Workshop</i>	
10:15 - 11:15	We are in 2015: Good future questions to you!
11:15 - 11:45	Coffee break
11:45 - 12:45	Group work on the more in-depth desired Good Future
<i>PART 3: Conclusions and advice</i>	
12:45 - 13:30	<i>Conclusions and advice</i>

Local Workshop:

Venue: Employment Service
C/Los Leones, nº 9
46022 – Valencia, Spain

Moderator: Robert Arnkil

Representatives for the City of Valencia:

- Cristina Garcí Cebria, Head of the Employment Service
 - Maria Martínez, Employment Service
 - Oreto Argente, Employment Service
- Assisted by Victoria Gómez

Representatives of the business community, of the education world, of the voluntary sector, of trade unions, of the City Council along with young people attended the meeting which gathered more than 40 participants.



The participants of the workshop

PART 1: Introduction

Welcome words by the Head of the Employment Service of the City of Valencia:

The workshop started with welcome words to all the participants by the head of the Employment Service of the City of Valencia, Cristina Garcí.



Introduction to the city challenges and aspirations on the youth employment topic and MG@Work:

A brief introduction to the the city challenges and aspirations on the youth employment topic and MG@Work was then given by a member of the Employment Service team. Data concerning youth unemployment in Valencia as well relevant information on the main challenges young people are facing were presented to the audience. Then, the mission, role, objectives as well as the activities implemented by the Employment Service were presented. The City Employment Service also detailed the collaboration relationship the City Employment Service has built with other entities, most of entities being present in the audience. A special focus was made on the programs ran by the City Employment Service to help young people increase their opportunities to integrate the labour market.

Personal stories of two young people:



Two young people who benefited from programs of the City Employment Service gave their testimony. The young people were two young boys: Manuel Colado and Alejandro Gallur. Manuel is an engineer who worked in irrigation themes for different companies and lost his last job because of the crisis as the company he was working in reduced most of its workforce. He is now attending a course on tourism in the Employment Service center financed by the City of Valencia. He highlighted that he was particularly happy with the course he was offered because he was improving his interpersonal skills, for example learning how to express himself in public, how to work in a team or learning how to listen to others properly. As far as Alejandro is concerned, he participated in the *JovePotencial* (Youth Potential) program. He studied psychology

and was given the opportunity to get his first job experience in the Employment Service. He was very satisfied with having been given this opportunity to gain experience which permitted him to acquire new skills and get a more attractive CV to employers. Both encouraged public authorities to continue implementing such programs for young people.

Intervention by the Lead Expert, Robert Arnkil:



After introducing himself, Robert presented the My Generation at Work project and commented what he had heard and which conclusions could be drawn, in particular, from the two young people's testimonies: first, he highlighted that, on the one hand, attitudes, interpersonal and non-formal skills he called "soft skills" and work experiences, on the other hand, are absolutely helpful; second, that what you learn at University is often very different from what you will do in your job, showing that a better coordination between the education and business worlds is needed and confirming the first point which said that informal skills are decisive to get a job. This led him to draw the overall conclusion that young people need to move around, to get experiences from wherever they can get them in order to increase their skills and get opportunities. The key ideas and goals of each partner city's MG enterprise have then been briefly detailed. A short introduction to the URBACT programme was given and the key ideas, concepts (co-creating, enterprising and connecting) and expected results of the MG@Work project were clarified.

Questions and reactions:

The audience was invited to speak and react. Alejandro, the youngster who previously told his story, called for a longer work experience under the programs offered by the

Employment Service of the City of Valencia. Another youngster pointed out that the problem was that most companies in Valencia were SMEs which lack resources to employ and that more support or a better coordination through the launching of a network aimed at them could encourage them to employ more people and among them young people. A representative of the business world (Cecile Sauvage, CEV/CEPYMEV) put forward the need of acquiring skills adapted to the job market and of a public-private partnership to deal with this challenge. A youngster said that volunteer work should be promoted to permit young people to acquire skills and have a first experience.

PART 2: Good Future Workshop

Good future questions to a representative panel



Seven persons formed the panel: a youngster, a civil servant working in a foundation for employment of the region of Valencia, a representative of the business community, a representative of the voluntary actors, the project coordinator for MG@Work, a representative of the business community dealing with entrepreneurship and running a program for young people (other youth employment project) and a representative of the education community. A 'time-warp' was taken to the end of the city project, to September 18th 2015.

Laura, representing young people, indicated that she was particularly happy because she finally found a job as a nurse in a primary health care center because of the way she was recruited was different compared to 2012. Indeed, she said she had an interview and finally had the opportunity to show her talent and abilities to the recruiter so that the selection process was no more limited to a quick glance to her cv. This meant a change compared to how things were going on before, as she couldn't manage to get a job as points were given according to experience and she had no experience.

Raúl Linuesa, from the Foundation Employment agreement, said that they made a study to identify the profiles needed by the companies in Valencia. They have trained young

people in the right way knowing these needs. The Pact has continued to work with trade unions and the City Council as well as with private companies, intensifying however the collaboration with companies.



Cecile Sauvage (CEV/CEPYMEV), from the business community, told that changes have been made in the structure of the market. Personally, they were particularly happy about the fact they had identified where the demand was and where and in which sectors were the jobs with most potential and future. Health services and green jobs were among those promising jobs and sectors. They managed to reorient the market in the sectors with most opportunities of developing activities and of creating new jobs. In the past three years, they have particularly worked with the education community because in order to develop new economic activities, specific and appropriate skills are needed and they thus had to work with those who were going to form their potential future employees. They have also worked with local authorities to get support and to have the right policies being done.

Silvia Orta Cruz (Red Cross), from the voluntary sector, said that, three years ago, people were over qualified and a lot of young people were going abroad because they felt forced to do so. In 2015, she said that she was particularly happy that the situation had changed as some young people were going abroad because they were willing to do so; jobs had been created because efforts were made and have been focusing on research and technology, sectors in which Spain was lacking knowledge three years ago. Concerning immigrant young people, she said that she was particularly happy about the fact they finally had got access to information and were now aware of opportunities or programs they could benefit from.

Oreto Argente, from the Employment Service of Valencia was particularly happy because the unemployment rate went down to 8% thanks to a better coordination between entities which shared ideas and resources. The Employment Service was particularly happy to contribute to the reduction of the number of unemployed young people thanks to the implementation of its training sessions and programs providing young people with abilities to make their integration into the labour market easier. The Employment Service managed to increase its coordination and cooperation with companies, knowing better what their needs were and helping companies to get the appropriate candidates for jobs. Youngsters could benefit from a coaching course and training sessions that permitted them to improve their skills and attitudes, to be proactive, to gain in motivation and self-confidence, to learn how to work in a team, to be proficient in a foreign language... among other abilities. Young people had been receiving personal guidance from a consultant who had helped them to identify their problems and find solutions, so that no youngster was left out of education nor employment. A program of tutoring and mentoring for young people was launched as well as business plans for companies with young people.

Fernando Becerra Farelo (Business Booster), representative of other European projects implemented and of the business community, explained that they had managed to expand the area of their action as they had gained in experience and had defined strategies. They had specialized in internet to attract new talents. He said he was particularly happy about the fact the unemployment rate decreased because people were hired to search jobs for them. A single website platform was also created which gathered all the relevant information to find a job or to create a company, which made easier the job search for everybody. By working in collaboration with other entities, the money was better spent focusing on strategic sectors. As far as its company-project was concerned, they had worked with the Employment Service to talk to young people about the opportunity to create their own company, generating a change in mentality with young people not only aiming at working in big companies.

Juan Gamboa (OPAL, University of Valencia), representative of the education community, was particularly happy about the fact they had been developing sets of abilities and had been building new partnerships during the past three years as well as new strategies to make young people get into the labour market. They had managed to develop the international approach of the university students improving their language proficiency and their international political knowledge. The students had acquired good and specific abilities to meet companies' needs his department had

previously identified. An increase in self-employment initiative was noted as the students got less scared about the entrepreneurial adventure. Regarding entrepreneurship, a project was launched and was called “productive ideas bank” and consisted in a bank of productive ideas young people could make their own to start their own business. A platform presenting their programs with the support of the University had been created to get funding from individuals and investors who would like to contribute to their projects. The bank of ideas started after the meeting of Valencia three years ago and was launched in December 2012 whereas the platform had started six months prior to the first local workshop of Valencia in September 2012. As Robert suggested three years ago, they have been working with Glasgow and its “talent factory” to make this platform and bank of ideas come true.

Drawing conclusions from the Good Future Answers:

Robert identified key messages from the interventions of the panel’s members: a better recruitment process has been set up; the needs are better known and identified and everything is done so that young people’s abilities meet the companies’ needs; a coaching course focusing on interpersonal skills has been created under the VYP project; a platform and a productive ideas bank project have been launched; cooperation and coordination between entities working on youth employability have been improved.

Reactions:

Juan Pablo Torregrosa Mira (CEEI), from the business community, explained that in 2015 jobs had been created for young people because companies were self-created by young people who themselves hired other young people. He highlighted that, in his opinion, self-employment should be supported and encouraged and that universities didn’t teach young people the appropriate skills to run a business. He pointed out, in particular, that, from his point of view, there was too much theory and not enough practice at University. A youngster also spoke to say that she was happy that in 2015, young people’s confidence and motivation had been improved and that enterprising had got more promotion and advertising as there were a lot of young people willing to work in something they liked and to create their own business. According to her, being tutored was a good way to learn and acquire skills.

Coffee break: The coffee break was an opportunity for all participants to make contacts and connect between each other and for young people to write their ideas on the wall of free expression the City of Valencia had installed for them. Among the messages they left, could be seen: “Yes, we can enterprise, young power”, “More contact with enterprises: more internships”, “I would love to learn what I like doing”, “Studies related to real jobs”.



Group work: Participants were divided in six groups, with representatives of each relevant actors (education community, business community, young people...) in each one as far as it was possible. The following two questions guided the debates in the

group works: What needs to be done to improve young people getting work? What can be done to support these ideas (on the basis of the good future answers)? The groups worked on these questions during an hour. Then, youngsters of each group presented the results of their brainstorming and debates within their groups, to the rest of the audience.



Group 1: Group 1 called for more participation and interactivity at school and university to teach young people not to be passive, to speak and to express their ideas in public. They asked for a better coordination between the education and the business communities through the organization of meeting days with companies at university in order to be aware of companies' needs. They also called for teaching young people how to sell themselves in the selection process through lessons of personal marketing. They were also in favour of the promotion of vocational studies. Concerning business world, they said it would be necessary to diversify the economic activities in Valencia and to orient them towards high quality activities. In the opinion of group 1, it was necessary to support SMEs and to encourage their collaboration and joint efforts so that they would be able to employ more people.

Group 2: Group 2 advocated improving the contacts between universities and companies. The group urged university and schools to include more work experience in education and to adapt education to the labour market's needs. They also highlighted that young people often suffered bad image as companies think they don't want to work, are lazy or irresponsible. They pointed out that a change in mentality was needed. In the opinion of group 2, there is a lack of guidance and advice to students on which career to follow and young people lack knowledge on how to prepare a CV or an interview and the group proposed the creation of lessons on how to search a job at schools and universities.

Group 3: Group 3 said it was decisive to know what we clearly wanted and how to find it. They identified two possible ways of acting: first, through a better coordination at

local level between entities, university and the business community; second, at European level, improving for instance the EURES network by proposing specific networks for each economic sector. They called for developing labour-oriented skills at an early stage at school, for offering more traineeship in companies and training in education on how to find a job. They also focused on how to promote entrepreneurship and explained that it would be helpful to have only one service instead of the existing duplication of services dealing with promotion of self-employment and to simplify the administrative routines. Permitting young people to benefit from tutoring and mentoring and to get assessment from experts and relevant actors on the business plans they set out would be other ways, according to group 3, to encourage young people to venture into a business career and to limit business failure.



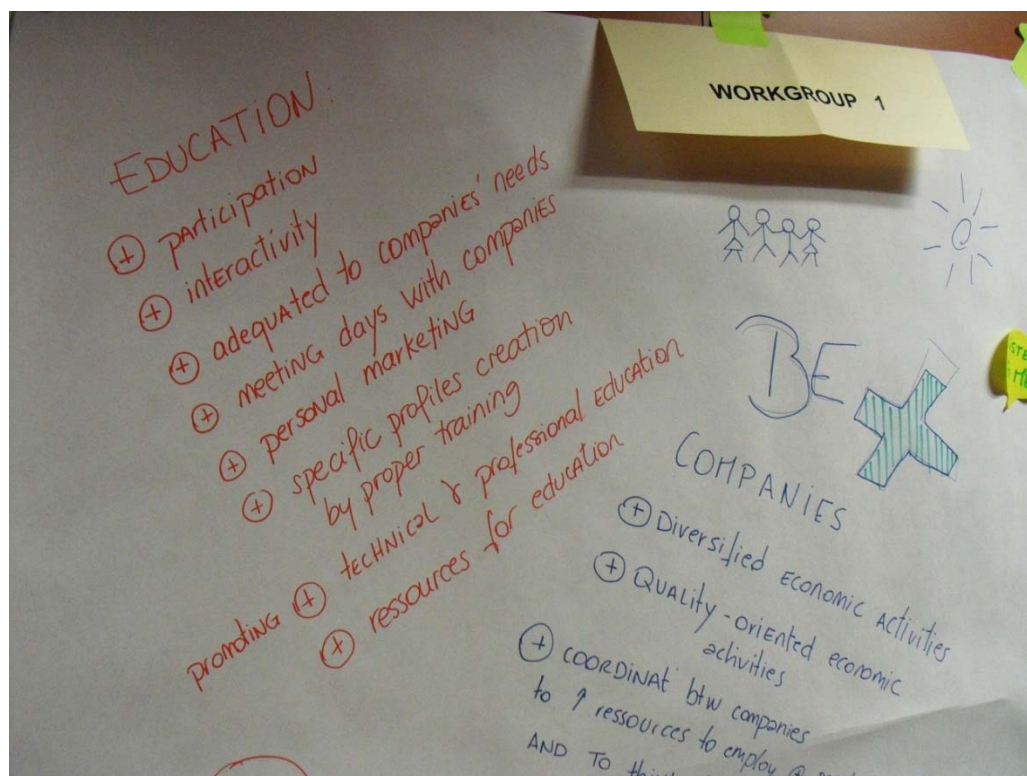
Group 4: Group 4 advocated for the launching of a unique platform supported by social networks and powered by public entities in which it would be possible to find all the relevant information and job vacancies for young people. They also pointed out that it would be necessary to advertise existing programs. Concerning education, they put emphasis on the need of more dynamic and interactive activities at school and at university to make young people acquire non formal skills. A good idea for group 4 would also be to create exchange programs with former students who would go to schools and at University to tell their story to inspire current students and give them advice. Finally, they considered that international experiences needed to be promoted as they permit to learn other ways of doing, to get new ideas, to improve young people's language skills and to increase opportunities for youngsters.

Group 5: According to group 5, creativity should be promoted and education should teach to take initiative and should strengthen young people's motivation. They pointed out the importance to focus on non-formal skills and to give the opportunity to youngsters to gain work experience through internships in companies. In their opinion, entrepreneurship should be encouraged. In this regard, financial resources were also needed, for this group, in order to be able to build a company. Young people should change their attitudes towards mobility and be more positive about moving. They also identified, as necessary, to better know the characteristics, opportunities, needs and challenges of the labour market in Valencia. In their opinion, to do so, social responsibility and public-private partnership were decisive.

Group 6: Group 6 explained that, in order to better get into the labour market, young people's language proficiency should be improved and that young people should be ready to multiply experiences of whatever sort which could enable them to improve their skills, such as internships, volunteering...etc. According to them, guidance and counseling were needed both for students and for their parents and should be provided at all levels of the academic trajectory. They reached the conclusion that guidance services should be provided and that research and relations with the business world should be strengthened.

Group Work:

Group 1

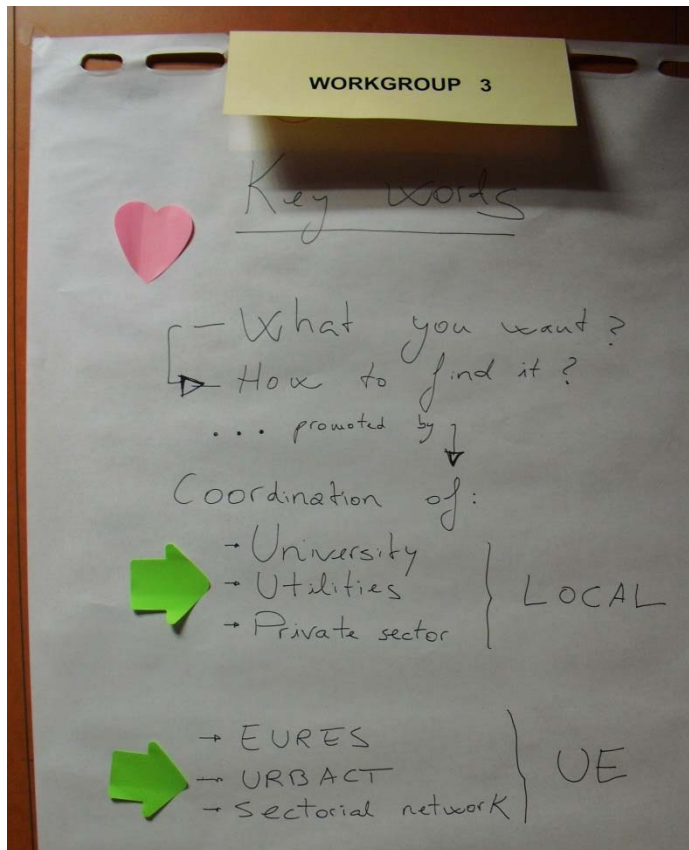


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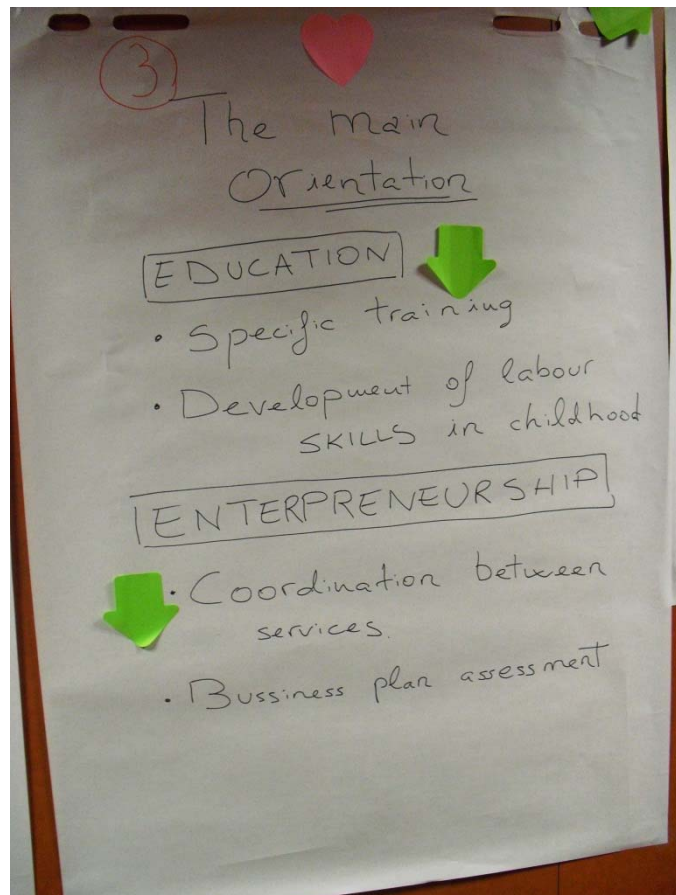
- * Different type of young people with \neq profile
 ↳ personalize the assessment and policies.
- * Improve the relation | business and | training
 | labour market | education
 ↳ result expected: adaptation of training to the labour market
- * Improve the knowledge of the labour market having internship in companies during ALL the studies.
 ↳
- * Adaptation of the studies with the economic reality
- * Change the mind of companies and people about the desmotivation of the young people because they are not desmotivated and the NEET do not want to be that.

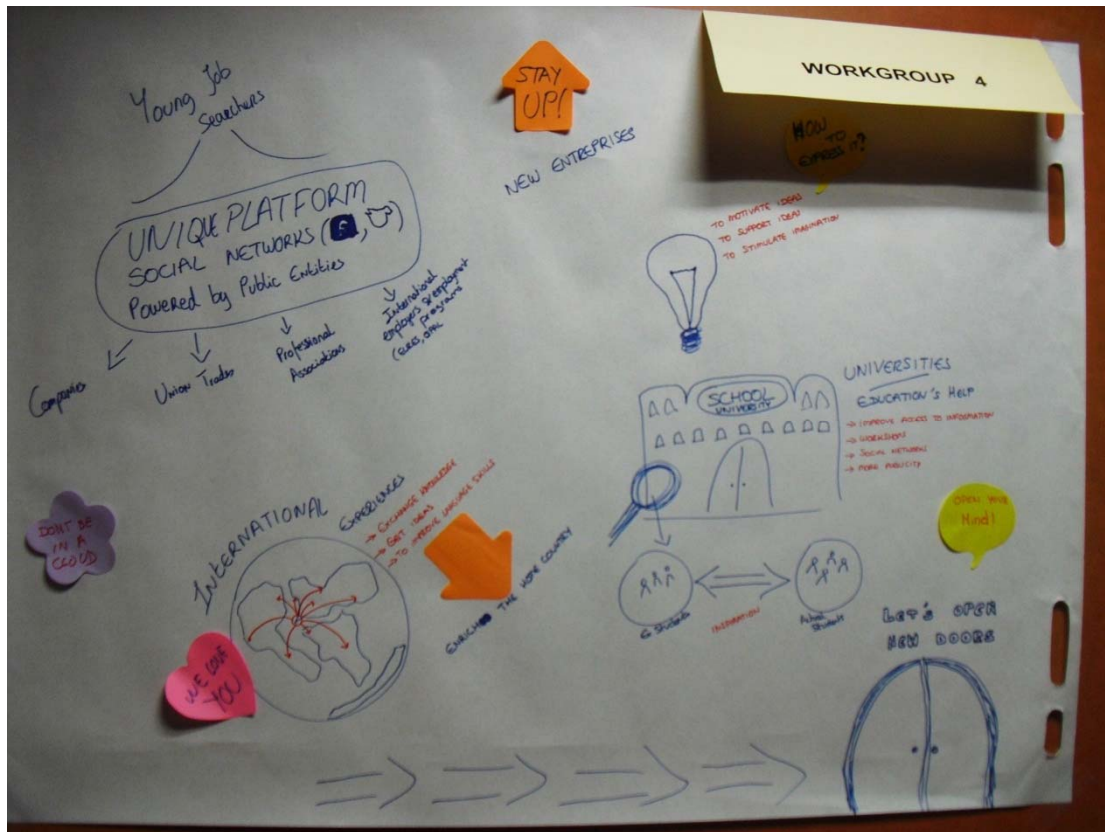
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- * Lack of orientation about how to get a job and "how to sell myself"

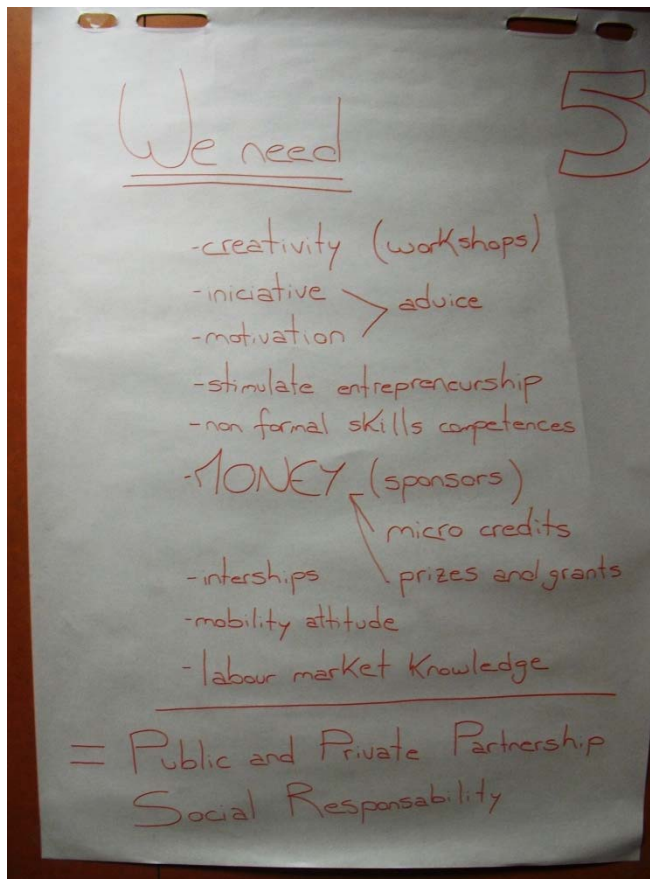


Group 3

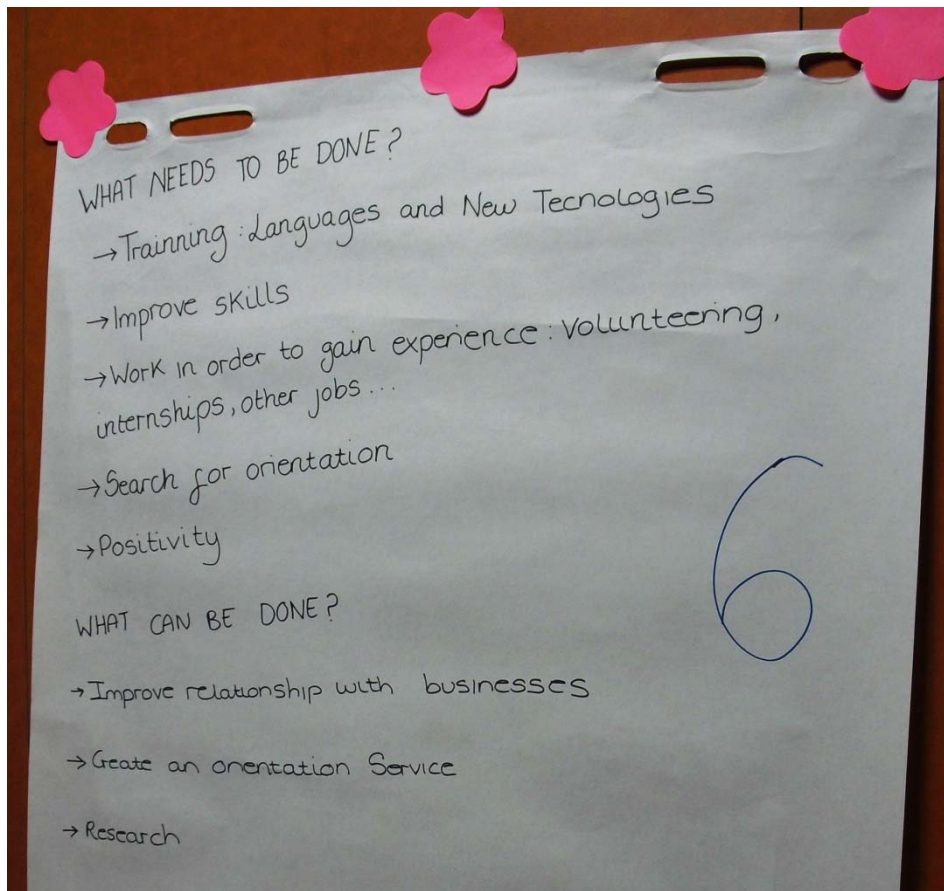




Group 4



Group 5



Group 6

PART 3: Conclusions and advice

Robert Arnkil, the lead expert for MG@Work, first commented that he had been struck by the fact that, in spite of the difficult situation in Valencia regarding youth employment, the participants in Valencia, as in other partner cities, were not overwhelmed by the situation and were able to think that things could be done to overcome the situation.

According to Robert, the diversity of participants' profiles was very positive in this regard as it appeared to be an opportunity for entities to work together and to join efforts.

He observed that the City of Valencia already offered a lot of activities and programs for young people and that the MG@Work project could be a positive opportunity for Valencia to get new ideas from partner cities and finally to better connect with other entities.

Robert suggested that the VYP logo created by Valencia should embrace all services and programs concerning youth employment offered in the City of Valencia by all entities and should be used as a certified brand of high quality.

Robert also insisted in the key idea of the youth participation under the MG@Work project. He stressed that the MG@Work Project established a new way of working in co-creation with young people that was worth praising. The fact that young people participated as another member in the working groups along with other Local Support Group members has enabled young people, according to him, to make the product of the working groups their own.

The key ideas that emerged from the working groups during the workshop were the following:

- Deep changes need to be done in the education sector to match education with the work market's demand and needs.
- A specific and concrete education is needed not only to improve languages skills but also interpersonal skills and attitudes towards employment.
- A flexible way to make young people gain work experience throughout their studies to be better prepared in order to gain access to the job market is to be found and encouraged.
- More guidance is needed to teach young people how to find a job
- More coordination between entities responsible for supporting job seekers is needed as well as the enhancement of connections between all actors dealing with youth employment in the city of Valencia
- Specific studies should be commissioned on the job market and its needs and their results should be better disseminated to the general public and to young people to prepare to get to the job market and to adapt education to the job market
- The participants suggested the creation of a platform which would gather all the information on employment and self-employment in the city of Valencia and would make the connection with companies easier.
- Participants also called for an increased flexibility of the microcredits and the promotion of a social and responsible entrepreneurship.

Robert, before thanking all the participants and handing over to Cristina Garcí, the head of the Employment Service of the City of Valencia, briefly talked about the upcoming international meeting in Rotterdam during which cities will share their experiences on youth employment policy and on the challenges they face.

Finally, Cristina Garcí thanked participants not only for talking in English during all the workshop but also for their insight and participation and thanked them for their commitment and enthusiasm to continue working with the City of Valencia under the MG@Work project, the local workshop of September 18th being just the start of a three-year project.



Interview with Laura, representative of young people in the panel

Annex 1- Invitation to the Workshop

Annex 1- Invitation to the Workshop

**Proyecto MY GENERATION AT WORK
INVITACIÓN**

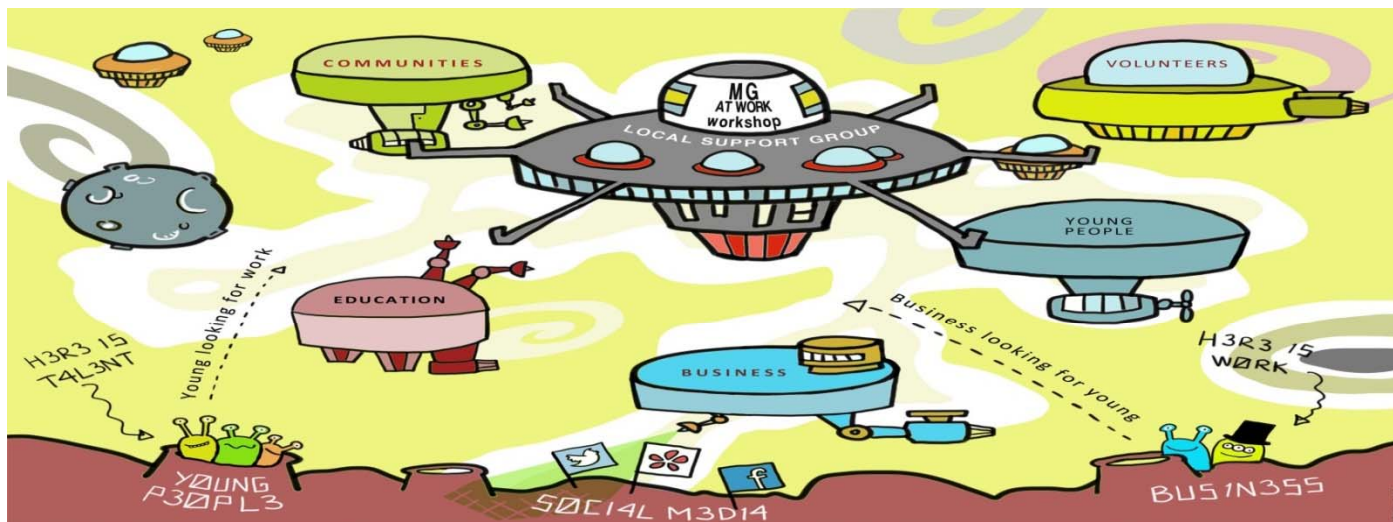
18 de septiembre de 2012

9:00h- 13:30h

Centre Municipal d'Ocupació i Formació Lleons

C/ Leones, 9

C/Leones, 9 46022-VALENCIA



EUROPEAN
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PROGRAMA DEL TALLER

09:00.- Bienvenida.

09:30.- Introducción: Desafíos y aspiraciones, el proyecto My Generation at Work.

10:00.- Good Future Dialogue Workshop (moderado por Bob Arnkil, Experto del proyecto My Generation at Work).

12:30.- Conclusiones.

13:30.- Finalización del Taller.