

## Press Information

# 115 000 young Europeans trained and hired by “Alliance for YOuth”

- “Alliance for YOuth” has delivered 115 000 job and training opportunities since 2014
- Member companies pledge to deliver 230 000 new opportunities by 2020
- Companies point to ‘dual learning’ as critical to support youth employment in Europe

“Alliance for YOuth” companies have provided training and jobs for 115 000 young Europeans since 2014.

The “Alliance for YOuth” is a business-driven initiative to promote youth employment in Europe. Initiated in 2014 by Nestlé, it now unites more than 200 large and small companies.

The companies have also set up more than 600 dual learning schemes across Europe and organized 10000 workshops to prepare young graduates for job interviews or support them entering the job market.

“In two years, the Alliance has grown from a single company initiative into a broad social movement.” says Luis Cantarell, Executive Vice President for Nestlé. “We have member companies in 23 European countries who not only provide jobs and training, but also work together with authorities and schools to create new opportunities. We have become true ambassadors of youth employment”.

By offering concrete work experience, the companies want to tackle what young unemployed Europeans still call the number one reason for not being hired.

Karen Fichuk, President of marketing research company Nielsen: “A survey among 1700 apprentices revealed that 96% of them believe it will help them find a job after their studies, while 98% of apprentices would recommend apprenticeships to others. This proves that we need to continue to invest in strengthening the relations between education and companies.”

### 230 000 more opportunities by 2020

In a meeting at the European Parliament today, Nestlé and the Alliance pledged to double their efforts and create 230 000 new opportunities for young Europeans between 2017 and 2020.

The event involved European Commissioner for Employment Marianne Thyssen, several members of the European Parliament as well as youth organisations, representatives from the “Alliance for YOuth” companies and the education sector.

Speaking at the debate, European Commissioner for Employment Marianne Thyssen said: “The Alliance for Youth shows how investing in youth is also good for business. I am very pleased that it is stepping up its efforts with a new commitment under the European Alliance for Apprenticeships to offer 230 000 new placements to young people in Europe to secure their first foothold in the labour market. These alliances are making good headway to boost the employability of young people through quality apprenticeship and work opportunities.”



## Need to promote dual learning schemes across Europe

Since 2014, “Alliance for YOuth” companies have set up 620 dual learning schemes in countries like Spain, Croatia, Poland or Italy.

Dual learning schemes combine a higher education degree with vocational training and are already fully integrated in school curricula in, for example, Germany and Austria. The aim of the Alliance is to broaden this practice to the rest of Europe.

The success of the “Alliance for YOuth” has inspired companies to roll out youth employment initiatives worldwide. In August, the International Labour Organisation reported that after a few years of improvement, global youth unemployment is set to rise in 2016. Moreover, young people are disproportionately affected by poverty while having a job.

\*\*\*ENDS\*\*\*

TAGS - #All4YOUth, youth, employment, dual learning

### About the “Alliance for YOuth”

The “Alliance for YOuth”, initiated by Nestlé, has pledged in 2014 to develop a number of joint and individual initiatives to give young people meaningful work experience and internships. The companies also mobilize their employees to go out into the community and help young people get ready for work by offering practical advice, CV clinics and interview preparation. The “Alliance for YOuth” partners are active members of the European Commission’s European Alliance for Apprenticeships, promoting apprenticeships and training as active ambassadors of vocational training across Europe.

Europe-wide partners include workforce solutions provider Adecco Group, insurer AXA, international food group Cargill, logistics groups CHEP and DS Smith, Global Energy Player ENGIE, consultants EY, social networking company Facebook, perfume and flavor firm Firmenich, information technology firm Google, retailer METRO GROUP, food and drink producer Nestlé, consumer insights group Nielsen, communications firm Publicis Groupe, technology firm Salesforce, chemicals and advanced materials company Solvay, information exchange platform Twitter and international law firm White & Case. To date more than 200 companies across Europe have joined the “Alliance for YOuth”.

[https://www.youtube.com/channel/UCT2ogTwW05T84i\\_NqNrs99A](https://www.youtube.com/channel/UCT2ogTwW05T84i_NqNrs99A)

### About youth unemployment in Europe

Over the last years, youth unemployment figures are slowly coming down in the EU. The current EU average stands at 18.8%, from 23.9% in early 2013. Nevertheless, the issue remains a huge burden on European societies, especially in large cities or in southern Europe, where youth unemployment rates can reach up to 50%.

### About the “Alliance for YOuth” Business-Education Collaboration event 15 November

Agenda & webstreaming: <http://www.nestle.com/media/mediaeventscalendar/allevents/alliance-for-youth-business-education-partnerships-european-parliament>

### YouTube

[https://www.youtube.com/channel/UCT2ogTwW05T84i\\_NqNrs99A](https://www.youtube.com/channel/UCT2ogTwW05T84i_NqNrs99A)

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