DIGITAL MEMORY AID

MY GENERATION@WORK
TRANSNATIONAL KICKOFF MEETING
ROTTERDAM 4-5 OCTOBER 2012
Dear people,

Some excellent work has been done towards and during our international meeting and we have been able to submit the MyGeneration@Work final plan with 6 main products. In November we will meet with the URBACT Assessment Panel and in December we will make the last changes if required. We expect to get the subsidy contract in January 2013. For this submission we have developed a baseline study-summary of the youth employment state-of-the-art debate in Europe, with key themes and messages (the ‘why’).

Consider this Digital Memory Aid as a complementary document with some highlights of our international meeting in Rotterdam. The document is meant for you as a participant. We hope that when you read this you will remember the conversations, insights and ideas you had and that you can re-connect with the energy of this meeting. We hope it will help you make the connections to the MyGeneration@Work products we have proposed.

The challenge for us is not to fly out in all directions, for we would run out of fuel. We need to set clear goals (the ‘what’). The end goal of our project is to have a better set of good practices in the MyGeneration@Work cities. The challenge is to identify an interesting experiment in your city and try it out. If it works it can have a snowball effect, if not you know something is wrong and should be changed. This is what we call good dynamics! So in Maribor we will practice on the ‘how’ of these dynamics:

Be prepared to GO FOR IT! For the Official start of the Implementation Phase of 27 months on the 1st of February 2013. See you in Maribor and meanwhile lets Yammer!

Cleo, Bob, Andrea, Dionne, Pepik, Piotr, Timo
LAP: LOCAL ACTION PLAN = HOW TO TAKE PRODUCT(S) ON THE LOCAL LEVEL FURTHER WITH NEW EXPERIMENTS AND DEVELOPMENT
What can MYGENERATION@WORK do for your city?
First impressions….

When first talking about our different needs, it turned out we are using the same words:

Identify good **practice**
Multiplicity of **good practices**
**Good Practice office** (local & international)
**Good practice sharing**

**Share experience** about social innovation program

Designing of joint **system**
**New system** of quality measurement of schools

**Empowerment** & certification of key competences
**Learn to speak** with various **partners**

Effective **partnerships**

**Business Networks**
**Youth Network**
**Network of stakeholders**

Multi **stakeholder platform**

A **platform**, an infrastructure
A **platform** for entrepreneurship

**Platform of youngsters** = European Youth Capital 2013

Better understanding of **youngsters**
Innovative engagement of **young** people

**New** ideas to support **young** people
**New** ways of learning to be enterprising
**New** initiatives

**New** model 2 support **enterprise skills**
**Government** **enterprising policy**

Implementing youth **policy**
12 CITY PITCHES
**BRAGA**

‘We are the current European Youth Capital. We started with a call for ideas: young people could pitch to show their talent. Next step. We made several trainings for youngsters and entrepreneurship. Next step. We select people from previous activities and ask them to work together. Next step. We faced unemployment. We gave young gloves to fight for a job... Next step. We are trying to connect the dots, still going on, connecting all parties. Next step. Think wide, across the world. Discuss the unemployment with young people everywhere. Next step. Make empowerment, solutions entrepreneurship for young people... Our results: 27 new ideas, 57 new jobs...

**TEMPERE**

I will not talk about what we have done so far but what we are going to do. Our spaceship is called tenterprise. We are building connections between entrepreneurs and young people just like everywhere. We would like our efforts to become a permanent service of our city.

**RIGA**

My Generation@Work Riga is about spaces and connections: we want a joined strategy based on a better understanding of young. how do we provide space for entreprising young people? we start with internships within the municipal companies.

“It was not enough so we took another step”
**TURIN**

Our aim is to promote the positive potential of our younger generation. We want to develop a project in the field to promote the youngster entrepreneurship in the field of social innovation, a field in which we still lack competence. Our hope is to transform this experiment into a permanent service.

**ANTWERP**

Youth employment is a big problem. Antwerp Port has a lot of vacancies but has negative image amongst youngsters. By appointing embassadors, we aim to raise the interest of youngsters for work in the harbour.

**MARIBOR**

We will be European Youth Capital (EYC) in 2013. The main aim of Maribor is to connect all the stakeholders. WE have a bad system. It very difficult for students to find a place to do traineeships- there are very few places. If any city has advice on how to do that let us know!
**ROTTERDAM**

We want to discover how to increase employability for youngsters. They will stay if there is a better match between demand and supply. We believe in young talents, networks of frontrunners (...) We want to be the **kitchen**. We do not want to cook meals for projects. We want to discover what people want to cook and provide the right infrastructure.

**THESSALONIKI**

Our main problem is employment- we want to have a network in the city because now initiatives are isolated. We have over 100,000 students. Our city was called the city of frappe coffee - a sleeping city. Three years ago a new mayor with new ideas opened a new department of youth and volunteers. We applied to become 2014 EYC and succeeded. Since then a new spirit has come to the city - young people are taking over. We want to take over good experiences from other cities for the EYC year.

**GDANSK**

FLAME theory: We may have a kitchen but what we really need for cooking is fire: energy! We have nice initiatives, but they only touch a small part of the young population. Multiplication is important! Vocational counselors- how do we make them into “energizers” of entrepreneurship? We need to have a culture of failure as a basis for innovative development!
GLASGOW
We have 95,000 young people, 15% of our population, 23% of our working population. We have 3 universities. Youth employment is high priority for the city council. Despite all good infrastructure, we are not good in involving the young people in the design. We hope MG@W will bring this.

WARSAW
We call it the “Work on work” program. Our priorities: - establish the network, improve information system on education possibilities, use partners in the business sector to find new partners in the business sector, job advising services in primary and secondary schooling.

VALENCIA
Our youth unemployment: 52%!!!! We have two main priorities: youth integration and supporting enterprises to generate employment. We start with: VYP- Valencian Young Project = Very important persons. In MyGeneration@Work we want to give young people a say in the local policies; connect with other organizations – especially businesses and adapt our programs to the needs of the companies and young people.
“YOU CAN LEARN OTHER WAYS OF WORKING.”

“THE NETWORK OF MYGENERATION@WORK IS GOOD IDEA FOR THIS STRATEGY.”

“…BUT HOW TO INNOVATE?”

“CONCEPT OF SPACES IS QUITE POPULAR IN RIGA”

“What are you best products of your City and what is the best practice?”

“WHO ARE YOU LEARNING FROM IN YOUR CITY?”

“DO YOU KNOW WHO YOUR FRONTRUNNERS ARE?”
SNAPSHOT OF THE LEARNING POINTS AFTER DAY 1

Nina (Maribor)
We have to cooperate with young people and other stakeholders

Andrea (Expert)
European Youth Capitals are learning from each other

Ene (Tampere)
I want to ask your business cards and learn from you!

Peri (Thessaloniki)
We have common problems. We are developing a youth center and I will bring your experience with me to Thessaloniki.

Hassan (Antwerp)
We have to teach youngsters to become self-managing of their own lives (skills). If you can manage yourself you can, one day, manage a company.

Jared (Rotterdam)
Social innovation is important and social innovation starts in cities. Let’s connect!

Ali (Antwerp)
In social affairs too many people don’t think in concrete results. This mentality has to change to a more business minded focus. We have to change the way we sell it. We have to show the real results and how we save money.

Rui (Braga)
We have to connect education with entrepreneurship.

Peter (Gdansk)
Young people are NOT the problem.

PLAYING THE DOMINO GAME WE FOUND OUT WHAT STRUCK US INDIVIDUALLY THE MOST AND WHAT OUR LEARNING POINTS WERE AFTER THE FIRST DAY:

Victoria (Valencia)
We need to develop more public-private projects. That is new for Valencia.

Cleo (Rotterdam)
How to find new people in your cities having new and good ideas? MyGeneration@Work workshops should provide some training, tools... so that you can really do it.
FISHBOWL
ROTTERDAM & ANTWERP
On skills and brokerage

“How does not believe in social corporate responsibility”

“You need to be willing to understand what companies want and be willing to understand what youngsters want.”

“Brokerage is crucial”

Rotterdam:
“Job orientation has become part of the curriculum in schools-interview skills, employability skills, how to write application letters, etc.”

How do you want to use My Generation@Work in Antwerp?

“the challenge is to make these organizations work together instead of competing.”

“Difficult to find both qualifications in one person.”

Antwerp:
“the competence story has not been picked up by the Flemish government. Antwerp wants to become an example in Belgium.”

Greece:
“Our schools do not want to have companies in their schools, that is perceived to be grey advertisement.”

Poland:
“Hi5 does not believe in social corporate responsibility”
ROTTERDAM: MATCHING VACANCIES AND UNEMPLOYED PEOPLE IS NOT AN EASY EXERCISE.

ANTWERP: ACTUALLY, YOU SHOULD FIND THE EASY JOBS, THOSE WHICH ARE NOT VISIBLE, AND FILL THEM IN WITH THE DIFFICULT-TO-EMPLOY PEOPLE.
FISHBOWL
MARIBOR & THESSALONIKI
On European Youth Capitals

Thessaloniki
“NOW WE HAVE A BROADER NETWORK”

Maribor
“START AN INTERNATIONAL ARENA.”

Rotterdam
“WITH THE EUROPEAN YOUTH CAPITAL THE FLAME IS GOING FROM CITY TO CITY. WHAT IS YOUR FLAME?”

Maribor
“I INVITE EVERYONE TO COME TO MARIBOR AND PRESENT THE PROBLEMS OF YOUR CITIES TO THE YOUNGSTERS IN MARIBOR.”
**Fishbowl**

Go for it!

How do you think you can find the right dynamics? How can you invite the partners that you need but who are not doing a good job, without putting them in the defense?

“THE PROCESS ITSELF IS IMPORTANT”

**Good Dynamics**

**Piloting, Peer Learning and Snowballing on Success are Key Words to Describe the Dynamics We Are Aiming For. We Want Fast Success to Build on -and Quick Discovery of Failure so We Can Learn and Re-Direct-**

**Go for Its**

GFT’s are dynamic experiments realising the priorities of the city (like for instance engaging with forerunners in education and business to create a better enterprising curriculum). Cities can launch several experiments, but the purpose is to have a manageable number, so good learning is possible.

“Let’s Involve Them in Concrete Activities”
COMMUNICATION
Especially for in between the international workshops- we need dynamic ways to exchange ideas and communicate. We are going to try out Yammer- a closed group web-based exchange tool. If you have media articles or other publicity please send them to Cleo. Use the EU, URBACT, MGatWork logos on ALL publicity.

REPORTS
All cities report on progress on their GFT’s and products. In Maribor particularly: practicing the dynamics of the project, Enterprising curriculum and Spaces In Braga particularly: Brokerage and developing the LAP’s Halway workshop: progress + LAP.

ENTERPRISE FLIGHT LOG
This is a Diary, kept by the project coordinator [together with his/her team], including the LSG notes and minutes. Pictures and videos are also recorded. Key discoveries, messages, questions, ’wow’-discoveries, etc. are posted on the MG FLEET YAMMER = MG@Work communication platform, sharing key experiences & ideas, highlights, questions…

TIMELINE INTERNATIONAL WORKSHOPS

APRIL 2013: MARIBOR (EYC 2013)
SEPT 2013: BRAGA
JAN 2014: THESSALONIKI (EYC 2014)
MAY/JUNE 2014: TAMPERE
SEPT/OCT 2014: WARSAW
NOV 2014: WARSAW/TAMPERE
FEB 2015: ROTTERDAM
CLOSURE APRIL 2015
“OUR BUSINESS IS TO MATCH THE GROWING DEMAND FOR PEOPLE THAT CAN OPERATE THE NEWEST PRODUCTION MACHINES. WE UPGRADE THE PROFILE OF JOB SEEKERS BY LETTING THEM DEVELOP THESE SKILLS.”

**RDM CAMPUS**

Rotterdam’s Quality Leap initiative integrates active inclusion and urban regeneration measures, so that residents of disadvantaged neighbourhoods will remain living in these neighbourhoods when their situation improves. The RDM Campus is one example of this: the former RDM wharf now hosts educational institutions as well as businesses. ‘RDM’ stands for Research, Design and Manufacturing. The RDM Campus project has already achieved close cooperation between education services and employers. Some 2,500 people now use the RDM Campus. Five educational institutions with 1,200 students are established there and companies are moving in. Young people are now acquiring the level and type of education and training that employers actually need.
LET'S KEEP IN TOUCH!

ALL DOCUMENTS PRESENTED ARE AVAILABLE ON PROJECTPLACE
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ID-Book Femke Bijlsma & Laurenz van Gaalen, www.meneerdeleeuw.nl
'The ID-BOOK is a storage place for newborn ideas and concepts. During a good brainstorm or envisioning session, participants see new connections and come up with new ideas. They can see these ideas in front of them. New ideas are very volatile, it’s hard to capture them or transfer to people who were not present during the brainstorm session. A week later, the ideas often have faded out of our memory. We recall a vague notion of a good feeling and positive energy but we cannot easily reproduce what we had in mind. The ID-BOOK contains everything that can help remember and capture the energy of what happened in the brainstorm: sketches, impressions, opinions, quotes and ideals. The ID-BOOK is a place where concepts and images are structured further and made communicable. In the ID-BOOK all ideas are good. The ideas that generate most energy should be explored further.'

Meneer de Leeuw www.meneerdeleeuw.nl