EQUIP YOUTH IN RUSSIA

2012-2014 PROGRAM INNOVATIONS

CENTER FOR CORPORATE COOPERATION DIALOGUE

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

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

32.2% OF YOUTH HAVE NO WORK EXPERIENCE
VOCATIONAL STUDENTS GRADUATES

- Work: 50,8%
- Studies: 35%
- Army service: 13%
- Maternity leave: 1,2%
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.
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

- Internships
- Preparation
- Evaluation
- TOT
- Classes for students
PROGRAM IMPLEMENTATION

- **2012**
  - 50 teachers
  - 500 students

- **2013**
  - 50 teachers

- **2013**
  - 513 students

CENTER FOR CORPORATE COOPERATION
DIALOGUE
PROGRAM RESULTS
2012-2014

62% found decent jobs

42 hours of classroom training

100 teachers and 1013 students trained
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
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!

Contact details:
Phone: +7 495 621 1185, +7 495 624 4081
Fax: +7 495 621 1473
Web-site: www.npf.ru
E-mail: npf@npf.ru