

<p>Contacts</p>	<p>Title: City of Amsterdam focuses on the youth</p> <p>CATEGORIES / TAGS (key words) Primary target group: #policy makers Country: #Netherlands Tags: #reducing youth unemployment</p>		<p>Further information</p>
<p>Contact person's contact details</p> <p>photo</p> <p><i>Henk Krauwel</i> <i>Ambassador</i> <i>City of Amsterdam</i> H.Krauwel@amsterdam.nl</p>  <p>Important message from Henk Krauwel <i>"Get in contact with the young people, make real connection to understand them."</i></p>	<p>Abstract Short introduction to raise attention</p> <p>Lead paragraph outlining the main problem, the target group, the solution and the results with the core element of the good practice (main aim, participants, activities, results)</p> <p><u>Please provide keywords which summarize this part the best:</u> (eg.: strategic change, heterogeneous classes, conflict handling)</p>	<p>In early 2016, unemployment among the youth in Amsterdam dropped below the national average. In the past two years, the unemployment rate among young people decreased from 14.7% to 9.3%. How did the city of Amsterdam achieve this decline in youth unemployment?</p> <p>De city has executed a well-defined project plan that focuses on creating jobs for young people and returning young people back to school that dropped out of education in recent years.</p> <p>The project plan "Aanvalsplan Jeugdwerkloosheid" (plan to tackle unemployment among young people) is a joint initiative of the city council, neighbourhood councils, schools in Amsterdam, Ajax (football) and regional employers organizations. The main objective of the plan is to equip people with a "start qualification". This qualification includes at least a secondary school degree complimented with business competences like acumen, attitude and behaviour.</p> <p>All youth should be at school or at work!</p> <p>The main focus point is early school leaving. Every neighbourhood council has established a youth centre that cooperates with schools and local businesses with the objectives to return young people without a degree to school and create actual paid jobs to enable young people to learn, get experienced and earn money as well.</p>	<p>Links related to the example: links, websites, videos https://www.amsterdam.nl/pmb/opdrachten-projecten/aanpak/ https://www.youtube.com/watch?v=UoggNjMbVE8</p> <p>Links within the ESL+ platform: RECOMMENDED PAGES (in line with the tags): - similar cases</p>

		<p>The neighbourhood councils know all the young people who are unemployed and do not have a secondary school degree. Social workers visit these young people at home with the objective to get them back to school. Each individual is coached on a personal basis.</p> <p>One of the companies that support the program is Makro Amsterdam. Makro offers job opportunities to young people in Amsterdam that enables them to get educated and gain professional experience in order to become attractive employees for the business world. 49 Persons out of the 55 young people who started working at Makro Amsterdam did not return to the youth centres of the municipalities.</p> <p><u>Key words:</u> <u>Proactive engagement of unemployed young people</u></p>	
	<p><u>Introduction - context</u> Contextual factors, Short introduction of the organisation and its main features <u>Please provide keywords which summarize this part the best:</u> (e.g: poverty, rural school, medium-size)</p>	<p>All young people deserve a chance to become successful and active citizen of Amsterdam. That is the reason why the city of Amsterdam has initiated the “Aanvalsplan Jeugdwerkloosheid”. In the period 2015 to 2018, the project aims to get 21.000 young people employed or educated. To realize these ambitious goals, the city council has established seven Youth Centres for Work and Education. The youth counsellors are responsible for the wellbeing of the young people and aim to get all people educated. If needed, the counsellors visit the young people at home.</p> <p>The youth centres work closely together with the local businesses, schools and Ajax (football).</p> <p>In 2015 and 2016, 10.500 young people found a job or returned to school.</p> <p><u>Keywords: everybody, individual guidance</u></p>	

	<p><u>WHY – causes behind the challenge</u> Roots of the problem at school level</p> <p><u>Please provide keywords which summarize this part the best:</u> e.g.: under-motivation in learning, learning as value</p>	<ul style="list-style-type: none"> • What were the main characteristics, outlines of the challenge <p>In Amsterdam, there are 135.000 young people aged 15 to 27 years old. In total, 11.100 young people has left school without a diploma. In 2016, 2.200 young people dropped out of school before graduation and 2.600 Young people received social welfare payments. From a equality perspective, 48% of young people with a Moroccan background are unemployed, compared to 14% overall.</p> <p>Most of these young people are very vulnerable because they are not fully qualified to enter the labour market.</p> <p>In 2015, the national unemployment rate among young people was 14.7%. A relatively high percentage of these people do not have a secondary school degree. These people are, according to the Dutch law, not qualified to start a successful career in today’s society.</p> <p>In large cities the unemployment rates are usually higher than the national average. These young people are often bored and walk the streets most of the days, often that leads to criminal activities.</p> <p>The challenge of the program is to substantially reduce the number of inactive (no job / no study) young people. During the four years, the city will:</p> <ul style="list-style-type: none"> - Engage and draft a plan with all inactive young people. - Guide 21.000 young persons back to school or to employment. <ul style="list-style-type: none"> • Who was involved in the challenge? Please describe the target group 	
--	---	--	--

		<p>The city of Amsterdam involved the seven neighbourhoods with the highest unemployment rates in the city, the schools and the regional employers organisations. Together, they established seven youth centres who in total employ over 100 youth workers.</p> <p>These youth workers know all the young people who need help. They engage the young people, advise them about the possible next step, guide them back to school and help them to get employed.</p> <p>The program focuses on all 21.000 inactive young people with limited perspective to become.</p> <p><u>Key words: partners, unemployment rates, early school leaving</u></p>	
	<p><u>WHAT – measures taken</u> Description of activities if possible with step-by-step approach including the pedagogical, professional elements and methods</p> <p><u>Please provide keywords which summarize this part the best:</u> e.g.: leadership, teamwork, change in mindset</p>	<p>This program brings together the city council, the neighbourhood councils, the employer organisation and the schools.</p> <p>The work includes:</p> <ul style="list-style-type: none"> - 7 youth centres were established - Over 100 persons were employed by the youth centres. - Many jobs (paid / part time) were created by the employers' organisation in cooperation with the local businesses. - All young people were engaged on an individual basis - For every person a plan was drafted that included individual actions. - The youth workers guided the persons back to school. - The youth workers visited the persons at their job <p>Each inactive young person will be guided individually. The schools and the youth workers work closely together. If a student drops out of school, the youth worker will be notified. The youth worker will engage the person and his or her options will be discussed. This</p>	

		<p>process does not take longer than 4 weeks. As a result, many young people will be guided back to school or to employment.</p> <p>The co-operation with the local football club Ajax intends to boost the spirit of the young people involved. The trainings are meant to build their self-esteem and winners mentality.</p> <p>The schools committed to improve their education by focussing on employability competences like dealing with rules, communication skills, social skills and working in teams.</p> <p>Another essential part of the program is named 'Perspectiefbanen'. Perspectiefbanen can be translated into Perspective Jobs. The employers' organisation together with the city council create jobs that last 6 months that are intended to offer young people their first experience in the business world. These jobs are real, paid jobs.</p> <p>In total, the city invest 28.000.000 Euros in the 4 year program.</p> <p><u>Keywords: individual youth guidance, budget, joint efforts.</u></p> <p>Tags: #sports, business, education, cities, reducing unemployment</p>	
--	--	---	--

