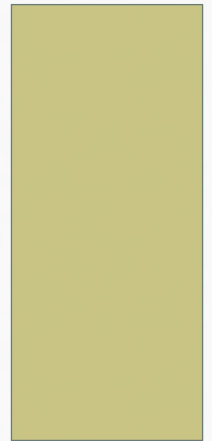


2012-2014 PROGRAM INNOVATIONS

EQUIP YOUTH IN RUSSIA

EQUIP YOUTH GLOBAL PARTNER MEETING.
JOHANNESBURG, AUGUST 27-29, 2014.



**CENTER FOR CORPORATE COOPERATION DIALOGUE -
SUCCESSOR OF THE NEW PERSPECTIVES FOUNDATION**
ESTABLISHED IN 2013

AREAS OF ACTIVITY

- Participation in the programs implemented by government authorities;
- Social consulting and CSR projects development for businesses;
- NGO sector development ;
- Development and promotion of IT projects, CSR, education and cultural programs.

YOUTH UNEMPLOYMENT

YOUTH - 41% OF ABLE-BODIED POPULATION

**UNEMPLOYMENT RATE OF 15-24 Y.O. PEOPLE -
3,2 TIMES HIGHER THAN AT THE AGE OF 30-49**

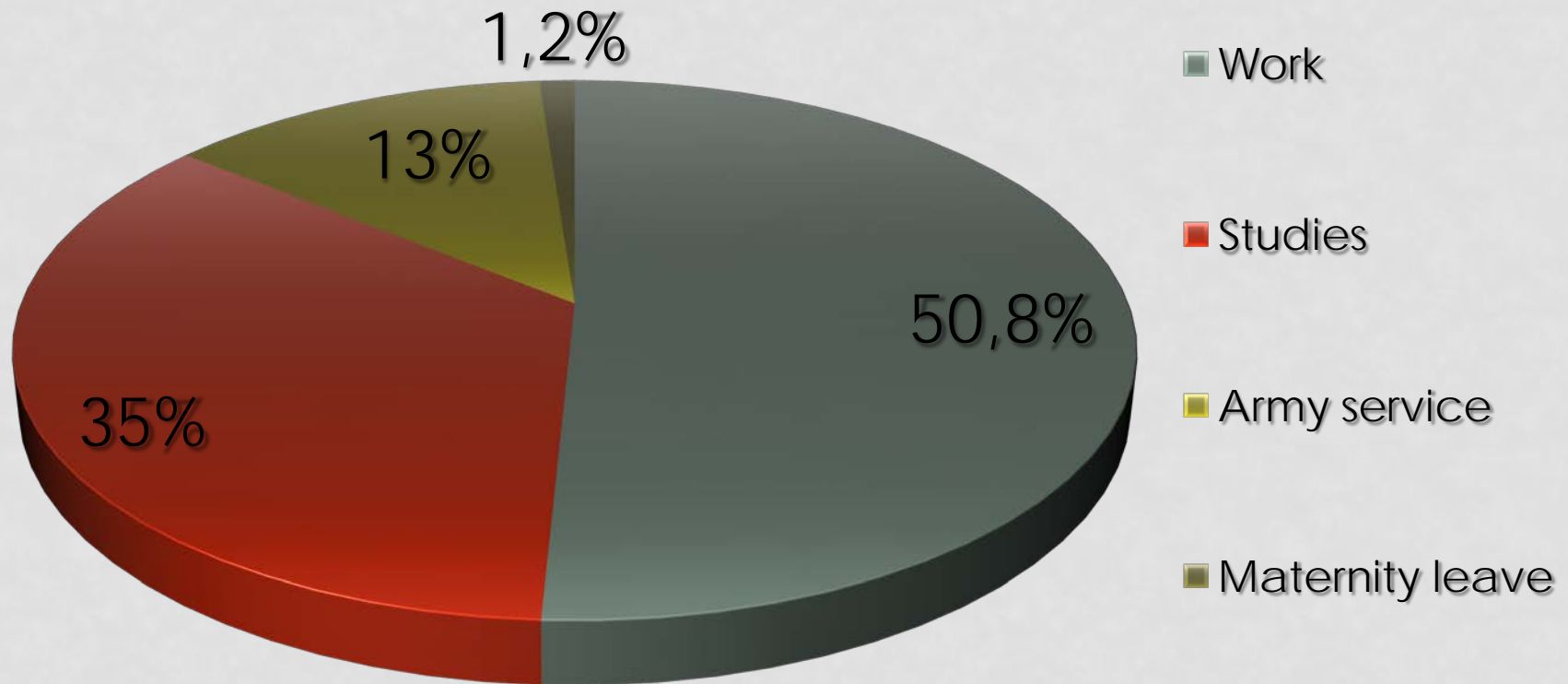
**32,2% OF YOUTH
HAVE NO WORK
EXPERIENCE**

**19,4% - YOUTH OF
UNDER 20 YEARS OF
AGE**

**49,6% - YOUTH OF 20
- 24 YEARS OF AGE**

**16,6% - 25 - 29 YEARS
OF AGE**

VOCATIONAL STUDENTS GRADUATES



PROJECT OVERVIEW

EQUIP YOUTH IN RUSSIA: 2012-2014

GOAL

Provide graduating students of vocational schools and colleges in St. Petersburg and the Leningrad region with technical and life skills training that will increase their employment opportunities.

OBJECTIVES

- Create a methodological guidelines manual for developing additional skills, with a focus on life skills for employability, of vocational school graduating students;
- Train at least **100** trainers/teachers from the selected vocational schools in St. Petersburg and the Leningrad region;
- Train at least **1000** vocational schools graduating students in life skills for employability and additional professional skills areas.

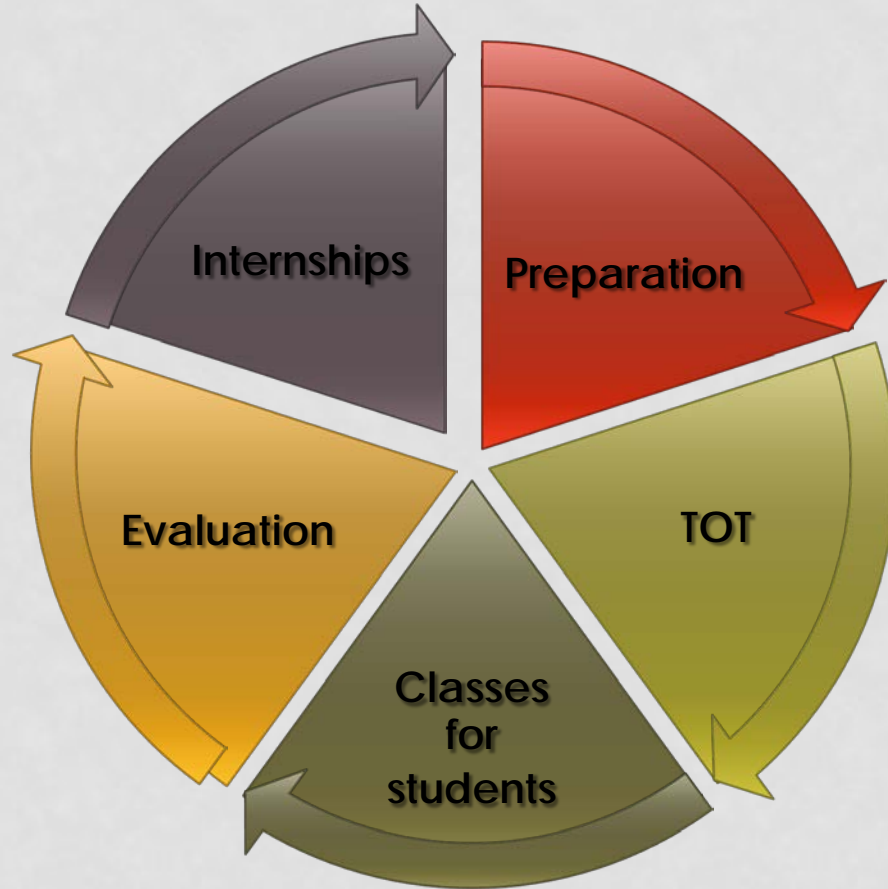
PROJECT OVERVIEW

PARTICIPANTS

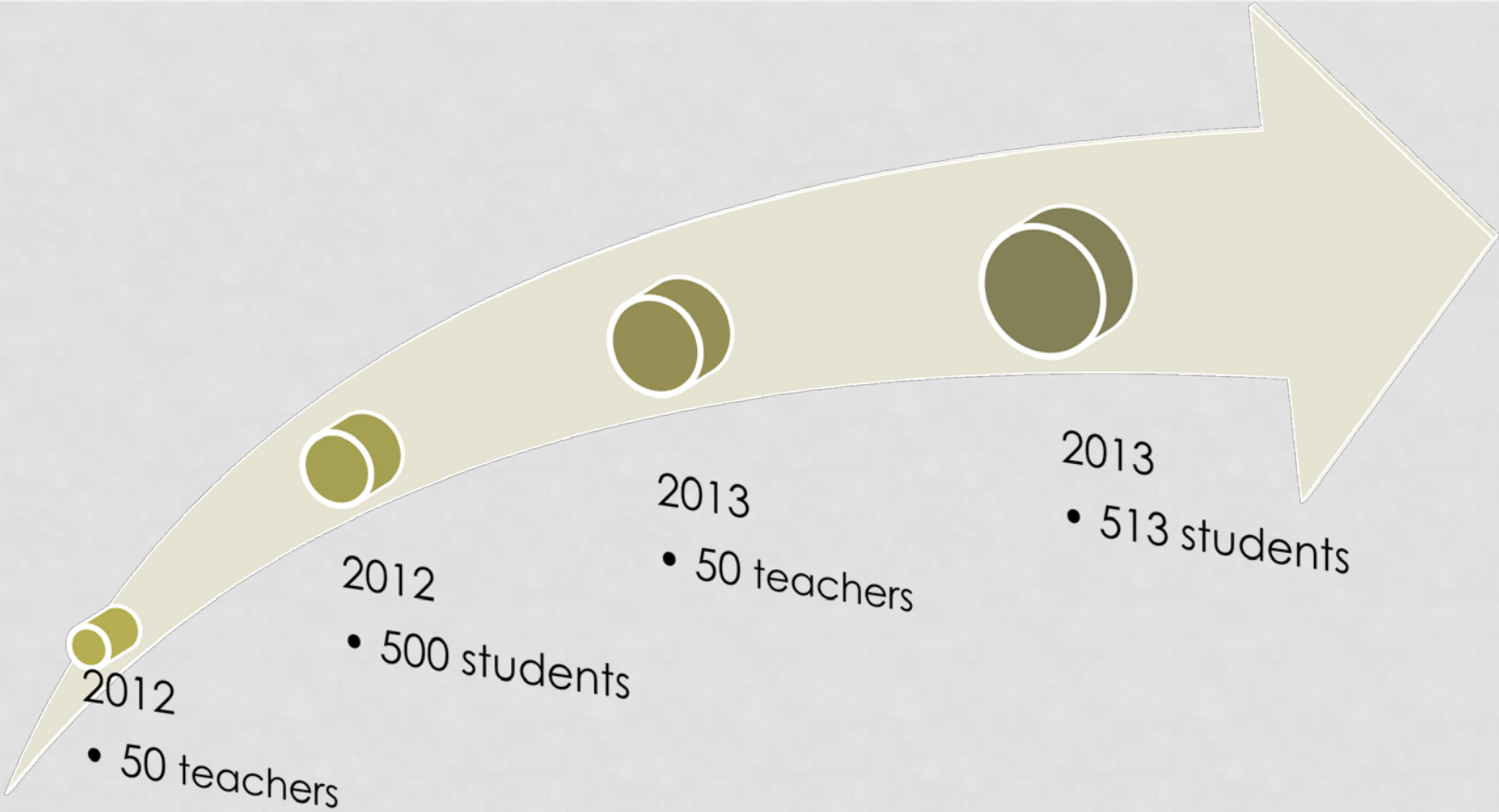
10 VOCATIONAL SCHOOLS OF ST. PETERSBURG

1. St. Petersburg College of Shipbuilding and Applied Technologies
2. St. Petersburg Auto Transportation Lyceum
3. Auto Service Professional College №110
4. Railway Transportation College
5. St. Petersburg Technical College
6. Auto Transportation and Electro-Mechanical College
7. College of Water Resources
8. Road and Transportation College
9. St. Petersburg Polytechnic Lyceum
10. Marine Technical College

PROGRAM STRUCTURE

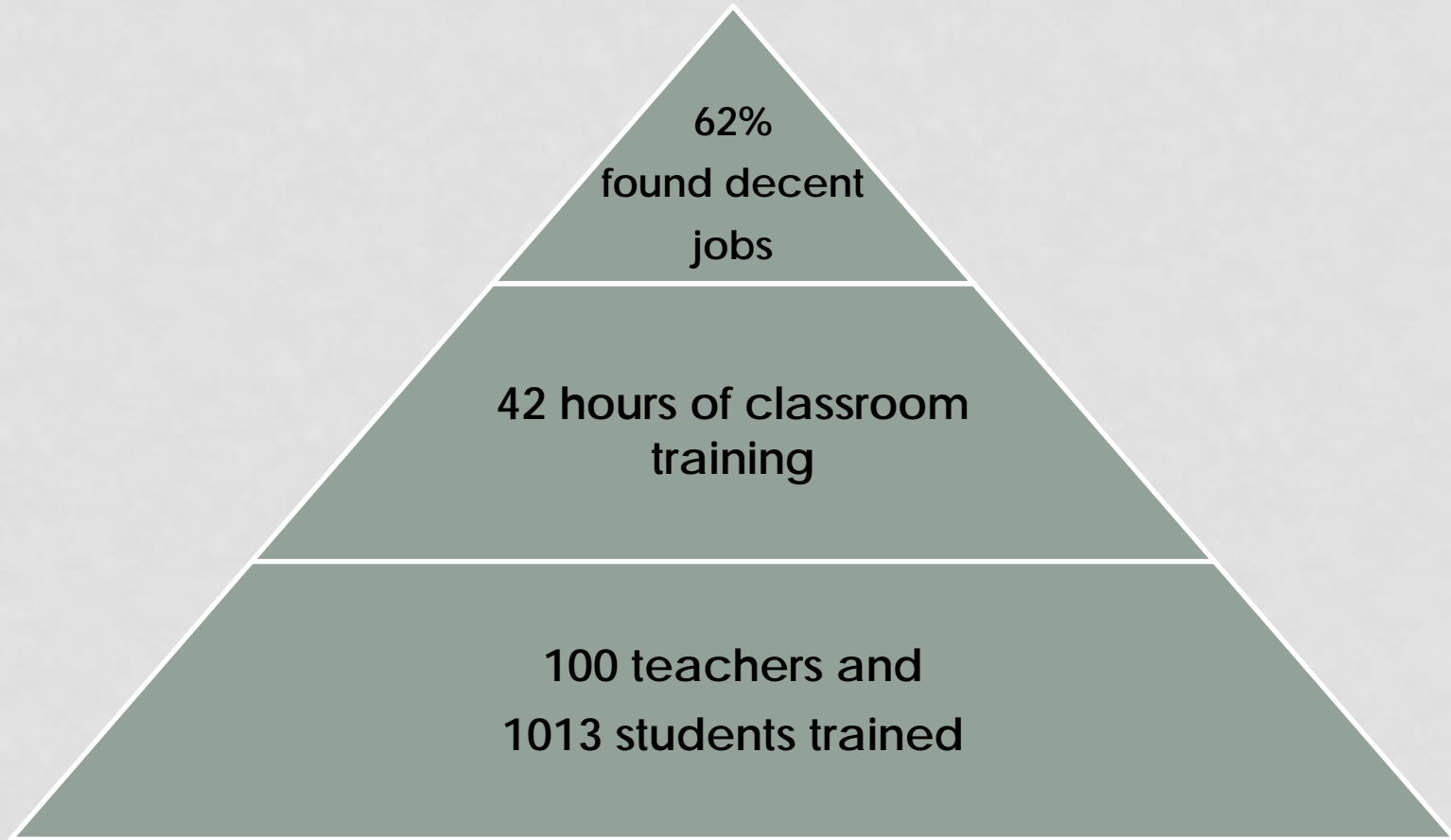


PROGRAM IMPLEMENTATION



PROGRAM RESULTS

2012-2014



KEY INNOVATIONS

STUDENTS ENGAGEMENT

WEB PORTAL: <http://equip.youth.mir4you.ru>

- job opportunities
- career consulting
- resume bank
- sharing of experience (trainers, students, general public)
- contests & information for students and general public

KEY INNOVATIONS

МИР В ТВОЕМ ОКНЕ

22 августа, Пятница

Молодежное Информационное Равенство

[Rus](#) | [Eng](#) | [Et](#)

[Войти в личный кабинет](#) [Зарегистрироваться](#)

EQUIP YOUTH

Готовимся в Мастера

Готовимся в мастера

О проекте | [Участники](#) | [Конкурсы](#) | [Полезная информация](#) | [Фонде](#)

Фонд развития социальных инициатив "Новые Перспективы" в партнерстве с "Международным Молодежным Фондом" и компанией Caterpillar реализует программу Equip Youth, в рамках которой большое количество социально незащищенных молодых людей в разных странах мира получат возможность развить навыки трудоустройства, а также поддержку в поиске достойной работы, что позволит молодым людям активнее участвовать в жизни общества, внося свой вклад в его развитие.

Цель:
Обучение студентов выпускных курсов профессионально-технических училищ и колледжей города Санкт-Петербурга и Ленинградской области дополнительным навыкам, которые помогут в поисках работы и в дальнейшем трудоустройстве.

Задачи:

- Создание методического пособия по обучению дополнительным навыкам студентов выпускных курсов ПТУ.
- Подготовка не менее 100 тренеров из числа преподавателей ПТУ Санкт-Петербурга и Ленинградской области.
- Обучение не менее 1000 выпускников ПТУ жизненным и профессиональным навыкам.

[Продолжение](#)

Популярные | [Обсуждаемые](#) | [Добавить](#)

Найти работу | [Добавить регион](#)

Москва

все отрасли

Видео | [Добавить видео](#)

Обсуждение

6 комментариев

Ваш комментарий...

Помощь специалиста

DESIGN/METHODOLOGY

PORTAL BASICS <http://equip.youth.mir4you.ru>

- www.mir4you.ru – one of NPF web resources – the base for the EY program portal
- Test version of the portal - launched in September 2012
- Final version – November 2013

USER REGISTRATION

- Via existing VKontakte accounts
- Forum section – the major communications ground – based on Vkontakte scheme

INFORMATION AVAILABLE ON THE PORTAL

- News & articles (employability, job search techniques and resources, job interviews), contests, awards, photos ad videos;
- Job opportunities (of local companies, and provided by the specialist on-site in charge of local labor market monitoring);
- EY students' and other youths' resumes
- Permanent section “Expert Assistance” specially developed and tailored for job search consulting and employability support

IMPACT

EY RUSSIA WEB PORTAL VISITING STATISTICS

- Total number of visitors – 100 700
- 950 visitors per day

DAILY TRAFFIC, NOVEMBER 2013

Two most popular sections of the portal

- Expert Assistance section – **13 500** daily visitors
- Find a Job – **21 000** visitors
- **62%** - employability rate (2012-2013 academic year program graduates)
- **58%** - of those questioned said they had used knowledge and advice acquired at the portal during the job search process

CHALLENGES

MAJOR CHALLENGES

- Bring information to students
- Encourage them to visit the portal
- Boost their activity on the portal
(contests, prizes, competitions,
sharing experience)

REPLICATION

ADAPTABILITY OF THE PLATFORM

- Can easily be transformed and adapted for different purposes
- Thanks to its flexibility can be replicated for other similar projects
- www.mir4you.ru platform provides a unique opportunity to scale-up the impact, helping to reach students/youth in remote regions

THANK YOU!

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