The Nestlé European Youth Employment Initiative

General presentation

April 2015
Unemployment: a societal disaster for Europe

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<td>Youth</td>
<td>15%</td>
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<td>23%</td>
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<td>Total</td>
<td>7%</td>
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2008 2013 2014 E
Social impact: we need our youth at work...

The Youth Employment Initiative: top CSV priority for Europe
Our commitments

Get Hired
We’re hiring 10,000 young people aged below 30 by 2016

Get Support
“Readiness for work” programme throughout Europe: career counselling at schools and colleges

Get More Opportunities
Alliance for Youth: partnering with our suppliers will create more opportunities

Get Skilled
10,000 apprenticeship and traineeship positions by 2016
Nestlé’s European Youth Employment Journey

27 Sept 2013 – L’VIV
Internal kick-off “Nestlé needs YOUth”

15 Nov 2013 - ATHENS
Launch “Nestlé needs YOUth”

2 July 2013 - LEIPZIG
Nestlé signs up to the “European Alliance for Apprenticeship”

“Readiness for work” programme throughout Europe: career counselling at schools and colleges

Get Hired

Get Support

Get More Opportunities

Alliance for Youth: partnering with our suppliers will create more opportunities

Get Skilled

10,000 apprenticeship and traineeship positions by 2016

We’re hiring 10,000 young people aged below 30 by 2016
More than 20,000 recruitments before 2016

Direct recruitment and apprentices/trainees 2014-2016 (including apprentices from South Europe)
Our results in 2014

We hired 7,690 young people across Europe.

We organised 1,677 “Readiness for work” workshops, with 5,652 volunteering Nestlé employees.

Get Skilled

- 4,142 apprenticeship and traineeship positions
- new apprenticeship schemes in SL, IT, ES, PT...
- Labour mobility program

“Alliance for YOUth”:
Close to 200 business partners
#ALLiance4YOUth
Labour Mobility Scheme – Spain/Germany

Started last year, the programme provides apprenticeship opportunities in Nescafé Dolce Gusto factory in Schwerin (Germany) to Spanish students, who get practical and vocational training at the site and the local vocational training at the school. The programme runs in partnership with the local government of Catalonia, the Employment Office and the Chamber of Commerce and the EU’s EURES job portal.
What is the «Alliance for YOUth»?

- The “Alliance for YOUth” is an Alliance of **close to 200 companies** in Europe who recognize that youth unemployment is a major social and economic issue in Europe and are committed to helping to solve it.

- This business-driven movement aims at promoting a **better transition from education and training to employment for our youth across Europe**. The “Alliance for YOUth” wants to be a change agent in sharing knowledge and experiences to solve local barriers to youth employment.

- The “Alliance for YOUth”, founded by Nestlé, has a broad membership and all the companies involved have **pledged** to:
  - Develop a number of **joint initiatives** to give young people meaningful work experience and internships.
  - Mobilise employees to go out into the community and help young people get **'Ready for Work'** by offering CV preparation and interview advice.

- Pledging to create **more than 100,000 job and training opportunities** for young people in the coming years.
Nestlé’s European Youth Employment Journey

23 June 2014
Youth employment pledge “Alliance for YOUth” founding partners to EAfA

18 Sept 2014
Official launch of the “Alliance for YOUth” across Europe

Alliance for Youth

Founding Members of the Alliance
#ALLiance4YOUth

WE NEED TO TACKLE THIS TOGETHER
Nestlé’s European Youth Employment Journey

16 Oct 2014
Food industry Social Dialogue youth employment pledge

12 March 2015
AIM-EYF initiative “Skills for the future”
Nestlé’s European Youth Employment Journey

Alliance for YOUth @ THE PARLIAMENT
To discuss “Alliance for YOUth” Learnings

16 March 2015
Launch of the A4Y Facebook platform

7 May 2015
YOUth workshop

2 June 2015
YOUth debate

September 2015
“Readiness for work” toolkit
The first EUROPEAN community dedicated to youth employment

- A social & participative platform MADE by youth FOR youth
- Hosted on Facebook, offering education, jobs, services and entertainment.
- Creative, trendy, relevant and most importantly, serviceable and authentic.
- Developed with CREA and INSEEC, 2 Higher Education Institutions for Bachelor and Master degrees in digital marketing, based in Geneva, Paris, London

Core Team
Four pillars of the Digital platform of the Alliance

- Engagement
- Recruitment
- Employability
- Entertainment

Moving from audience to youth community

Job offers (multi-markets, multi-industries)

Serviceable Content / Practical info

Contemporary short & recurrent formats
At our London launch event, some of the top Executives in Europe and globally took several hours to get to know, coach and celebrate with 60 young people from across Europe. Here are some photos:

Nicola Mendelsohn and Anthony Lamy from Facebook engage in deep discussion with a group, Luis Cantarell from Nestlé is shooting a souvenir photo with his team, while Christophe Cambournac from Nielsen is trying a new cool look with his trainees.
“Readiness for Work” Toolkit developed with partners

- 2 ways to touch young people
  - The Facebook page (March 2015)
  - A toolkit for “Readiness for Work” workshops/events (September 2015)

- 5 main areas of focus
  - How to look for a job
  - Preparing your CVs and Cover Letters
  - Taking care of your Digital Footprint
  - Securing an Interview
2 major upcoming «ambassador» events

**SAVE THE DATE**

**YOUth WORKSHOP**

7 May 2015
1.30-5 PM, FOLLOWED BY A COCKTAIL RECEPTION
EUROPEAN PARLIAMENT ROOM A3H-1

The founding “Alliance for YOUth” partners cordially invite you to the “YOUth workshop” involving (former) apprentices and trainees from “Alliance for YOUth”, youth representatives and policy advisors from relevant MEPs.

You will discuss in three small groups your expectations on youth employment practices starting from the “Alliance for YOUth” learnings. You will make recommendations on how policy-makers and business can better contribute to it.

The discussions will be moderated by HR Managers from the “Alliance for YOUth”. The conclusions of your work will be presented at the European Parliament on 2nd June 2015.

Please register early on Alliance4YOUth@nestle.com as each workshop is limited to 15 places.

**SAVE THE DATE**

**YOUth DEBATE**

2 June 2015
1.30-5 PM, FOLLOWED BY A COCKTAIL RECEPTION
EUROPEAN PARLIAMENT ROOM PHS P6B001

Eva Paunova MEP, the European Youth Forum, EU40 and the founding “Alliance for YOUth” partners cordially invite you to a dynamic debate with high level policy makers, CEOs and youth representatives including trainees and apprentices.

The “Alliance for YOUth” is a business-driven initiative set up to tackle youth unemployment in Europe, one of the most dramatic social consequences of the economic crisis. So far, close to 200 companies from across Europe have joined the “Alliance for YOUth”.

Together, these partners pledged to the European Alliance for Apprenticeships to create more than 100,000 jobs and training opportunities for young people. One year after their pledge, the “Alliance for YOUth” partners want to bring their learnings to the table.

To register, please inform Camelia Vadea on camelia@eu40.eu or +32 263 98 234.
The Nestlé European Youth Employment Initiative