



Maribor LAP Summary: LET'S DO IT TOGETHER IN MARIBOR

Local Action Plan Summary of My Generation at Work URBACT Thematic project

Name of the city: MARIBOR

Title of LAP: LET'S DO IT TOGETHER IN MARIBOR

Policy challenge the LAP is addressing

Young people are important for our city and the current situation with regards to youth employment raises immense concern. According to the Statistical Office of the Republic of Slovenia the unemployment rate in Maribor as of April 2014 was 45.9 % among young people aged 24 and younger and 25.5 % among those aged between 25 and 29. As of June 2014, the total number of unemployed young people in Maribor aged between 15 and 29 was 1,755. The unemployment rate in Slovenia as of April 2014 was 32.7 % among young people aged 24 and younger, whereas 20.0 % among those aged between 25 and 29.

The Slovenian labor market is confronted with a mismatch between supply and demand, which is strongly connected with the process of entering educational programs. In order to overcome the obstacles of transition from education institutions to employment, the issue of low employment among young people has to be addressed through direct policy planning in the local community, whereas the development of competences of young people has to be promoted in accordance with the needs of the local labor market, the networking between economic and education institutions strengthened in the form of mentoring and internships. Furthermore, entrepreneurship has to be encouraged, a friendly business environment for young people created, whereas incentives for employment in (non-)economic activities provided in order to employ the full potential of young people in the local environment.

Focus and goals of LAP

This LAP represents an important step towards improving cooperation between key

stakeholders/partners in Maribor which, in our opinion, will produce adequate answers and solutions to the challenges of youth employment. Young people are important for our city and the current situation with regards to youth employment raises immense concern. The main objectives of this LAP are to ensure a structured cooperation between the key local stakeholders in the field of youth employment (thus their networking synergy potential can result in new measures that will have an impact on youth employment) and enhance employability and increase employment of young persons aged between 15 and 29.

Actors and partners of LAP

The main partners of the LAP:

- The City Youth Council Maribor contributed with its views and opinions on the topic of youth (un)employment, and furthermore with extensive information on how and where young people search for solutions to this serious issue.
- The Employment Service of Slovenia, Branch Office Maribor, provided valuable statistic data on youth unemployment and shared their rich experience gained through providing services and active labor market measures for the young unemployed. Furthermore, their cooperation and support are crucial in order to reach young unemployed persons and ensure their participation in the LAP activities.
- The Career Center of the University of Maribor provided information on students, whereas graduates could benefit from career planning offered within the center.
- The Business Incubator of the University of Maribor provided an input on how an innovating ecosystem can promote and support entrepreneurial engagement of students and researchers. Furthermore, the Business Incubator is expected to play an import role in transferring these experiences gained through the development of new start-ups also in the period up to 2020.
- The Maribor Development Agency was responsible for the elaboration and implementation of the Regional Development Program for the Podravje Region, 2014 – 2020, which is currently under discussion. It is expected to address the issue of youth unemployment and provide some measures aimed at enhancing employment and employability of young persons.

Several non-governmental organizations are also partners in the LAP: the Institute PIP – Legal and Information Center of Maribor, the Center for Alternative Production and Development

(CAAP), the Institute for the Development of Social Responsibility (IRDO), Ypsilon Institute and the Student Organization of the University of Maribor.

Nature, Actions and timetable of LAP (about max 200 words)

The LAP is an agreement among above mentioned partners that agreed to cooperate in the drawing up of this LAP, contribute to an effective and efficient implementation of the LAP measures and monitor its implementation in the period between 2015 and 2020.

Measures	Purpose	Timescale
FORMALIZATION OF THE LOCAL SUPPORT GROUP	The LSG will be responsible for the development, implementation and monitoring of the LAP.	2014
JOB CAFÉ - INFO CENTER	Provides a space for young people to socialize, meet and obtain advice and information on available services in the field of career guidance, job searching, education and training, (self)employment etc.	2015
WEB PORTAL	Upgrade of the web portal http://www.mladimaribor.si , with the purpose to provide comprehensive information about events for the youth in Maribor.	2015
REASEARCH or STUDY ON MOTIVATION OF YOUNG PEOPLE	Identifying how to motivate young people to take greater responsibility for their own success on the ever-changing labor market and increase their social engagement.	2015-2016
PROJECTS and ACTIVE LABOR MARKET MEASURES FOR YOUNG PEOPLE	Ensuring mentoring programs and internships for the youth.	2015-2020
	Supporting social entrepreneurship among the youth.	2015-2020
	Continue the GFI initiatives of the My Generation at Work project	2015-2017
	Preparation, implementation and (co)funding of new active labor market measures that are not yet available, funded by the Municipality of Maribor and ESS.	2015-2020

Funding

The funds necessary for the implementation of the measures envisaged in this LAP will be planned and allocated within the budget of the Municipality of Maribor, while some measures will be only co-funded by the municipality, as in the case of public works (community programs) where the majority will be funded from the state budget (Ministry of Labor, ESS). Furthermore, partners will also need to invest effort into obtaining other resources and in order to ensure their own funding contribution. In addition, the possibilities of co-funding within different EU programs will be thoroughly explored (Erasmus+, Key Action 2: Cooperation for Innovation and the Exchange of Good Practices, Regional Development Programs – Cohesion Policy Measures, European Social Fund). Private (co)funding will be

considered as an equally important resource for funding the LAP implementation.

Risk analysis

By signing a Letter of Intent the above mentioned partners agreed to cooperate in the drawing up of this LAP, contribute to an effective and efficient implementation of the LAP measures and monitor its implementation in the period between 2015 and 2020. The ULSG is now shortly named LSG and will stay this way after the conclusion of the project. Nevertheless, a risk of commitment of all parties is always present. There is also a high level of political risk in Maribor because of past political instability.

Websites/Further reading

For further reading please visit the My Generation at work website (http://urbact.eu/fileadmin/Projects/My_Generation_at_Work/documents_media/LAP_Maribor_-_Let_s_do_it_together_in_Maribor.pdf) where the full LAP is accessible.

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