



'Youth follow-ups'

Malmö

Website: <http://bit.ly/136FSg0>

Timeline: the programme started in May 2010.

1. Name of Project/Strategy:

'Ungdomsupföljningen' / 'Youth follow-ups'

2. What is the overall goal and what are the specific objectives of the project?

The project follows up on the employment status and activity of young people aged 16-19, as required by Swedish law. The city of Malmö decided to collect information on young people's activities in an innovative way in order to gather information on as many young people as possible.

3. Background

The project began in the 2010/2011 academic year. Malmö did not know if 1 200 of its young people were in education, employment, training or if they were unemployed. Sweden's early school leaving rate is increasing: in 2010, 10% of 18-24 year olds did not finish education, an increase of 2.5% compared to the 2007 figures. Of these 28% were not aware of the city's career centre services. Malmö wanted to learn what these young people were doing and how they can best support them in case they needed help.

4. Who is responsible for the project's implementation?

The project was initiated and is being implemented by the city of Malmö Career Centre.

5. How does the project work?

In May 2010, additional funding was dedicated to improving the monitoring of and communication with NEETs. Four young graduates with diverse academic backgrounds were recruited to explore the status of the early school leavers.

- The project began with the dissemination of a creatively designed, attention-grabbing follow-up questionnaire to collect as many details on the young people's employment activity as possible. The questionnaires were sent out with pre-paid envelopes to be returned to the career centre. To increase the response rate, the programme uses other communications tools to reach people. For instance, the project team created a Facebook page to provide a platform for web forums. The career office also began an outreach programme by phone. Additionally, employees visited young people in their homes to better engage with them.
- The project provides paid internships where participants gain real work experience. They can choose from a wide range of sectors within city departments.
- 'Youth follow-ups' offers a call service where young people receive individual guidance and counselling.
- The programme also provides 'Drop-in 4 dropouts' training. The 10-week session guides young people on their career choices and how to write a good CV and application letter. They also receive technical assistance with their studies or chosen occupations. Participants take part in field visits, group discussions and in structured dialogues so they share experiences, views and raise awareness of opportunities.

6. What are the results of the project (so far)?

Research so far shows the following (out of 1 200 persons, 50% male and 50% female):

- 30% are still studying
- 12% are working
- 8% are having social problems e.g. drug addiction, permanent illness
- 10% are working with career counsellors
- 40% were not informative regarding their activity.

The research also demonstrates which monitoring method was the most successful:

- 40% of young people were reached by phone
- 20% returned the leaflet
- 15% were visited at their homes
- 15% responded on Facebook
- 10% contacted the career service themselves.

7. Was the project evaluated and were there any follow-up activities?

Youth follow-ups now meets with all of the young people in the programme, up from meeting only 28% in 2010. Between 2008 and 2010 the project had two full-time employees; in 2011 they contacted 78% of young people in the project and in 2012, they had a team of five people (2 of them are employed part-time) and were able to meet all the young people in the area.

8. What lessons did you learn?

By applying innovative and modern tools of communication and by working with engaged and motivated staff, *Youth follow-ups* is now able to meet all the young people in the programme. The most effective means of reaching young people turned out to be the most direct (the attractively-designed leaflet and personal attempts to contact youngsters). Without the re-structuring of city departments and the enhanced collaboration of these departments working to establish internships opportunities, the project would not have been successful.

9. How is the project funded and what resources are dedicated to its delivery?

The project is financed by the Malmo Career Centre and the Department of Education.

10. Who is the contact officer for the strategy/project?

The project coordinator is Richard Rasmussen (richard.rasmussen@malmo.se).

If you encounter problems with this web-page or would like to modify the content of your city's strategy, contact Anna Drozd (anna.drozd@eurocities.eu) or Caroline Greene (caroline.greene@eurocities.eu).



This publication is commissioned under the European Union Programme for Employment and Social Solidarity (2007-2013). This programme is managed by the Directorate-General for Employment, Social Affairs and Inclusion of the European Commission. It was established to financially support the implementation of the objectives of the European Union in the employment and social affairs area, as set out in the Social Agenda, and thereby contribute to the achievement of the EUROPE 2020 goals in these fields.

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