



Republic of Serbia  
Ministry of Labour, Employment,  
Veteran and Social Affairs  
Ministry of Finance  
Department for Contracting and  
Financing of EU Funded Programmes

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**“TECHNICAL ASSISTANCE ON IMPLEMENTATION, MONITORING, AND EVALUATION OF EMPLOYMENT POLICY AT  
NATIONAL AND LOCAL LEVEL AND STRENGTHENED CAPACITIES TO PARTICIPATE IN EUROPEAN SOCIAL FUND”**

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## **A MODEL FOR OUTREACH AND ACTIVATION OF NEET YOUTH WHO ARE OUTSIDE OF THE SYSTEM**

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Belgrade, September 2024



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## LIST OF ABBREVIATIONS

ALMP	Active labour market programmes
LFS	Labour Force Survey
YG	Youth Guarantee
EU	European Union
ESF	European Social Fund
IEP	Individual employment plan
LSG	Local Self-Government
PROAEA	Publicly recognized organizers of adult education activities
CGC	Career guidance and counselling
IOM	International Labour Organization
MoLEVSA	Ministry of Labour, Employment, Veteran and Social Affairs
NEET	Youth not in Employment, Education or Training
NES	National Employment Service
FSA	Financial social assistance
PwD	People with disabilities
CSO	Civil society organizations
PSE	Pre-school education
SORS	Statistical Office of the Republic of Serbia
RS	Republic of Serbia



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### 1. INTRODUCTION

Youth unemployment and inactivity can have long-lasting consequences for both young individuals and society as a whole. Evidence suggests that exclusion from the labour market, social exclusion and insufficient utilisation of human resources have a negative impact on economic growth and that by investing additional efforts, states could avoid costs associated with high levels of youth unemployment and inactivity (which can amount to 0.8-0.9% of GDP annually).<sup>1</sup>

Despite the positive trends in the basic labour market indicators in the Republic of Serbia, the situation of young people in the labour market is still worrying and requires a systemic intervention in order to remove barriers that stand between young people and the labour market. In addition, the basic indicators of the labour market indicate that the problem of insufficient youth activity persists, for which reason it is necessary to work on a model for reaching out to those young people who are passive, demotivated and who themselves do not turn to institutions for support, as well as on recognising and promoting outreach in partnership with civil society organizations (CSOs), youth offices (YO) and other relevant actors. In July 2021, the Republic of Serbia confirmed *the Western Balkans Declaration on ensuring sustainable labour market integration of young people* and accepted to work towards a gradual introduction of the Youth Guarantee. **The Youth Guarantee** will be implemented according to the model applied at the EU level and in accordance with the Recommendation of the EU Council "Bridge to Jobs – Reinforcing the Youth Guarantee"<sup>2</sup>. The first Implementation Plan covers the time period from 2023 to 2026 and envisages, among other things, the development and piloting of an *Outreach and Activation Model for NEET youth who are out of the system (hereinafter: the Model)*.

The model was developed through the EU-funded project "Technical support for the implementation, monitoring and evaluation of employment policy at national and local level and strengthened capacities for participation in ESF" and sets out the methodology and tools for reaching out to, activating and providing support to young people who are distant from the labour market, minimum standards of services and a framework for monitoring the results of services delivered. Piloting of the Model will be carried out on the territory of three branch offices of the National Employment Service (NES): Niš, Kruševac and Sremska

<sup>1</sup> The EUROFOUND estimates show that in 2012, both Slovenia and the Slovak Republic, which had rates and levels of NEET comparable to Serbia, faced economic costs ranging from 0.8 to 0.9% of GDP. EUROFOUND (2012), NEET – Young people not in employment, education or training: characteristics, costs and policy responses in Europe, Publications Office of the European Union, Luxembourg.

<sup>2</sup> [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AAOJ.C\\_.2020.372.01.0001.01.ENG](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AAOJ.C_.2020.372.01.0001.01.ENG)



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Mitrovica, and the results of piloting and collected information will be used for further improvement of the Model and outreach activities.

**Note:**

The model presented below includes a wider set of activities and services that represent the desired situation in the direction of reaching out to NEET youth and their activation. However, starting from the assessment of existing capacities, preliminary findings of the mapping and limited financial resources, it is recommended to limit the activities and services provided by CSOs for the purposes of piloting, and to assess the activities carried out and services provided, the capacities of the actors involved and the financial resources spent, in order to make recommendations for the improvement of the Model and the gradual expansion of the envisaged services.

For the purposes of piloting, the following steps are planned:

- Identification and mapping (2.1),
- Outreach (2.2),
- Assessing the willingness of NEET youth to engage in YG and identifying obstacles and needs (2.3),
- Activation and provision of services (2.5),
- Monitoring/maintaining contact with the NEET youth after referral to NES (2.6.2),
- Reference to NES and registration in YG (3),
- Monitoring and evaluation (4).



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### 1.1. THE YOUTH GUARANTEE

The Youth Guarantee (YG) is a programme that addresses youth unemployment through the cooperation of different sectors and social partners and implies that young people up to 30 years of age receive a quality offer of employment, continued education (training), apprenticeship or traineeship within four months of becoming unemployed or completing formal education. The YG is carried out in four stages:

#### Mapping and early intervention

Improving the knowledge base on NEET youth. Preventing the entry of young people into NEET status through the system of formal education and developing curative measures for young people who are not in education, who are without qualifications or with low qualifications.

#### Outreach

Reaching out to young NEETs who are away from the labour market and who do not turn to institutions for support.

Initial preparation of NEET youth for entry into YG.

#### Preparation

Registration in YG, segmentation and profiling of NEET youth.

Preparing IEP and preparing young people for acceptance of offers.

#### Offer

Employment

Continuation of education/training

Apprenticeship

Traineeship

### Outreach as a Youth Guarantee Phase

The outreach phase envisages reaching young NEETs who are distant from the labour market and who do not turn to institutions for support for their inclusion in the YG.

The experiences of implementing YG at the EU level indicate that weaker results have been achieved towards the inclusion of young people who are farthest from the labour market and who face several factors of unemployment, and that additional efforts need in the development of individualized and integrated





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support. For this reason, reaching out to young people, in addition to establishing contact and disseminating relevant information about existing services and YG, needs to include motivating, empowering and providing additional services of those who are most vulnerable and furthest from the labour market, through building a relationship of trust, before they are referred to the NES and registered in the YG. Accordingly, a certain overlap (not repetition) of the services offered to young NEETs by CSOs in the outreach phase, can be expected with NES services offered in the preparation phase, but having in mind the fact that CSOs primarily work with young people who do not have enough trust and do not turn to institutions for support, it is expected that they will respond better to the support provided by CSOs. In addition, such an approach will allow the distribution of activities and relieve the capacity of the NES. The outreach activities will be piloted together with the YG service delivery system on the territory of the three NES branch offices. Piloting should enable testing of the Model and provide feedback on: 1) what yields the best results for different groups of NEET youth; 2) which support services are most needed (e.g. CGC services, social protection services, childcare...) and 3) what additional capacities and competencies CSOs and youth offices should develop in order to implement effective outreach activities.

### 1.2. NEET YOUTH IN SERBIA

In addition to the basic labour market indicators, the NEET rate that covers young people who are not in employment, education or training, is increasingly being used to more accurately show the position of young people in the labour market and the challenges they face.

In order to adequately approach the outreach to NEET youth, it is necessary to understand the characteristics and heterogeneity of this group. The NEET group includes different subgroups of young people with different experiences and needs. These include young people who are long-term unemployed, those who are just entering the labour market, young people who care for children or household members, those who are temporarily ill or living with long-term disabilities, and young people who simply take a break from work or education. They include young people with little control over their situation and those who can choose, those who are tied to the labour market (unemployed youth) and those who are completely separated (inactive youth, who are not in education or training), those registered with public services (employment, social assistance or health services) and those who are "off the radar".<sup>3</sup>

<sup>3</sup> Guide for developing national outreach strategies for inactive young people / Corbanese Valli, Rosas Gianni; International Labour Office – Geneva: ILO, 2017



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Table 1. NEET youth (15-29) by gender and status in the labour market, in %, 2018-2023

	2018.	2019.	2020.	2021. <sup>(b)4</sup>	2022.	2023.
<b>NEET rate</b>	<b>20,1</b>	<b>19,0</b>	<b>20,0</b>	<b>19,1</b>	<b>15,4</b>	<b>15,2</b>
<i>Men</i>	17,8	17,1	18,4	17,3	13,4	14
<i>Women</i>	22,5	20,9	21,6	21,0	17,5	16,6
<b>Unemployed NEET youth<sup>5</sup></b>	<b>10,6</b>	<b>9,2</b>	<b>8,4</b>	<b>8,5</b>	<b>7,3</b>	<b>7,2</b>
<i>Men</i>	11,5	10,4	9,5	9,7	8,2	8,3
<i>Women</i>	9,6	8,0	7,3	7,2	6,3	5,9
<b>NEET youth outside the labour force (inactive)<sup>6</sup></b>	<b>9,5</b>	<b>9,7</b>	<b>11,6</b>	<b>10,6</b>	<b>8,1</b>	<b>8,1</b>
<i>Men</i>	6,3	6,7	8,9	7,6	5,1	5,7
<i>Women</i>	12,8	12,9	14,4	13,8	11,1	10,6

Source: Eurostat

The NEET rate saw positive developments in the observed period, and in 2023 there was a smaller difference in the participation of young people outside the labour force, i.e. the trend present before 2020, with the impact of the pandemic continuing. In addition, it can be noted that young women are continuously more represented among NEET youth. Among unemployed NEET youth, women perform better, but their participation in inactivity is higher, while significant gender gap is noted, which indicates that young women have greater difficulties with activation in the labour market.

<sup>4</sup> (break in time series). From 1 January 2021, the SORS applies Regulation 2019/1700 of the European Parliament and of the Council of 10 October 2019 establishing a common framework for European statistics on persons and households based on data on individuals collected on the basis of a sample. This regulation, among other changes, implies the application of a new methodology of the Labour Force Survey. At the moment, only the basic indicators of the labor market have been audited, so comparability of the NEET rate with the new methodology is not ensured.

<sup>5</sup> Unemployed (active) NEET youth in relation to the total number of young people.

<sup>6</sup> NEET young people outside the labour force (inactive) in relation to the total number of young people



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In addition, relevant data when discussing NEET youth, is differentiation between those who **want to work** regardless of whether they are looking for employment or not, and those who **do not want to work**.

Table 2. NEET youth (15-29) by gender and willingness to work, in %, 2018-2023

	2018.	2019.	2020.	2021. <sup>(b)7</sup>	2022.	2023
<b>Willing to work<sup>8</sup></b>	<b>15,6</b>	<b>14,1</b>	<b>14,7</b>	<b>11,5</b>	<b>9,7</b>	<b>9,2</b>
<i>Men</i>	<i>15,1</i>	<i>14,1</i>	<i>15,5</i>	<i>12,5</i>	<i>10,2</i>	<i>10,2</i>
<i>Women</i>	<i>16,2</i>	<i>14,1</i>	<i>13,8</i>	<i>10,5</i>	<i>9,1</i>	<i>8,2</i>
<b>Not willing to work<sup>9</sup></b>	<b>4,5</b>	<b>4,8</b>	<b>5,3</b>	<b>7,6</b>	<b>5,7</b>	<b>6,0</b>
<i>Men</i>	<i>2,7</i>	<i>3,0</i>	<i>2,9</i>	<i>4,8</i>	<i>3,2</i>	<i>3,8</i>
<i>Women</i>	<i>6,3</i>	<i>6,8</i>	<i>7,8</i>	<i>10,5</i>	<i>8,4</i>	<i>8,4</i>

Source: Eurostat

The International Labour Organization (ILO) has carried out **the mapping of NEET youth in the RS for the purpose of preparing the Youth Guarantee<sup>10</sup> Implementation Plan**, based on the data for the period from 2017 to 2020, and this report will be taken as a starting point in looking at the key characteristics of NEET youth in the RS.

The NEET population is usually divided into seven subgroups. The unemployed are divided according to the duration of unemployment (short-term and long-term unemployed), while inactive youth are divided into different groups according to the reason for inactivity.

<sup>7</sup> (break in time series)

<sup>8</sup> NEET young people who want to work in relation to the total number of young people

<sup>9</sup> NEET young people who do not want to work in relation to the total number of young people

<sup>10</sup> Youth not in employment, out of school or training (NEET), mapping and policy guidelines, ILO 2022



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Chart 1. NEET youth in the RS by subgroups, 2020



In 2020, over 26% of young people were short-term unemployed, while 19.7% were unemployed for more than one year. Among inactive NEET youth, those who are separated from the labour market due to care for others and family responsibilities (22.4% of the total NEET population) and for others, undetermined reasons (21.9%) prevail. Young people who are not engaged in the labour market due to illness or disability accounted for 5.8% of the total (13,100) in 2020.



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Table 3. Share of NEET by key characteristics (% within the subgroup), 2020

		Unemployed NEET			Inactive NEET			
		Short-term unemployed	Long-term unemployed	Re-entrants (to the labour market or education)	Illness or disability	Family responsibilities	Discouraged persons	Other inactive NEETs
Age	15-24	63,9	49,5	41,2	49,4	51,1	43,2	67,5
	25-29	36,2	50,5	58,8	50,6	48,9	56,8	32,5
Sex	Men	58,6	64,2	73,5	55,8	20,2	48,7	62,7
	Women	41,4	35,8	26,5	44,3	79,8	51,4	37,3
Region	Belgrade	23,7	12,5	17,7	24,7	15,6	13,5	17,8
	Vojvodina	21,0	15,7	26,5	19,0	28,7	24,3	22,7
	Šumadija and Western Serbia	26,0	37,5	20,6	26,4	27,2	16,2	30,4
	Southern and Eastern Serbia	29,2	34,3	35,3	29,9	28,6	46,0	29,1
Education	No education	1,3	2,4	2,9	23,6	6,9	16,2	4,0
	Primary	8,6	12,1	11,8	31,6	26,0	21,6	15,0
	Secondary	68,3	62,5	76,5	41,4	55,0	46,0	66,1
	Higher	21,8	23,0	8,8	3,5	12,1	16,2	14,9
Area	Urban area	54,4	50,7	47,1	51,2	40,4	46,0	58,3
	Other areas	45,6	49,3	52,9	48,9	59,6	54,1	41,7

Source: Statistical Office of the Republic of Serbia, ILO calculation

Within the subgroup of inactive NEET youth with family responsibilities, there is a dominant participation of young women (79.8%), who bear the burden of family obligations and care for others. It is also noticeable



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that the participation of this subgroup in the Belgrade region is less, while other regions record approximately the same values: Vojvodina, Šumadija and Western Serbia, Southern and Eastern Serbia, and that the representation in other areas is higher than in urban ones, which can be explained by the greater availability of services in the Belgrade region and urban areas, but also by certain cultural differences.

The short-term unemployed are mostly young men in the age cohort of 15 to 24 years, with a higher participation in the southeast. Among the long-term unemployed, men also prevail, but with a slightly higher share of the age cohort of 25 to 29 years, who mostly live outside Belgrade and Vojvodina. These two groups are characterized by the most favourable educational structure, i.e. the highest participation of highly educated, but this may indicate a different kind of problem, i.e. that these are qualifications that are not in demand in the (local) labour market. Within the subgroup of young people with disabilities (or sick youth), young men are more represented, with less representation in the region of Vojvodina, with the most unfavourable educational structure, which indicates that young PwD had a problem in accessing education. In the subgroup of discouraged persons who have lost hope of finding work, women in the cohort of 25 to 29 years are more represented, living in rural areas in the southeast of the country and characterized by equal participation of youth without education and youth with higher education.

In 2020. approximately 49.6% of all NEET youth stated that they were registered with the NES, with higher values recorded in the regions of Southern and Eastern Serbia (54.4%), and the lowest in the Belgrade region (23.9%). In all regions, except the South and Eastern Serbia region, since 2017 there has been a significant decrease in the share of inactive NEETs registered with the NES (despite the stable level of inactive youth). This indicates the limited capacity of the NES to attract young people who are separated from the labour market.

### **A young person is more likely to be in the NEET category based on personal characteristics and geographical location.**

- **Age:** older cohorts (25-29) are 7.3% more likely to fall into the NEET population (0.9% for unemployment and 6.2% for inactivity)
- **Education:** people who graduate from high school and college are less likely to become NEETs (by 31.9% and 17.5%), respectively, but these levels of education also increase the possibility of unemployment.



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- **Gender:** men are less likely to be NEETs (by 2.4%), but are at higher risk of unemployment (by 2.5%). Women are more likely to be inactive (by 4.8% in general, and by 5.9% due to family commitments).
- **Region and area:** if a person lives in Belgrade or Vojvodina, that significantly reduces the likelihood of he/she becoming NEET (by 5.9% in the case of Belgrade and 3% in the case of Vojvodina) and that he/she will become unemployed (by 2.8% in the case of Belgrade and 2.6% in the case of Vojvodina). Young people in urban areas are less likely to become NEETs (by 3.8%) as well as unemployed (by 1.4%).

## 2. STEPS IN REACHING OUT TO AND ACTIVATING NEET YOUTH

The path to (re)activation of NEET youth includes a series of activities grouped into five steps: (i) identification and mapping, (ii) establishing contact, (iii) assessing the willingness of NEET youth to engage in YG and identifying obstacles and needs, (iv) building partnerships and (v) activation and provision of services, which are carried out in order to empower and initially prepare young people to engage in YG and within four months receive an offer of employment, continued education/training or traineeship.

In addition, it is particularly important to maintain contact and provide support to the most vulnerable NEET youth after referral to the services of other providers, as well as during and after registration in the YG.

However, as pointed out in the introductory part, not all of the above steps will be implemented within the piloting, i.e. certain steps will not be implemented in full, which is specifically indicated at each step.

### 2.1. IDENTIFICATION AND MAPPING

Outreach services and approaches for the activation of inactive youth must be adapted to local circumstances and implemented at the level of local self-governments (LSGs) in order to adequately respond to the challenges and needs of young people in a given environment. For this reason, it is necessary to identify young NEETs at the local level and the map services and support that is available to them at the local.



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### 2.1.1. IDENTIFICATION OF NEET YOUTH

The implementation of this step should provide more detailed information on the number and characteristics of NEET youth at the level of LSG and upgrade the existing knowledge base at the national level.

In this step, it is useful for CSOs to collect data (classified by gender) on: *the number of young people (15-29), the participation of young people in the total population, the number of young people of secondary school age (15-18), the completion rate of primary school, the drop-out rate from primary education, the total number of pupils in regular secondary schools, the total number of enrolled and graduated students, the number of young people on the NES records, beneficiaries of social protection services, children in home accommodation and foster families, juvenile perpetrators of criminal offenses, children in conflict with the law...* to help determine the characteristics and size of the target group.

This list is not final, and these are data available within the Analytical Service on the Local Self-Governments of the Public Policy Secretariat - <https://rsjp.gov.rs/sr/analiticki-servis/> and DevInfo database - <http://devinfo.stat.gov.rs/Opstine/libraries.aspx/home.aspx>.

More detailed information can be obtained from partners and service providers at the local level (NES, Centres for Social Work, schools, etc.). However, the obtained data at the moment remain at the level of statistical or administrative data on the number of persons, while the exchange of data in terms of precise identification of potential beneficiaries, by name and surname, is not possible at this time, until such an exchange is regulated at the national level.

A significant resource in identifying inactive NEET youth who do not turn to institutions for support are certainly CSOs. In the first place, it is counted on the knowledge base of CSOs, which is entrusted with the implementation of outreach activities, but also CSOs that intensively work with certain marginalized groups.

### 2.1.2. MAPPING THE SERVICES AND SUPPORT AVAILABLE TO YOUNG PEOPLE

Mapping services and available youth support should serve to identify service providers and organizations that have the necessary capacity to respond to different specific needs of young people and who can be involved as partners in providing individualized support to inactive and vulnerable NEET youth. In





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addition, this mapping should provide information about missing services, but also insufficient capacity of existing services.<sup>11</sup>

Since the goal of reaching NEET youth under this model is to refer them to the NES for registration in the YG, it is not necessary for CSOs to map both the services of the NES and the active labour market programmes (ALMPs), as well as the available training of publicly recognized organizers of adult education activities (PROAEA), since this will be part of the services (preparation and offers) within the YG. Namely, CSOs will be available information on available services and offers within the YG will be made available to the CSOs so they can inform the young people they have reached.

However, it is recommended that CSOs also map the support services available to young people via phone or online (various online platforms, such as chat psychological counselling and the like), in order to facilitate young people's access to services (especially in those situations where services do not exist in the local community or young people feel more comfortable to contact for support electronically).

### **Social security system:**

- Financial Social Assistance (FSP)
- Other benefits that can be realized by FSA users (status of "vulnerable energy customer", i.e. reduction of electricity or gas bills, reduction of other utility bills, one-time financial assistance, free meals in soup kitchens, free textbooks for children, free transportation, free kindergarten for children, in-kind benefits, scholarships for students, free use of community services, etc.)
- Social protection services and social protection service providers (social protection institutions and licensed social protection service providers):
  - assessment and planning services
  - daily available community-based services
  - independent living support services
  - supported housing
  - counselling-therapeutic and social-educational services
  - accommodation services.

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<sup>11</sup> For the purposes of piloting YG, within the technical support, a project activity of mapping available services for young people at the local self-government level (pre-school and childcare services, services provided by CSOs and other relevant actors) is realized, the results of which will be available to CSOs.



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It is necessary to examine whether the services exist, whether they are available throughout the year, whether they meet the needs of the local population, whether the services are paid for by the user or are covered by the national or local budget, as well as whether the use of the services is conditioned by additional restrictions (e.g. the existence of family support).

### **Pre-school education and childcare services**

The availability of affordable and quality childcare is an important support to the participation of young parents, primarily women with children in the labour market. It is necessary to examine the existence of preschool institutions according to the form of ownership (public and private), the coverage of children with pre-school education, the number of children who are not enrolled due to limited capacities and children who are enrolled through the norm. Additional babysitting services should also be examined, as well as their price (nannies, various service providers who are not registered as preschool institutions...).

### **Career Guidance and Counselling (CGC)**

Are there any services, who is implementing them and how? In particular, the system of formal education, the youth sector (youth offices), the social protection sector and the civil sector can be observed.

Information on PROAEA registered for CGC is available under the PROAEA Sub-Registry <https://noks.azk.gov.rs/pretraga-registara/pretraga-PROAEA.html>

### **Health care**

Treatment of addictions – Are there specialized hospitals, institutes, etc. What are the requirements for providing health care? Can people be directed outside their place of residence?

Mental health and psychological counselling – Are there these and similar services and who are their providers?

**In addition to services provided by institutions, it is especially important to map other services provided primarily by CSOs, i.e. the third sector, as well as international organisations/donors that are inherent in each local community and are usually implemented within various programmes / projects.**



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### 2.2. ESTABLISHING CONTACT

After the identification of NEET youth and mapping of services and available support to young people at the local level, the first contact should be established.

The purpose of establishing contact, in the first place, is to achieve direct communication with young people, to get acquainted with them, to establish and build a relationship of trust that is necessary for further steps of outreach and activation. In *the Youth Guarantee Implementation Plan*, the outreach role is entrusted primarily to CSOs precisely because of the informality of their approach, the ability to adapt their communication, behaviour and way of approaching the needs of young people and their situations.

It is difficult to predict the duration of the outreach stage because it can differ not only in terms of the diversity of target groups and the chosen approach, but also from the individual needs of each young person and his/her willingness to communicate with CSOs.

In relation to the specific target group, recognized at the previous stage, contact and information can be made through:

- Information campaigns (through media and social networks)
- Field work (street work)
- Youth spaces (youth clubs and centres)

#### 2.2.1. INFORMATION CAMPAIGNS

Informing young people about YG and creating appropriate information campaigns is necessary to reach NEET youth who are not registered anywhere in the system and who are therefore invisible to the system. The increased use of the internet, social networks and 'smartphones' has made connectivity among young people much faster and more tailored to their needs. Reaching out to NEET youth can benefit from this, because by creating appropriate online campaigns, young people can be informed in a wide variety of places and at any time, continuously (through various platforms, advertisements, mobile applications, communication channels on social networks, etc.).

As many as 73.6% of young people in Serbia are informed daily or several times a week through social networks, and 65.8% through internet portals, websites and forums.<sup>12</sup> Young people do not want to leave

<sup>12</sup> Research of the position and needs of young people in the Republic of Serbia. Ninamedia. 2022.



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the social network they use to read the news on a website – they want the whole news in one place. It is also important that the news is adapted to the nature of the social network they use. It is important for them to visualize the news and to get accurate information in the shortest possible form. Young people use social media to get acquainted with a topic, and if the topic is important to them, they research it further.<sup>13</sup> Therefore, it is necessary to focus energy and creativity on creating information campaigns that will give young people basic information about YG opportunities, and direct them to appropriate places and contacts through which they can learn more.

The campaign for the promotion of the YG will have a single, uniform identity at the national level, which through dissemination adapts to the local context, in terms of language (use of national minority languages), dissemination methods (use of printed promotional materials, direct promotion by young people – 'word of mouth', support from local influencers, entrepreneurs, etc.) and other elements of the campaign. For these purposes, *the YG Communication and Visibility Instructions*, the Visual Identity of the YG and the material required for the promotion of YG (Logo YG, posters, leaflets, etc., as well as informative video material for promotion on social networks)<sup>14</sup> will be prepared.

The obligation of CSOs is to adapt the way of distribution of this material to its local context and the way of communication with young people, through the design of appropriate local information campaigns.

For the purpose of creating information campaigns, CSOs need to create a **communication plan**, which will clearly define:

- **Campaigning language** - Using expressions that are receptive to young people and language that is clear, not technical, and preparing campaigns in the languages of national minorities, if it corresponds to the local context.
- **Channels** - Dissemination of campaign or materials through channels that young people use, and according to trends (TikTok, Instagram, YouTube, Facebook, Discord, etc., and then other portals), in order to make the campaign really accessible to young people. When choosing a channel, it would be good to consult local and national research on the presence of young people on social networks and ways of informing them (such as regular annual field surveys of the ministry responsible for youth affairs, research of the Umbrella Youth Organization of Serbia, research

<sup>13</sup> Stojanović, B., Ivković, A., Kaličanin, B. (2023.) Alternative Report on the Position and Needs of Young People in the Republic of Serbia for 2023. Umbrella organization of young people of Serbia.

<sup>14</sup> As part of the IPA 2020 technical support



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carried out for the purpose of creating local action plans for youth, etc.). Campaigns can also be created for other media (TV, radio, print editions), but bearing in mind that young people really rarely use these sources of information, these should not be priority channels for reaching out.

- **Visual identity (branding)** - Creating a visual style that will, above all, be receptive to young people, and which is repeated through various elements / contents that the campaign offers, and which will give young people a recognizable image of YG (the use of appropriate colours, fonts, which brings positive associations and opportunities). This refers to the additional visual material that CSOs would like to create, in addition to the existing promotional material to be created at the national level. In this case, CSOs can be guided by the *YG Communication and Visibility Instruction*, and it is certainly recommended that the visual identity of the local campaign is accompanied by the YG brand.
- **Key messages (content)** - The campaign should offer the necessary information in order to inform young people about the existence of YG and how they can access it, which will take into account the reason for their inactivity, the level of literacy and the ability to understand the prepared messages. In this part, it is important to enable contact through which young people can find more information, and it is important to ensure the possibility of online contact (often this is the first step for young people in the search for support, and it is important to provide this information). It is recommended that young people through the campaign are first refer to CSOs, which will conduct an initial assessment and, depending on individual cases, refer young people either directly to the NES or initiate the process of activation (preparation) of young people for joining the YG.
- **Campaign elements** - Which determine whether the campaign will consist of promotional video(s), posters, live broadcasts on social networks, guest appearances of CSOs representatives in audio and/or video podcasts, whether the campaign will also include a special web platform or mobile application that needs to be promoted. The content must be adapted to the channels through which it will be distributed. It is recommended that the communication plan clearly defines the mandatory elements of the campaign, which will be distributed by CSOs (such as promotion of video content, sharing of printed or digital promotional material created at the national level, etc.), but CSOs can independently create additional content, which is adapted to the local context (e.g. video content for social networks in which young people are directly addressed by local influencers or their peers).



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- **Dissemination** - In addition to CSO accounts and institutions and/or official YG accounts on social networks, it is desirable to map other relevant actors who can help disseminate information i.e. campaigns at the local level. This, depending on the local community, can also be individuals – influencers, community leaders, but also entrepreneurs, local media or platforms through which young people are generally informed.

It is desirable that the campaign includes celebrities (or celebrities who young people follow – influencers from social networks), representatives of CSOs with whom young people will have contact in order to access YG, and experiences of young people who have gone through the programme (it is especially important to provide the presence of young people from vulnerable groups). The inclusion of influencers can only be at the level of their dissemination of promotional material, but they can also have a more active role (as participants in promotional videos, live broadcasts, hosts of podcasts in which YG is discussed). However, in this case, it is important to pay attention to the profile of influencers and their general messages, because young people will associate the values that influencer represents with the attitudes of CSO and institutions. It is therefore necessary to ensure that influencers involved represent the values of respect for human rights and democracy, or at least do not disregard them with their content.

When creating a campaign on social networks, it is recommended to include young people from different social groups (at least at the focus group level), in order to get relevant information about the local context, topics that young people follow and the like. The inclusion of young people (including young people from vulnerable groups) and youth representatives (youth organizations and CSOs for youth) will help identify the appropriate language and expressions, messages and tone of the campaign, as well as greater dissemination of information (through the channels of communication of CSOs to young people, but also orally).

All campaigns created on social networks, especially if they are paid advertisements, must carefully "target" their target group, in order for information to reach those for whom it is intended. For example, using keywords and terms when creating ads on social networks, in relation to the interests of young people (such as: sports, video games, names of singers, athletes, sports clubs and the like, podcasts or platforms dealing with current topics, e.g. ecology, healthy lifestyles, etc.).

Implementing and adapting the *YG Communication and Visibility Instruction* and information campaigns at the local level is the responsibility of CSOs. When establishing contact with young people and further work on their activation, CSOs should also collect information about the reactions of young people to the



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campaign and created visual identity, and monitor the number of young people with whom contact has been established in this way.

At the stage of establishing contact, the use of information campaigns can have its advantages, but also disadvantages:

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"><li>• <i>The possibility of reaching a much larger number of young people in a relatively short period of time.</i></li><li>• <i>Less human and financial resources and invested hours in establishing contact.</i></li><li>• <i>Faster sharing of new information and the ability to update distributed information.</i></li></ul>	<ul style="list-style-type: none"><li>• <i>It starts from the assumption that young people have access to ICT technology (telephones, computers, internet) and a certain level of digital literacy (which is especially not the case with young people who are socially excluded and are in extremely difficult socio-economic position).</i></li><li>• <i>Depending on the territorial coverage of the campaign, it can result in an influx of young people that surpasses capacity of CSO to 'process' each individual case and registration young people who do not belong to the NEET category or are already on the records of the NES<sup>15</sup>.</i></li><li>• <i>It requires certain technical and media competences of CSOs, and, depending on the complexity of the campaign, additional financial resources may need to be invested and/or work on strengthening the capacity of CSOs in this direction (e.g. for media appearances).</i></li></ul>

<sup>15</sup> Young people who are already on the RECORDS of the NES cannot register in the YG phase during the piloting phase.





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In addition to the expectation that young people have access to ICT technology and at least a basic level of digital literacy to be informed online, information campaigns also rely on the fact that the campaign alone will be enough to motivate a young person to make contact and seek more information. Unfortunately, this is most often not the case with inactive youth, and it is **recommended that CSOs not only rely on this approach to establish contact, but to use it as a complementary approach in relation to fieldwork.**

*Note: The Ministry of Labour, Employment, Veteran and Social Affairs and NES will certainly inform the public about the YG piloting within their competences. Regardless of that, when it comes to an information campaign aimed at reaching out to young people and including them in the YG in the territory of LSGs in which YG is piloted, the greatest responsibility lies precisely to CSO that carry out outreach, that are expected to adapt visual material that is created, and distribute it in a way that corresponds to the local context.*

### **Examples of good practice:**

#### **Hungary**

The Public Employment Service states that the greatest reach for young people was through the official website and Facebook page dedicated to YG.

*Source: Implementation of the Youth Guarantee by the Public Employment Services: Success factors and key challenges (2018)*

#### **Portugal**

An information campaign about YG involved creating short commercials about YG, embedded in YouTube videos on a variety of topics that young people follow, such as video games. In addition, a platform through which young people can get in touch and define what support measures they need has been created.

*Source: PES practices for the outreach and activation of NEETs; A contribution of the European Network of Public Employment Services (2015)*

#### **Slovenia**

An information campaign was launched with the aim of informing about YG, in cooperation with various youth organizations/CSOs and institutions. Campaign included press conferences, the launch of a website and Facebook page, as well as an art competition. The public employment service initiated regular





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information sharing on social networks, created a new platform and developed new mobile applications for these purposes.

*Source: Effective outreach to NEETs. - Experience from the ground (2018)*

### **Lithuania**

The project "New Communication and Cooperation Model for Better Information about the Youth Guarantee" showed that the availability of structured and quality information about YG was one of the key elements of success in communication with young people. It is important to pay attention to the quality of YG information, make it understandable and accessible, and offer/consolidate it in one place. The key part is to establish contact with the target group through the channels they most often use (such as social networks, viral videos, etc.), and adapt the content to each channel that is planned to be used.

*Source: Effective outreach to NEETs. - Experience from the ground (2018)*

### **Spain**

A platform through which all relevant actors for the implementation of YG can communicate, with a separate section dedicated to young people through which they can check which job opportunities are available to them, participate in online education and create their profiles.

*Source: PES practices for the outreach and activation of NEETs; A contribution of the European Network of Public Employment Services (2015)*

### **2.2.2. FIELD WORK (STREET WORK)**

Field or street work includes all outreach activities carried out in different locations where young people spend their free time and consists of going out to the street, to places where young people spend their free time: cafes, skate parks, quays, local sports fields, playgrounds, etc. In this approach, physical mapping and knowledge of the local terrain and young people, and their habits, is particularly important. In addition, field work involves working during 'non-standard' working hours, because it is necessary to visit these locations in moments when young people are there (which is often on weekends and evenings).

Fieldwork may also include the sharing of prepared promotional material, but one should not rely on this alone to motivate young people to enter the further process, especially if they have not shown interest or motivation to move into an active job search.



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Although outreach itself is a broad concept for which there is still no single definition, in the context of the YG it is recognized as an important set of activities that enables approaching young people who are uninformed about existing services, passive, demotivated, who do not turn to institutions for support. On the other hand, outreach is recognized and well-established practice in youth work. In situations where there is a lack of space for youth work in the local community or space exists, but young people do not feel comfortable using it, or do not have the habit of accessing the services offered in it, CSOs can conduct street or field youth work.

**Youth work** is professional, pedagogical work with young people that takes place outside the system of formal education, i.e. within the leisure time of young people, and in which young people are involved on a voluntary basis. It is a planned and continuous process of educational character, created with the purpose of providing support to young people in the process of independence. Youth work is carried out by youth workers, who help young people in personal and social development, in order to become active members of society and participants in the decision-making process. Youth workers are trained to work professionally and ethically with a young person, develop a relationship based on trust, confidentiality, reciprocity and voluntariness, and use interactive methods of non-formal education in their work. Due to their informal and friendly approach, youth workers are one of the most important adults in the development of young people.

Precisely because of this relationship, young people are often not even aware of the background developmental educational process, the so-called "hidden curriculum", and are happy to join the activities of youth work because it is fun for them, and only at the end of the process they notice and become aware of their developmental changes. That is why youth work can be carried out anywhere, on the street, in schools, cafes, parks, youth centres and clubs, etc.

As part of **street youth work**, trained youth workers go to the field and work (developmentally) with young people in an environment where young people feel comfortable. Street youth work is particularly important in contexts where young people do not want or due to other obstacles, such as inadequate transport infrastructure, social vulnerability, family obligations (e.g. babysitting younger siblings), are unable to come to youth spaces and use existing services. Street youth work is based on the belief that youth workers and youth programmes must be where young people are.

The typology of youth work distinguishes 2 forms of street work:

**Detached** – youth workers conduct their programmes directly at the place where young people gather: bus stations, parks, markets, local sports fields, etc. In this way, it is easier to access those groups of young



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people who do not want to be part of the activities in youth clubs, provide support in identifying their own needs and work on the spot on their empowerment and development of knowledge, skills, attitudes and values, through a developmental and continuous process. This type of work is especially important in particularly socially excluded categories of young people.

**Outreach** – a short-term activity/project aimed at establishing a link between CSOs or an institution and the youth population in the community. Relocated youth work tends to ensure that young people are familiar with the possible services offered to them in the community, and the possibility of their involvement in various activities or projects that the organization implements. The aim of such activities is to inform young people about existing activities (e.g. youth club) and include them in the planned activities of the organization, through achieving relationships of trust and motivating young people to use existing services.

*Source: Marinković, D. (2023). Handbook for reaching out to young people from marginalized social groups, Youth Association "OPENS"*

The necessary **steps in the implementation of street youth work** are:

- **Identification and mapping of a specific target group** - where they are, where they gather, what their needs are, what is their history/previous experience with CSOs.
- **Identifying and mapping resources in the field** - not only physical spaces that can be used in youth work, but also local allies, community leaders or contact persons with whom young people interact during their stay in the field (e.g. informal local leaders (usually more educated members of the community, someone the community looks up to), representatives of religious communities, employees of local shops, cafes, etc.). These contacts can provide information not only about the places where young people gather, but also about their habits, behaviour in the community and generally give a picture of the local community and the position of young people in it and provide an opportunity for faster contact with young people.)
- **Conducting risk analysis and preparation of risk mitigation** - an analysis of everything that can happen during field work, which can jeopardize the establishment of contact and relationships with young people, and how to behave if risks occur.
- **Planning** - a clearly defined goal for which a specific field work activity is carried out, the expected results are defined, the activities that will be carried out and which resources will be used for these purposes, indicators that will be monitored. Certainly, the main goal of conducting field work



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activities is to establish contact with inactive NEET young people, establish relationships with them and restore their trust in institutions, but in some situations CSOs will have to conduct various activities in the field for a long period of time in order to establish this relationship, and it is important to keep in mind that these programmes must also have a clear purpose and complement the potential continuation of the process of development of a young person through activation.

- **Relying on local support during implementation** - in fieldwork, the relationship is not only established with young people, but also with the entire community. Recommendations from other members of the community, especially when it comes to segregated communities that are often distrustful of "outsiders", someone who comes "from outside", will contribute to a faster integration of youth workers with young people on the ground.
- **Monitoring of implementation** - regular internal reporting on activities implemented and their impact, monitoring the development of relationships with a young person at the individual level, but also the development of relationships with the group, if there is an informal group with which they are working, in order to assess the success of field activities and their potential changes.

A particularly important aspect of field work is ensuring the health and safety of CSO workers. Field work carries certain risks, especially if it takes place in segregated communities, in which there is a presence of violence or intolerance towards representatives of systems / institutions. Given this, it is important that CSOs have clear procedures in the form of a security policy, which will analyse the potential risks of field work and anticipate steps aimed at greater protection of field workers (these can be: mandatory notification of superiors when going out on the field and returning from the same, mandatory presence of two field workers on one field, etc.).

The characteristic of the field work process is to provide time and space for young people to achieve a relationship of trust with CSO workers. The time period in which this will occur is not unique and depends on the previous experiences of the young person, their current position and situation, but also the dynamics of field work. Certainly, it is recommended that CSOs spend as much time as possible in the field, with the idea that young people start to perceive them as 'part of the space' – as someone who belongs there, who is an integral part of their experience and whose presence they can count on. Over time, CSOs can also with young people agree on certain time when they will be in the field, so CSOs can join them. Therefore, the main characteristics of street youth work are continuity and proactivity.



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In relation to establishing contact, there are certain advantages, but also disadvantages of using the approach of fieldwork at this stage:

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"><li>• <i>Contact is established in a space that is familiar to young people, in which they feel comfortable, CSOs are located "on their territory".</i></li><li>• <i>It provides the opportunity not only to provide information to young people, but also to establish a quality relationship with them, based on mutual respect and understanding, and according to the dynamics that the young person allows.</i></li><li>• <i>Greater mobility and flexibility in access – field workers can move and change locations on the ground together with young people and keep up with the pace and mood of a young person.</i></li><li>• <i>Reaching out to truly inactive youth and youth with limited opportunities, who are completely invisible to any regulated system</i></li><li>• <i>The possibility of more natural interventions on the spot and in relation to the processes and topics that young people set as priority at that moment (e.g. if young people, at the moment when CSOs conduct fieldwork, engage in risky behaviour, such as the consumption of psychoactive substances, CSOs can intervene in an appropriate way and begin the development process in the direction of addressing this topic,</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Limitations of outdoor space (weather conditions, noise and other factors that can influence the distraction of a young person, as well as an increased possibility of a young person just leaving the conversation).</i></li><li>• <i>Migration of young people (if young people do not like the presence of CSOs on their territory, they can simply leave it and find a new one).</i></li><li>• <i>Increased security risks.</i></li><li>• <i>It requires greater investment of time and greater capacity of youth workers (to be adaptable, able to adapt their plan on the spot and intervene in relation to situations that are happening on the ground)</i></li><li>• <i>Non-standard working hours and places (CSOs work in locations where young people gather and at the time when it happens, which can sometimes be on weekends, evenings, etc.)</i></li></ul>



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*bearing in mind the level of relationship that exists at that moment and further directions of intervention).*

Establishing contact through field work is a major challenge of CSOs, given its unpredictability, demands for greater flexibility and capacities (but also resources), which CSOs usually do not have. However, this type of youth work gives the clearest picture of their needs and positions and provides greater freedom in the implementation of interventions and support measures towards young people, and it is recommended that it be an integral part of reaching NEET youth.

***Examples of good practice:***

**The United Kingdom (UK)**

The so-called 'street gang advisers' were initiated as part of a UK public employment service project to address the issue of violence among young people who are members of various gangs. These street workers work with young people aged 16-17, identifying those who are part of such activities, as well as those at risk of gang joining. They provide long-term support to young people with the ultimate goal of their inclusion in education or employment.

**Ireland**

The Public Employment Service in Ireland employs so-called street counsellors, who visit public places 4 nights a week where young people spend their free time, get acquainted with them and establish a relationship in an informal environment. Street counsellors collect information about the attitudes, interests and wishes of young people and forward them to the public service.

**The Netherlands**

In Ghent, a model of outreach enforced by LSGs has been developed. At the core of this model is the street work, carried out by competent specialists in the communities. Their main role is to establish relationships with young people, and over time, to guide them appropriate support services. This model consists of several different elements, corresponding to the differences of their target group:

- *Neighbourhood Stewards*, which focus on the migrant community, and especially on the Roma population. In order to foster greater cultural understanding, this group of field workers usually consists of people recruited from the very community whose members they need to reach.





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- *School Spotters*, consisting of young people recruited from the same community, who function as an additional element of early intervention, i.e. who help identify young people at risk of dropping out of education. Since they spend time with their peers in schools, these young people have already established natural relationships with other young people. For their role in reaching out, these young people receive appropriate financial compensation and support in continuing their education.

- *OpStap* outreach, which have young users of psychoactive substances as their target group, and the programme is based on drop-in spaces in local communities, where young people can come, establish social relationships and, if necessary, receive support. OpStap also offers the possibility of volunteering activities (as an introduction to a more structural form of employment) and the possibility of referral to other services and services for young people.

The Ghent model of reach is a good example of different outreach services, which offers young people the space and confidence to become ready for the next step, and to refer them to the appropriate services when this finally happens.

### **Sweden**

The Public Employment Service has implemented projects in which reaching activities were carried out by young people who themselves came from the NEET population and who were educated to reach other NEET youth.

*Source: PES practices for the outreach and activation of NEETs; A contribution of the European Network of Public Employment Services (2015).*

### **Spain**

In the Community of Jijon were introduced street counsellors, experts in the field of pedagogy and social work, with previous experience of working in local communities with young people with reduced opportunities. The two street counsellors conducted 40 hours of fieldwork over a 3-week period and worked in pairs to visit local places where young people gather (parks, skate parks, squares, libraries, beaches, employment centres) at different times during the day, in order to get in touch with different groups of inactive youth. Since they were close to young people, trained in the same way and used receptive language (slang, culture of speech), they managed to come and establish a relationship with young people, and help restore young people's trust in institutions. During their work, they reached 54 young people, of which 31 young people joined YG.



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### **Bulgaria**

In 2015, the programme "Youth Mediators" was initiated, consisting of employees of the public employment service, as well as unemployed young people from the records of the public employment service, specially trained for this role. The role of youth mediators was to mediate between inactive youth and institutions that offer social and health care services, education, etc.

*Source: Effective outreach to NEETs. - Experience from the ground (2018)*

### **2.2.3. YOUTH SPACES**

Youth spaces are places where programmes and services for young people (that improve the position of young people, their employability and employment, prevent brain drain and migration, social exclusion, poverty and support general health and well-being) are implemented. These are the places where services and programmes are developed through cross-sectoral cooperation, connecting youth policy actors, LSG, state institutions as well as the economic sector, based on a model of cooperation that supports the development of the potential of young people, using access and space that is receptive to young people.<sup>16</sup> In the RS, there are different models of space for young people (from hubs, youth centres and clubs, community centres, youth association spaces, premises managed by local youth offices, etc.), and national youth policy is expected to regulate this issue and standardize youth spaces.

Nevertheless, youth spaces can certainly be one of the links in reaching out to NEET youth, because they can represent places where they gather and spend their free time, especially when it comes to open youth spaces, with a drop-in model of youth work (spaces that are fully adapted to young people, which young people recognize as their own and where they can come at any time and for any reason, whether to participate in a specific programme or just to gather with friends and discuss everyday topics).

These spaces, including the programmes and services that take place in them, can be one of the places where YG is promoted (amongst already existing users of spaces and programmes), but also a place for gathering a new group of young people (within the framework of youth activities that CSOs create as part of contact activities), among which potentially there can be young NEETs.

<sup>16</sup> Stojanović, J., and others (2021). Standards of youth spaces (youth clubs, youth centers and youth resource centers). Youth Association of associations "OPENS".





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As the standardisation of youth spaces has not yet been recognized by law, for the purpose of better understanding of the way youth space function and the quality it should offer, here we list *the Standards of Youth Spaces*, as defined by the actors of the youth policy of the RS in a wide national consultative process:

- Youth space has the primary mission to serve the youth sector and young people
- Youth space promotes cooperation
- The youth space has competent staff
- The youth space has a functional, safe and secure space for young people
- The youth space offers a tolerant, healthy and safe working environment
- Youth space contributes to the development of quality of youth work and implements quality youth work programmes
- Youth space enables and encourages the inclusion of young people, associations for youth, youth associations and their umbrella associations
- Youth space contributes to the development of youth policy
- Value promotion
- Youth space promotes and implements programmes

Transparent financial procedures and organizational policies.

*Source: Stojanović, J., et al. (2021). Standards of youth spaces (youth clubs, youth centres and youth resource centres). Youth Association of associations "OPENS".*

In this context, it is recommended that CSOs map such spaces in their local community and establish cooperation with actors who manage these areas, with the aim of creating a safe space for young people, which will function as a youth club. These can also be libraries, local community offices, cultural stations, cooperatives or similar spaces that exist in the community.

The spaces that CSOs will use for these purposes do not have to meet all the standards of youth spaces, unless CSOs really intend to develop them, but it is certainly recommended to study what are the standards that guarantee quality and safety to young people, and by following the indicators defined by standards to ensure the quality of work.



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If possible, youth clubs should be opened in particularly vulnerable, marginalized communities, and thus provide a safe and secure space for young people living there. At the beginning of the establishment of the youth club, it is necessary to promote its existence and content among young people (through street work) and through social networks, but also rely on mutual communication of young people, and invite those who visit the youth club to bring their friends.

In the very beginning, the youth club should offer young people fun, creative activities, such as social and video games, movie nights and similar content that they otherwise cannot access free of charge in their local community. The aim of such activities is primarily the recognition of space by young people as a place relevant to them, and through these introductory activities, first contact can be established and NEET youth identified, and then over time access to other stages of outreach (assessment and activation).

It is important to note that activities in a youth club do not necessarily have to be managed by a youth worker or a representative of CSOs, but in the context of YG outreach, , it is important that youth worker is present and occasionally participates in these activities, in order to establish contact with young people, achieve a relationship of trust, disseminate information about YG, etc.

Establishing contact with NEET youth through youth spaces can have its advantages, but also disadvantages:

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> <li>• <i>Young people have a constant, safe space and stability (they know when and who they will find in space, with whom they can establish a relationship).</i></li> <li>• <i>Face-to-face contact and receiving information on the spot.</i></li> <li>• <i>Less chance of external factors that can disrupt the establishment of relationships (such as noise, other events that can distract young people).</i></li> <li>• <i>The possibility of establishing a relationship of trust faster, because young</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>In order for young people in the local community to know about the existence of the space, it is necessary to invest additional resources and capacities in its promotion, otherwise, there is less chance of reaching inactive NEET youth.</i></li> <li>• <i>They require greater material resources to equip the space, including finding adequate space to suit their needs.</i></li> <li>• <i>They can have non-standard working hours (working at night and the like), in order to be available to young people in terms where it suits them better.</i></li> </ul>



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*people can stay in space for a longer period of time.*

- *Equipped with various interactive materials and props for youth animation, which motivate them to spend time in space and be in contact with CSOs.*

Youth spaces, especially youth centres and youth resource centres, can be based on the "one-stop-shop" model of integrated services, as in the EU, and offer young people not only a space where contact is established, but also in which assessment and activation takes place.

**Examples of good practice:**

***Finland - Ohjaamo Centres***

The Evaluation of YG in Finland highlighted the need for a broader package of youth support services (the report looks particularly at social and health care services), in order to provide additional support to young people to address challenges that pose a barrier to their employment (such as mental health problems). Therefore, and given the need for a holistic process of youth profiling and support, and the need to make it easier for young people to 'navigate' through various system services, the Ohjaamo model offers precisely integrated services to young people, in which it is very easy to include any part of the system in the youth support processes (e.g. if a youth worker assesses that a young person needs psycho-social support, in a very simple way in the process involves a psychologist or psychotherapist). In this way, a young person does not have to go through different systems and bureaucracy, but services are located in the place where he/she spends free time.

There are currently about 40 *Ohjaamo centres* in Finland, operating in over 100 local governments, from large city centres to rural areas. The word 'ohjaamo' in Finnish means 'cockpit' and symbolizes the active role that young people play in the management of their lives. Young people participate in the creation of each local *Ohjaamio centre*, and contribute to its content, and the atmosphere in these centres is informal and non-institutional, the employees do not wear uniforms or accreditations, and the interior resembles a café rather than an institution, and young people can walk into them whenever they want. Also, an important feature of these centres is face-to-face contact between young people and employees, because it is precisely



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the evaluations of the programme that indicated that there is a pronounced need of young people to form honest, personal, confidential relationships as a basis for providing appropriate support for employment.

In 2016, about 80,000 young people benefited from *ohjaamo centres* throughout Finland. However, Ohjaamo officially registers only about 10% of clients, who use more structured support packages intended for employment, which is justified by an effort to expose young people to formal, bureaucratic processes as little as possible, and a willingness to put performance as the secondary priority, and give advantage to the greater receptivity of these centres to young people and greater freedom in establishing relationships of trust with young people. In order to reach as many inactive NEET youth as possible, *Ohjaamo Centres* cooperate with and employ field youth workers and CSOs who conduct field activities, but also occasionally conduct public actions in local communities. Also, all these activities are complemented by a constant presence on social networks, through which outreach is carried out. *Ohjaamo centres* also work with employers of different profiles and occasionally organize mini-employment fairs.

*Source: Addressing youth unemployment through outreach, activation and service integration, technical dossier no. Wednesday November 9th, 2018*

Depending on the capacity of CSOs, one or more different approaches to NEET youth can be chosen, in order to establish contact. However, in order to truly reach inactive NEET young people and motivate further inclusion in YG, it is recommended to apply all these approaches, to the extent possible in the local community.

In addition to the specifics of each approach, some of the important features of the contact stage are:

- **Customized target group approach**

Starting from the heterogeneity of the NEET population and the identification of NEET youth at the local level, and the additional challenges they face, not all approaches will be adequate to establish contact with each target group.

For example, if CSOs do not have employees familiar with sign language, access to the field will not yield results for these young people, but the use of social networks may.



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- **Patience**

Due to the distrust of young people in formal systems and institutions, there is a possibility that CSOs will have to devote a longer period of time only to establishing initial contact and trust. It is important at this stage to have understanding for young people, to be persistent but not attacking, not to give up and not to take personally their distrust and unwillingness to engage in establishing relationships with a youth worker.

- **Informal communication**

CSOs are characterized by informal communication, they are not representatives of institutions and are not obliged to respect formal channels or ethics of business communication. They establish a relationship based on the need for a young person to understand and support. Also, in communication it is important to be careful not to label young people as NEETs or vulnerable.

- **Maintaining an established relationship**

It is desirable that the person/CSO worker who establishes initial contact or relationship with the young person is the same person who will further work with them and follow them through assessment and activation. A young person perceives this CSO worker as a trusted person, whom he/she can trust, rely on and who has his/her best interests in mind, and even if he/she encounters certain challenges in the later stages, he/she will have more confidence to talk openly about them with this person. If, due to the capacity of CSO worker, it is not possible for it to be the same person, it is important that he/she still maintains some form of relationship and connection with the young person, even informally.

- **Protection and safety of young people in outreach activities**

Regardless of the approach, it is important to keep in mind the protection and safety of young people in outreach activities. Although street youth work is specific in this regard, because there are clear challenges and risks that field workers are exposed to, this also applies to outreach work in youth spaces, as well as any online contact with young people. Given this, it is recommended that CSOs have a developed policy of protection and safety of young people in outreach activities, as well as that all employees who work with young people are familiar<sup>17</sup> with it. The main purpose of this policy is to ensure the safety and well-being

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<sup>17</sup> Rodić, M., Radić, D., Kalaba, V. (2013). Protection and safety of children and young people in youth work. Centre for Youth Work.



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of young people, to ensure adequate response and creation of a safe environment for youth work, but also to protect the organization, employees and volunteers from unfounded accusations regarding abuse and endangering the safety of young people.

### 2.3. ASSESSING THE READINESS OF NEET YOUTH TO ENGAGE IN YG AND IDENTIFYING OBSTACLES AND NEEDS

The assessment of readiness to engage in YG and the identification of barriers and needs of NEET youth is carried out in order to define the necessary support and their inclusion in services that will empower and prepare them for inclusion in the YG, i.e. on the labour market, education/training or traineeship.

The assessment will begin when establishing contact with young people and it should, at least at the initial stage, remain informal, in order to avoid deterring (the most distant) young people. For unemployed youth, primarily short-term unemployed and motivated youth, there will usually be no need for an in-depth assessment, and they can be referred to the NES and inclusion in the YG after the initial phase and information about the YG. For other youth subgroups, a deeper assessment will continue, following established contact, through one or more individual conversations.

The assessment should lead to the classification of NEET youth into one of the subgroups, but in relation to the previously presented <sup>7</sup>, certain adjustments need to be made. In the first place, young people returning to the labour market or education, who have already got a job and expect to start working soon or have enrolled in education are not the subgroup to which outreach is directed. On the other hand, the group - other NEET youth who, according to the LFS, are inactive for "other" undetermined reasons is the most diverse and there is the least knowledge about it, and through outreach, primarily within the assessment step, it is necessary to collect additional information about the reasons for their inactivity. Finally, although it is expected that unemployed NEET young people will be registered with the NES, the target group of outreach activities are only those young people who are not on the records of the NES.

**Table for classifying NEET youth into appropriate subgroups with additional characteristics whose presence or absence may condition the need for different types of support, as well as potential obstacles faced by the subgroup.**



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Subgroup	Features	Obstacles
<b>Unemployed</b>		
<i>Short-term unemployed</i>	<ul style="list-style-type: none"> <li>· Looking for a job for less than a year</li> <li>· Motivated</li> <li>· They are not on the RECORDS of the NES and are not familiar with the support provided by the NES</li> <li>· They have the necessary knowledge and skills to actively look for work.</li> <li>· They have a vision of their career path.</li> <li>· They have (no) work experience.</li> <li>· They are familiar with (not familiar) with basic rights at work and related to work</li> <li>· They have soft skills.</li> </ul>	
<i>Long-term unemployed</i>	<ul style="list-style-type: none"> <li>· Looking for a job for more than a year</li> <li>· Insufficiently motivated</li> <li>· Not on the NES records</li> <li>· They have previously been on the NES records and do not believe that the NES can help them find a job</li> <li>· They have a vision of their career path.</li> <li>· They have (no) work experience.</li> <li>· They are familiar with (not familiar) with basic rights at work and related to work</li> <li>· They have soft skills.</li> </ul>	





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	<ul style="list-style-type: none"> <li>· They do not have basic digital skills.</li> </ul>	
<b>Inactive</b>		
<b><i>Inactive due to health problems, disability</i></b>	<ul style="list-style-type: none"> <li>· They are not looking for work</li> <li>· They do not want to work</li> <li>· Demotivated</li> <li>· Have (not) the status of a person with a disability</li> <li>· Social exclusion</li> <li>· Low level of qualifications</li> </ul>	<ul style="list-style-type: none"> <li>· Discrimination and prejudice</li> <li>· Unadjusted work environments</li> <li>· Access to transport</li> </ul>
<b><i>Inactive due to family responsibilities/care obligations<sup>18</sup></i></b>	<ul style="list-style-type: none"> <li>· They are not looking for work</li> <li>· They do not want to work</li> <li>· They live in rural areas/less developed environments where the availability of services in the community is weaker</li> </ul>	<ul style="list-style-type: none"> <li>· They cannot provide childcare, (enrol children in a state or private preschool institution, provide the services of a nanny or other childcare provider) due to insufficient capacity of service providers or due to insufficient financial resources</li> <li>· They cannot provide care for dependent family members (lack of social protection services, insufficient capacities of service providers, conditioning of services with insufficient "family support")</li> <li>· Unprofitability of inclusion in the labour market</li> </ul>
<b><i>Discouraged</i></b>	<ul style="list-style-type: none"> <li>· They are not looking for work</li> <li>· Demotivated</li> <li>· They have no previous work experience.</li> </ul>	<ul style="list-style-type: none"> <li>· Insufficient job offers</li> <li>· They cannot meet the demands of the local labour market.</li> </ul>

<sup>18</sup> Reconciliation of work and family life of young women who are not employed, not in education, nor are in training (NEET), UN Women 2023





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	<ul style="list-style-type: none"> <li>· They have soft skills.</li> <li>· They don't have basic digital skills.</li> </ul>	
<i>Inactive for other reasons</i>	<p>The reasons for the inactivity of this subgroup of NEET youth will be examined in each individual case. Within this group, there will also be young people who can afford not to work, who take a break from work or education, but also those who face multiple obstacles (social exclusion, addiction, conflict with the law...).</p>	

In addition, it is useful to examine the additional life circumstances of each young person, so that the support is fully adapted to their needs. The table below **lists the circumstances to be examined, which may provide additional information about the causes of NEET youth inactivity**, especially NEET youth who are "inactive for other reasons".

<b>Circumstances</b>	<b>Causes of inactivity</b>
<i>Family</i>	<ul style="list-style-type: none"> <li>· Long-term unemployed parents</li> <li>· Addiction in the family</li> <li>· Domestic violence</li> <li>· Insufficient freedom of young women to decide on their own inclusion in the labour market, without the consent of male family members</li> <li>· Poverty in the family</li> <li>· Financial support from parents (they can afford not to work)</li> </ul>
<i>Environment/friends</i>	<ul style="list-style-type: none"> <li>· They live in non-standard settlements or inadequate housing conditions</li> <li>· They do not have a computer; they do not have an internet connection.</li> <li>· Members of ethnic minorities</li> <li>· Rural areas/devastated areas with insufficient job supply and inadequate public transport</li> <li>· Unemployed friends</li> <li>· Friends with addiction</li> </ul>



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<i>Education</i>	<ul style="list-style-type: none"> <li>· Friends in conflict with the law</li> <li>· They dropped out of formal education (unfinished primary or secondary school)</li> <li>· Functionally illiterate</li> <li>· Digitally illiterate</li> </ul>
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A questionnaire is provided to collect the necessary information about young people and their characteristics. However, there are certain questions and circumstances that should not be collected by directly asking questions, but this information should be obtained gradually through building trust relationships with a young person (e.g. domestic violence, the ability of young women to freely decide on inclusion in the labour market, friends with addictions or in conflict with the law...)

In addition to respecting the regulations on personal data protection, it is necessary to share **the results of the assessment and the identified obstacles and needs with other partners, primarily the NES, in order to avoid duplication of activities and thus moving away the young person, because he would have to repeatedly present the same information.** For these purposes, it is necessary to obtain consent from a young person to share data.

***Good practice examples:***

***Profiling of inactive young people in Latvia<sup>19</sup>***

Within YG in Latvia, a national project "KNOW and DO!" has been developed to support NEET youth on their way to the labour market. Within the project, a survey was conducted on the most vulnerable youth within the NEET group, based on statistical data and a review of studies on social exclusion, which identified 5 groups of young people who are at the highest risk:

*Young mothers.* Young women aged 25 to 29 with one or two children. Most of them have primary or secondary education, while some have dropped out of school due to pregnancy. Young mothers face difficulties in joining (returning) to the labour market due to the lack of financially affordable institutions for children and the lack of jobs with adequate salary and flexible working conditions.

*Young people with health problems or disabilities.* This group is characterized by a low level of education due to the difficulty of attending classes regularly. In addition, they have challenges in finding jobs with

<sup>19</sup> Agency for International Programmes for Youth, Methodological guidelines for targeting young people within the Project "KNOW and DO!" (2015) (available in Latvian only) accessible at [http://ljp.lv/wpcontent/uploads/2015/09/metodologiskas\\_vadlinijas\\_19\\_10\\_2015.pdf](http://ljp.lv/wpcontent/uploads/2015/09/metodologiskas_vadlinijas_19_10_2015.pdf).



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appropriate schedules and working conditions and employers who are willing to perform workplace/environment adaptation.

*Young people with addiction problems.* This group faces serious challenges when adapting and entering into education and the labour market. There are several factors in the household and environment that contribute to the development of addiction (disturbed family relationships, negative peer influence, life in an area where substances are readily available)

*Young people with low levels of education.* This group is the most difficult to identify because they are generally not registered for social or employment services. It includes a wide range of young people, from young people working in the informal economy to children from well-to-do families who are unwilling and unavailable for work.

*Young people from low-income families.* These young persons often drop out of school to earn a living, or because they feel excluded by their peers. They often come from large families, where childcare and attention are lacking.

### 2.4. PARTNERSHIP BUILDING

*Note:*

*The partnership building step is not planned to be included in piloting. Namely, young people will be informed within the framework of piloting and based on the conducted mapping within the first step, only about the services that exist at the local level, but the CSO worker will not take on the role of case manager. In addition, it is desirable to gather information about the necessary support and services through youth work and assessment, in order to further develop the Model.*

Supporting young people who are farthest from the labour market often requires cooperation with different partners to respond to the various obstacles they face. This includes obstacles that are often not in the field of employment, education or training, but fall within the scope of other services (social, health, housing ...). Addressing these obstacles is often a prerequisite for getting the young person back "on the right track" and then to education/training or the job market.

As part of the first step, mapping of services and available support to young people was carried out based on previously identified potential services, as well as assessed needs that CSOs could recognize based on the collected information on the number and characteristics of NEET youth at the local level and their



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previous experience in working with young people and vulnerable groups. **Partnership building should start immediately after the mapping** has been carried out, but it is justified to expect that through further work with young people and assessment, additional information will be collected on the necessary support and services, which may condition the need for additional partnerships.

Whenever possible, **the formalisation of partnerships** should be sought, through cooperation protocols or similar forms in which roles and responsibilities, capacities and sources of funding should be clearly defined. A significant role will be played by LSG bodies, which can most effectively ensure the participation of relevant actors and an appropriate platform for dialogue and cooperation. However, in conditions that are not ideal, it is necessary to examine well and in detail the services offered to young people and establish contact with the providers of these services and in any case avoid referral to services whose capacities are worn out, as this can lead to loss of trust, motivation and further distancing of vulnerable NEET youth.

Whether partnerships are formalized or not, **when working with multiple partners, it is necessary for CSOs, i.e. a delegated person to work with a young person, to take on the role of "case manager"**, in order to ensure a smooth flow and efficiency in the provision of services and to help the young person manage them.

### 2.5. ACTIVATION AND PROVISION OF SERVICES

#### 2.5.1. CREATING A PREPARATION PLAN FOR YG ENTRY BASED ON THE ASSESSMENT CARRIED OUT AND IDENTIFIED NEET YOUTH BARRIERS

Activation involves the implementation of a series of activities and services aimed at encouraging and empowering NEET youth to enter the YG and accept the offer.

The services provided to young people at the outreach stage are tailored to their individual characteristics and specific obstacles to overcome and may consist of informing and referring to the NES for those who are ready and motivated; counselling, motivating and building skills for those who are not sufficiently empowered at the time of outreach to engage in YG and referrals to other services of those who, before removing identified obstacles, cannot engage in preparation for YG, and therefore not accept the offer.



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Below is a table that can be used as a tool when developing a Plan for preparing and defining the necessary support and services to NEET youth within the outreach phase, based on their affiliation to a particular subgroup and their characteristics.

*(Note: Services that are not planned to be provided in the framework of piloting are shaded in grey in the table.)*

SUBGROUP	CHARACTERISTICS AND CIRCUMSTANCES	SERVICES
<b>SHORT-TERM UNEMPLOYED</b>	<ul style="list-style-type: none"> <li>· Motivated</li> </ul>	<ul style="list-style-type: none"> <li>· Informing and referral to the NES</li> </ul>
<b>SHORT-TERM UNEMPLOYED</b>	<ul style="list-style-type: none"> <li>· Insufficiently motivated</li> <li>· They do not have the necessary knowledge and skills to actively search for work.</li> <li>· They do not have a vision of their career path.</li> <li>· They are not familiar with basic rights at work and related to work</li> </ul>	<ul style="list-style-type: none"> <li>· Counselling, motivating, mentoring, peer support</li> <li>· Active job search trainings</li> <li>· CGC</li> <li>· Information about YG and referral to NES</li> <li>· Information about basic rights at work and related to work</li> </ul>
<b>LONG-TERM UNEMPLOYED</b>	<ul style="list-style-type: none"> <li>· Insufficiently motivated</li> <li>· They have previously been on the NES records and do not believe that the NES can help them find a job</li> <li>· They do not have a vision of their career path.</li> <li>· They have no work experience</li> <li>· They are not familiar with basic rights at work and related to work</li> <li>· They do not have developed soft skills</li> <li>· They do not have basic digital skills.</li> </ul>	<ul style="list-style-type: none"> <li>· Counselling, motivating, mentoring, peer support</li> <li>· Active job search trainings</li> <li>· CGC</li> <li>· Information about basic rights at work and related to work</li> <li><i>For those who do not have the basic skills:</i></li> <li>· Training skill development</li> <li>· Trainings for the development of basic digital skills</li> <li>· Information about YG and referral to NES</li> </ul>



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<p><b>INACTIVE DUE TO HEALTH PROBLEMS, DISABILITY</b></p>	<ul style="list-style-type: none"> <li>· They are not looking for work</li> <li>· They do not want to work.</li> <li>· Demotivated</li> <li>· Have (not) the status of a person with a disability</li> <li>· Social exclusion</li> <li>· They do not have developed soft skills</li> <li>· They do not have basic digital skills.</li> </ul>	<ul style="list-style-type: none"> <li>· Counselling, motivating, mentoring, peer support</li> <li>· Informing about and referring to (mapped) community services, as well as tracking as needed</li> <li>· Information about the procedure for assessing working capacity</li> </ul> <p><i>For those who don't have the basic skills:</i></p> <ul style="list-style-type: none"> <li>· Training skill development</li> <li>· Trainings for the development of basic digital skills</li> <li>· Information about YG and referral to NES</li> </ul>
<p><b>INACTIVE DUE TO FAMILY RESPONSIBILITIES/CARE OBLIGATIONS</b></p>	<ul style="list-style-type: none"> <li>· They are not looking for work</li> <li>· They do not want to work.</li> <li>· Demotivated</li> </ul>	<ul style="list-style-type: none"> <li>· Counselling, motivating, mentoring, peer support</li> <li>· Informing about and referring to (mapped) community services, as well as tracking as needed</li> <li>· Information about YG and reference to NES</li> </ul>
<p><b>DISCOURAGED</b></p>	<ul style="list-style-type: none"> <li>· They are not looking for work</li> <li>· They believe they cannot find a job.</li> <li>· They have no previous work experience.</li> <li>· They do not have developed soft skills</li> <li>· They do not have basic digital skills.</li> </ul>	<ul style="list-style-type: none"> <li>· Counselling, motivating, mentoring, peer support</li> <li>· CGC</li> </ul> <p><i>For those who don't have the basic skills:</i></p> <ul style="list-style-type: none"> <li>· Training skill development</li> <li>· Trainings for the development of basic digital skills</li> <li>· Informing and referral to the NES</li> </ul>



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<p><b>INACTIVE FOR OTHER REASONS</b></p>	<p><i>The reasons for the inactivity of this NEET subgroup were identified in the previously conducted assessment.</i></p> <ul style="list-style-type: none"> <li>· They can afford not to work</li> <li>· Taking a break from work or education</li> <li>· Social exclusion, addictions, conflict with the law, unfavourable family circumstances, unfavourable environment...</li> </ul>	<p><i>For those who can afford not to work:</i></p> <ul style="list-style-type: none"> <li>· Counselling, motivating, mentoring, peer support</li> <li>· Information on the importance of inclusion in the labour market</li> <li>· Information about YG and referral to the NES</li> </ul> <p><i>For those who encounter obstacles:</i></p> <ul style="list-style-type: none"> <li>· Counselling, motivating, mentoring, peer support</li> <li>· Informing about and referring to (mapped) community services, as well as tracking as needed</li> <li>· CGC</li> <li>· Information about YG and referral to NES</li> </ul>
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Therefore, the table is used as a tool in the preparation plan for entering the YG and the allocation of the necessary support and services to NEET young people within the outreach phase and it suggests what services a young person could use based on their belonging to a particular subgroup and its characteristics, but CSOs are left with the opportunity to define a different kind of support to the young person in each specific case, which is stated in the framework of the Preparation Plan.

### 2.5.2. SERVICES

- **Information about Youth Guarantee**

One of the basic functions of outreach is to provide NEET youth with information about the YG. The information that needs to be provided to a young person relates to:

- **Explanation of the programme** - what is YG, what are the requirements for participation in the programme, what is the content of the programme (basic information on preparation, information





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on how the offer may consist of employment, continuation of education / training, traineeship, without entering into specific offers), what is the time frame of the duration of the programme;

- **Benefits of the programme** - what a young person gets by participating in the programme (not in terms of what specific offer and additional services during the preparation phase he/she can receive, but in the context of how his/her life can change if he/she decides to go to this programme);
- **The role of youth counsellors and CSOs in relation to a young person** - with whom the young person will work, have contact, if they decide to enter the programme and how these people will work with them;

The scope of information needs to be adapted to the needs of the young person, i.e. their ability to receive and accept the amount of information.

CSOs do not need to inform a young person about specific services and offers in which they will be included if they register in the YG, because it will be agreed with the NES, but it is advisable that through regular communication with the NES, CSOs is informed about the availability of services and offers and thus adequately manage the expectations of the young person. When informing young people about YG, it is necessary for CSOs to take care not to promise what they cannot guarantee (e.g. some specific offer of employment, financial support for babysitting, etc.), so as not to lose the trust of the young person if expectations are not met.

After piloting, the possibility of providing information in cooperation with the NES can be considered, in such a way that a youth advisor / employment advisor from the branch office comes to the premises of CSO or youth space, where young people are already comfortable, to present the YG.

The recommendation for CSOs is to use prepared information material provided by the NES in written form (with appropriate visual identity), to use a customized language, as well as to prepare material in the languages of national minorities living in the local community. In relation to the information that needs to be submitted to young person, CSOs should with the relevant NES branch office agrees what information can be shared at which stage of outreach, i.e. what information is available.

- **Information on the services available in the community**

Based on the defined needs of young person for additional support, for which CSOs do not have the capacity or resources, CSOs workers provide young person with information about existing and available services





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in the local community (including services provided by telephone or online). These services are mapped at the first stage in the Outreach Model.

The information provided to a young person must be verified, relevant, and preferably contain information about a specific contact person within the organization or institution which young person can contact directly. The information must include address, contact phone, e-mail address through which the service can be provided, conditions for accessing service, as well as information about an alternative organization / institution that provides the same or similar service, in case the service is not provided or access to the service is not provided.

- **Information on basic rights at work and related to work**

The YG Implementation Plan for the period from 2023 to 2026 envisages that info sessions on youth rights at work and work will be organized, aimed primarily at youth service providers, i.e. advisors in the NES, career advisors and youth workers, who will directly inform young people about the exercise and protection of these rights.<sup>20</sup>

After piloting, the possibility of informing and introducing young people to their work and work-related rights can be realized in partnership / cooperation with representative trade unions, the Labour Inspectorate and the Directorate for Occupational Safety and Health, which could directly inform young people. Also, information material on basic rights at work and related to work should be prepared for young people, and would certainly be useful to service providers.

- **Support for a young person – counselling, motivating, mentoring, peer support**

During the activation process, for the personal and social development of a young person, it is especially important to use different models of individual and group work with young people. The model that CSOs

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<sup>20</sup> It is planned that during the implementation of the training program for reaching and activating NEET youth (support of SDC), based on the developed Model that will last two days, SDC will provide space for the third day of training to be organized presentation on the rights of young people at work and related to work. This presentation would be attended by the NES advisors. The plan is for the presentation to be given by representatives of the MLEVSA responsible for the field of work, as well as representatives of social partners (MLEVSA will work on ensuring their participation in the coming period).



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will apply depends on the capacity of the organization and the competencies of its workers, but also the needs of the young people themselves.

- **Counselling** – focuses on specific issues and problems of young people. Young people are provided with the necessary information and support in solving some of the challenges they face, e.g. in family and partner relationships, health care, etc. If necessary, young people are referred further to other, more professional services. In parallel, a young person is empowered to solve the problems they encounter on their own, by encouraging independence, strengthening self-confidence, etc. (through the participation of young people in individual and group sessions intended for personal development). Most often it is carried out on an individual level.
- **Mentoring** – Includes a personal, individual relationship between a youth worker and a young person, which is based on learning. This is a unique and personal relationship that requires a planned approach, dynamic and reciprocal, which aims to learn and develop a mentored person (a young person under mentorship), i.e. the acquisition of competencies through which all potential can be explored. Mentoring is usually focused on a person's professional development, but it can also refer to the psychosocial development of the person. Activities performed by a mentor include developing relationships with a mentored person and managing the relationship, analysing the environment for possible obstacles or suitable opportunities, providing resources and opportunities for the development of a mentored person, setting goals with a mentored person, monitoring progress and timely giving complete feedback. In addition, the mentor teaches, leads the process and advises, helps in solving problems, supports and maintains the motivation of the mentored person and serves as inspiration.

**Individual youth work** consists of working with individuals, with the aim of encouraging their personal development. Common forms of individual work are one-on-one meetings, counselling sessions or mentoring sessions, where the focus is placed on the young person and his personal needs. When conducting an individual interview, youth workers are not therapists/counsellors, but people in whom the young person has confidence. Therefore, a youth worker when talking "1 on 1" should use active listening and a supportive attitude, and not fall into the trap of sharing advice.

If individual work takes place in a youth club, it is necessary to provide privacy to the young person, but it is also important to keep in mind the principle of protection of the young person, and always keep the door of the office / room where the conversation is conducted open, for the sake of transparency.



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It is necessary for one to preserve the integrity of young persons and keep the information that the young person confides in one, until further consultations with the competent services take place, if need be (e.g. if there is information about violation of the law, suspected abuse, etc.)

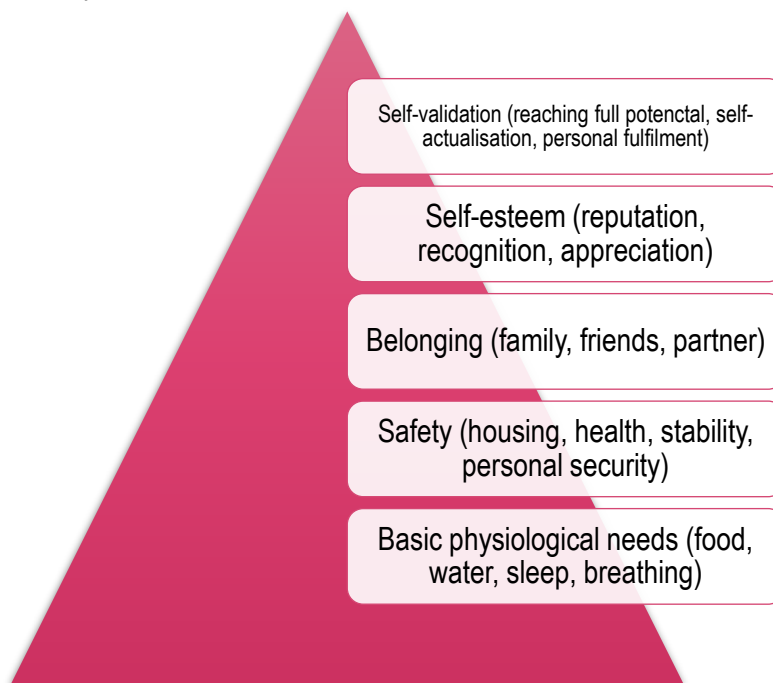
*Source: Practical handbook for youth work in the community. Vojnić Tunić, K. (2008). Centre for Youth Work.*

**Motivation** – the process of encouraging a young person to get involved in or stay in a programme. Motivation is a term in psychology that represents factors that encourage the initiation of a person's activities; They cause certain behaviour, maintain it, and direct it towards a goal. In the context of the role of CSOs to motivate a young person to get involved in YG or stay in the programme, it is important to define what it is that would motivate a young person to enter the programme, what is their key need – existence, self-esteem, independence, security, etc., and further ensure that the young person does not lose sight of this motive and that he/she is constantly moving towards it. In addition, it is recommended that the created individual preparation plan of young person contains easily achieve short-term goals, and that successes in achieving these goals is marked with the young person, so that he/she recognize success in moving towards achieving needs. When defining the needs or motives of a young person, a visual representation of *Maslow's hierarchy of needs* can be used, in order for the young person to more easily recognise which need is most salient at which stage and what exactly this need means, how it manifests itself.



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- Chart: Maslow's Hierarchy of Needs



- **Peer support** – where possible, it is desirable to include a young NEET in group processes with peers, especially if the organization has a young volunteer structure that will help the social integration of the young person. Through peer support, a young person will feel a sense of belonging to a certain peer group, which will help their personal and social development. This process should certainly be monitored and taken into account that peer support is provided by young people who have the capacity to do so and provide them with the possibility of individual support. In addition to group support, peer support can also have an individual level, but in this case, it is especially important to closely monitor the relationship between a young NEET and a peer who provides this type of support. The role of the young person who provides support in this model is not to replace the youth worker, but to further "strengthen" the support that the young NEET has in the process of activation. It is recommended that this relationship remain as informal as possible, in order to develop as naturally as possible.



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*Good practice examples:*

**Luxembourg**

Youth workers offer individual mentoring and coaching services to young people who have dropped out of education, through which they help young people create their own personal plans to continue their education, retraining or integration into the labour market.

*Activation measures for young people in vulnerable situations. Experience from the ground.*

**Czech Republic**

The Rubicon Roma mentoring programme is intended for young Roma with experience of the criminal system (have a suspended sentence or go through some form of mediation). The model is structured around a team of Roma mentors, recruited from the community, who provide mentoring services, which is reflected in motivating their clients to fulfil the obligations envisaged by their sanction, as well as to support them in solving housing issues, debt and other problems.

*Source: Addressing youth unemployment through outreach, activation and service integration. Technical dossier no. 9. November 2018.*

**Greece**

The Emphasis Association conducts street youth work with young people who find themselves in challenging life situations (young homeless, PAS addicts, young people with mental health problems). Activities are carried out by volunteers who cooperate with local institutions and experts in providing teaching, counselling, continuous individual support. They provide additional support once a week both as mobile units and during emergency activities due to bad weather conditions (they run 'social support corners' where young people are provided advice and support on health issues, legal counselling, employment advice and basic needs – food, clothing, survival materials, baby equipment, etc.). One of their most important roles is to connect young people on the street with institutions and experts.

*Source: Effective outreach to NEETs. Experience from the ground*



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- **Career guidance and counselling services**

Taking into account the importance of CGC for young people in choosing the appropriate education in relation to the profession they want to pursue in life, for the mobility in the education system, for the transition to the labour market, as well as for the promotion of lifelong learning and career management, it is important to ensure the availability of these services to NEET youth within the outreach phase.

In order to ensure a uniform quality of services by all providers, the CGC standards established by the Rulebook on standards of career guidance and counselling<sup>21</sup> services and recommendations for the implementation of the service standard implementation plan of the CGC Council for NQF shall be used.

*Read more: Career Practitioner Handbook, 2023 Project "Knowledge to work"*

After piloting, if CSO do not have the capacity to provide CGC services, it can be considered that they are organized in cooperation with PROAEA for the provision of CGC services.

- **Short trainings for active job search, development of soft (transferable) and basic digital skills**

Although training for active job search is carried out by the NES, if a young person does not have confidence in institutions or feels more comfortable with CSOs, these activities can also be implemented by CSOs and include training for writing a CV, motivation letter, presentation to the employer, preparations for the interview, etc.

After piloting, the possibility of conducting trainings for active job search, is organized in cooperation with the NES, using the capacity of employment counsellors or job search clubs at the NES may be considered.

*Note: Short trainings for the development of soft skills and basic digital skills do not enter piloting.*

- **Referral to community-based services**

*Note: Referral to community-based services is not part of piloting and young people will only be informed about the existence of these services based on the conducted mapping.*

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<sup>21</sup> Regulation on standards of career guidance and counselling services ("Official Gazette of the Republic of Serbia", No. 19/19), <https://www.pravno-informacioni-sistem.rs/SIGlasnikPortal/eli/rep/sgrs/ministarstva/pravilnik/2019/43/4/reg>



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Referral to community-based services is primarily applied to NEET youth who encounter obstacles that prevent their effective entry into the labour market, but also to other services that CSOs do not have the capacity to provide independently.

Thus, young people for whom the need to solve the "previous" issues has been recognized as part of the Activation Plan, will be referred to:

- Psychological/psychotherapeutic counselling
- Legal advice
- Financial consultation
- Support in obtaining identification documents
- Assistance in exercising the rights related to health and / or social protection
- Help with solving a housing issue
- Help with the care for dependent family members
- Help in babysitting
- Marriage, family, partner counselling
- Protection from violence (accommodation in a safe house)
- Help in the treatment of addiction, and other

The referral is carried out after the mapping and established partnership, i.e. cooperation with service providers. The problem arises when, based on the conducted mapping, it is established that there are no services at all, that they are not affordable, or that their capacity is such that they cannot meet the needs of the local population. The CSO is invited to point out this problem and possibly advocate for its resolution, primarily with the competent authorities of LSGs.

### **2.6. MONITORING/MAINTAINING CONTACT WITH NEET YOUTH AFTER REFERRAL TO THE SERVICES OF OTHER PROVIDERS AND THE NES**

*Note: Monitoring NEET youth even after referral to the NES will be included in piloting while referral to other service providers will not enter into piloting. Support to a young person when registering with YG will be piloted.*

#### **2.6.1 MONITORING/MAINTAINING CONTACT WITH THE NEET YOUTH AFTER REFERRAL TO THE SERVICES OF OTHER PROVIDERS**



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In the case when CSOs do not have the capacity to provide services that are necessary for young person to solve the "previous" issue and remove the identified obstacles, the young person can be refer to other competent services, institutions or CSOs. In order for CSOs to continue monitoring and providing support to a young person even after referral to other required services (handholding), it is necessary to consistently implement the previous steps, i.e.:

- Map and create a database of relevant institutions/services with proven and quality services, as well as specific employees who would work with a young person;
- Establish partnerships (preferably formal, through the signing of a memorandum of cooperation between CSOs and the relevant service/institution/CSO that offers the service);
- Establish regular communication and information exchange with employees in charge of providing additional services to young people in NEET situations in these services, (includes defining the dynamics of information exchange e.g. once a month, defining communication channels, etc.)

It is desirable that the employees in these services be familiar with the area where the outreach is carried out, the target group (about which they can be informed by CSOs), but also that they are ready, if necessary, to provide services on the field or in the youth space (if it exists), at least at the very beginning of the referral of a young person.

### Supporting young people in the process of referring and using the services of other providers

Although the young person is referred to other additional support services of other providers, it is desirable that CSOs continue to accompany the young person, simultaneously carry out activation (if possible) and develop the relationship, in order to further refer the young person to the NES.

Monitoring and support during referral are provided through several stages:

**1. Referral to other services** –after assessment and identification of needs, CSO recommends to the young person the appropriate service, i.e. shares the contact of the person who will provide this additional service. The general recommendation is to empower the young person to independently contact the service, but if the assessment of the youth worker is that this is not possible, support can be provided during establishment of the contact, in the form of: assistance in the preparation of written or oral address (practice addressing, assistance in writing e-mail), as well as in the form of providing the necessary technology if the contact is established digitally (borrowing computer, telephone and the like, a safe space where a young person can conduct a private conversation, etc.).





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**2. First visit /contact** – depending on the readiness of the young person and the type of service, the CSO worker can accompany young person during the first visit /contact (the general recommendation is that the young person do it by themselves, but if not yet empowered for this, support should be provided). Preferably, the first live contact with the person who provides an additional support service is carried out outside the institution (if it is institutional support), in the field, in the youth space or some other location where the young person feels comfortable, especially if the young person has previously expressed distrust towards representatives of institutions.

**3. Use of continuous services** – in cases of use of continuous services (e.g. safe houses, psychological support, etc.), CSO, in cooperation with the competent service and young person, establish the parameters of exchange (necessary) information. In particular, it is necessary to pay attention to the legal provisions that protect the privacy and data of a young person, and in no way to collect or share information without the consent of the young person (in the case of a minor, parental or guardian consent). The aim of the exchange of information is for CSOs to be familiar with the progress of the young person, relevant developments and provision of additional support if necessary, according to the recommendations of experts. The parameters can relate to the dynamics and manner of information exchange, e.g. holding regular tripartite meetings (young person, CSO, provider of additional support services), then informing in writing (e-mail, alternating sending notes and observations between CSOs and service), etc. At this stage, it is necessary to involve the young person in making a decision on how its development will be monitored and who will have access to which information, in order for young person to have an "ownership" of this process and an active role. In some, more severe cases, it may happen that a young person needs to be separated from the environment and suspend all initiated activation interventions, until the previous therapeutic process is completed (e.g. in cases of domestic violence or the need for hospitalization). In this case, it is important to let the young person know that it is not alone and continue with his/her motivation to remain a user of the service until the end. CSO that do not have the competence to provide psychological and psychotherapeutic support must not implement it and must act according to the advice of experts working with a young person.

Through continuous monitoring and relationship maintenance with a young person, in cases additional support services of other providers are used, CSO ensures the constant presence of the person with whom the young person has developed a relationship of trust, maintaining this trust and guaranteeing a holistic approach to the support that the young person receives through outreach and activation.



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### Examples of good practice

#### Sweden

UngKOMP is a project between the Swedish NES and 20 municipalities, which is based on the coordination of resources between the NES and local communities, joint work in competent teams that have different competencies (employment advisor, psychologist, educator, social worker). The team formed in this way is able to provide a young person with holistic, coherent and individual support and counselling, whereby the young person works with a team, and not with a number of institutions or agencies. The services provided by the team vary from a young person's individual needs, ranging from psychotherapy to helping to exercise their right to health insurance. The average length of involvement of a young person in the multiple additional services provided by the team was 8 months.

#### Ireland

Youthreach centres provide support to young people aged 15 to 20, who have dropped out of school and come from socially disadvantaged groups. They provide formal education opportunities (with the aim of supporting young people to obtain a high school diploma), as well as health services, psychological and family counselling, development activities aimed at acquiring competencies for managing emotions and frustration, acquiring assertiveness skills, sports and activities for quality leisure time. The evaluation showed that this approach was particularly important for the development of soft (transferable) skills. The average length of involvement of a young person in the work of the centre is 18 months.

*Activation measures for young people in vulnerable situations. - Experience from the ground (2018)*

Within this chapter, support that CSO provide to NEET youth after referral to the NES, i.e. during and after registration in the YG will be also described.

### Support to young persons when registering and after entering the YG

In the first place, similar to referring to other service providers, CSOs should help a young person register in the YG, if they deem such support necessary. Support may consist of providing the necessary techniques and technology, but also in helping with filling out the application, if the registration is done online. In the case when the registration is carried out by visit to the NES premises, or at the first agreed meeting with the COUNSELLOR of the NES, the CSO worker may accompany the young person to the branch office



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and wait for young person to finish the meeting with the youth counsellor or attend the meeting in agreement with the NES.

### 2.6.2 MONITORING/MAINTAINING CONTACT WITH THE NEET YOUTH AFTER REFERRAL TO NES

In addition, in order to prevent the expected drop-out of young person – leaving the YG, it is necessary to ensure that the young person has the support of CSOs, i.e. workers with whom a relationship of trust has been established, even after their entry into the programme.

The provision of support after entering the YG takes place through several forms:

- **Providing support during participation in YG.** Upon referral to the NES, CSO and NES youth counsellors maintain regular contact and exchange information (in agreement with the young person), and according to a similar model when young person is referred to other support services (with the consent and active participation of the young person, through tripartite meetings, written exchange of information and observations, meetings between CSO and youth counsellors in the NES). In addition, apart from this formal way through regular contact with the NES, it is possible to conduct monitoring informally, through direct contact with a young person. Contact can be maintained in writing or orally (going for coffee, etc. models of informal contact, outside institutions), and the approach should be adapted to the individual needs and capabilities of the young person and take into account the current relationship between the youth worker and the young person. From contact with a young person, information is collected about the level of motivation for further participation in the programme, the level of satisfaction and expectations from the programme, the subjective impression of progress, the need for additional support, empowerment for assertive communication with a youth counsellor, etc.). It is recommended that even in the case of informal support, the dynamics of meetings and communication channels are defined, so that the young person knows he/she is not “left to the system” but has constant support of CSO, on which he can count. Information collected directly from a young person is shared with a youth counsellor, exclusively with the consent of the young person, if necessary to ensure a higher level of support from the youth counsellor and the retention of the young person in the YG.
- **After leaving the YG.** After the young person formally receives and accepts an offer, it is considered that he/she has successfully passed through the YG. In this situation, it is recommended that the CSO, in line with its capacities, maintain communication with the person who received the



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offer (by phone or in person if it is deemed necessary) in order to motivate and support the person to stay and complete the training, job placement, i.e. to stay in employment.

- **Providing support in case of leaving the YG.** In the event that a young person leaves the programme before receiving an offer (voluntarily or due to other objective circumstances), CSO can still work with them on activation, motivation and support, in order for the young person to potentially rejoin the YG. It is necessary to determine with the young person the reasons for leaving the programme, and to revise the Preparation Plan, taking into account the new circumstances, in order to re-motivate a young person to enter the YG.

### 3. REFERRAL TO THE NES AND REGISTRATION IN THE YG

A person is referred to the NES by using referral form, only after the CSO assesses that person is ready and motivated to register in the YG. **The referral** is prepared in two copies, one of which retains the CSO, and the other is handed over to the young person.

A young person referred by CSOs to the NES upon first arrival in the NES brings the referral, handing it over to the employment counsellor/youth counsellor in the NES. The referral should contain basic information about the person and the CSO that has sent the person, an assessment of the young person's readiness to join the YG, as well as a description of the services provided to the person by CSO prior to their referral to the NES. In this way, the NES is informed about – *objective factors that can affect the employability of a person*, in accordance with their internal procedures, but also services that have already been provided to the young person, without the need for the young person to re-present the same information. Depending on the direction in which the NES develops the Platform for YG and online registration, this data could also be entered electronically by CSO, in the form of electronic instructions.

In order to be able to monitor the effects of outreach and services provided by CSOs, it is necessary that the NES, within its information system, creates the field within which it would be checked that the person is referred by CSOs.

In addition, in order to check whether all persons who have received a referral and reported to the NES, i.e. registered with the YG, CSO submit to the NES, on a monthly basis, a list of persons who are referred to the NES with basic data.



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The NES should provide feedback to the CSO within 30 days, on the basis of which the CSO can check how successful it has been in working with NEET youth and possibly contact once again those young people that have not registered with NES, i.e. YG, within a month.

The NES should inform the CSO about the planned measures and activities in their further work with the beneficiary.

Even before sending persons to the NES, it is necessary that regular, up-to-date communication and coordination between the NES branch office and the local CSOs that carry out outreach is established, in order for the NES to receive timely information on the number of young people who appear as potential beneficiaries of YG, and to signal if these figures exceed the current capacities and resources. On the other hand, it is necessary for CSO to have information about what exactly they offer and promote to young people, what information they need to provide, in order to create realistic expectations from YG and not to promise something that is not guaranteed. For example, a young person may have a need for childcare support, which a CSO employee mentions as one of the possibilities if he/she joins the YG, and after the young person actually applies, he/she receives information from a NES counsellor that this support is not available.

## 4. MONITORING AND EVALUATION

Monitoring of activities carried out by CSOs in the outreach phase implies defining performance indicators in relation to the set goal - registration of NEET youth in YG, starting from recognized steps in the direction of achieving it.

Indicators:

- Number of NEET youth reached
- Number of referrals issued
- Percentage of NEET young people who have registered in the YG
- Number of established partnerships
- Number/percentage of young people reached through the campaign
- Number/percentage of young people reached through field work
- Number/percentage of young people reached through youth spaces
- Number/percentage of assessments carried out of NEET youth readiness to join YG



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- Number/percentage of young people with whom the Plan of preparation for entry into the YG has been created
- The number/percentage of young people using services (services in the field of activation – counselling, mentoring, CGC, short training) by type of services and the average number of months of service, classified by gender and subgroup to which NEET youth belong.
- Number/percentage of young people referred to the services of other providers, broken down by provider and monitoring of those services
- The average number of months from contact to the referral of a young person in YG, sorted by gender and subgroup of NEET youth<sup>22</sup>

In addition, it is important to get feedback from young NEET who have been reached, i.e. who have been involved in the services. It is recommended that CSOs analyse customer satisfaction with the support and service provided, as well as the reactions of young people to the campaign and created visual identity, through the creation of questionnaires adapted to young people.

### 4.1. TRACKING THE PILOTING

Starting from the fact that the piloting of outreach activities and the prepared Model should provide additional information in the direction of improving these activities, but also YG in general, it is necessary to collect additional data and information in order to achieve the piloting goals envisaged in the YG Implementation Plan, as well as other recognized goals and questions that piloting needs to answer.

CSO will report directly to the NES, in accordance with the agreed dynamics and in the form determined by the NES, while the NES will process the reports and submit them to the Ministry of Labour, Employment, Veteran and Social Affairs, as the YG Coordinator. In addition to submitting the report, periodic (quarterly) meetings of the Expert Group of the Coordination Body and CSO(s) conducting piloting will be organized, all relevant issues discussed, and the agreements reached will be recorded within the minutes prepared by the MoLEVSA and submitted to all participants.

- **What gives the best results for different groups of NEET youth?**

The answer to the question of what gives the best results will be obtained by cross-referencing different data and indicators, which are collected by CSO in the outreach phase and later NES when young person enters the YG (direct and follow-up monitoring). In addition to collecting and submitting data and reporting

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<sup>22</sup> Reporting formats will be developed for all of the above indicators.



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on set indicators, CSOs will be invited to present their views and experiences from direct work with young people at periodic meetings.

- **What support services are most needed?**

In order to collect data on the needs of NEET youth in piloting, it is necessary to record data on the needs of NEET youth identified in the step - Assessment of the readiness of NEET youth to engage in the YG, despite the fact that the part of the Model related to referral to community services will not be piloted. Subsequently, it will be examined how many NEETs have recognized the need for childcare services or training for the development of digital and soft skills, and how many of them have received this support by joining the YG.

- **What additional capacities and competencies should CSOs and youth offices develop to carry out effective reaching activities?**

The needs for developing capacities and competencies, primarily of CSOs conducting piloting, need to be continuously monitored. Within the periodic meetings of the Expert Group of the Coordination Body and CSO(s) conducting piloting, it is necessary to examine various aspects - youth work, field work, information campaigns, CGC, technical capacities for collecting, storing and processing data, as well as all other challenges in the implementation of the achievement stipulated by CSOs. In addition, at the end of the piloting, the inner composition of the Expert Group of the Coordination Body should prepare a questionnaire that would fill out CSOs regarding the needs for the development of additional capacities and competences.

- **Results of mapping of available services for young people at the LSGs**

CSO, based on the mapping conducted and direct work with young people, should prepare a Report on the existence / non-existence of services listed in the Model, but also other services that CSOs have recognized as necessary, which should include an assessment of the financial availability of existing services, as well as an assessment of whether the capacity of existing services can meet the needs of the local population.

- **Collecting information about the characteristics and needs of young people who are inactive according to the LFS for other reasons**

The YG Implementation Plan stipulates additional collection of information on the characteristics and needs of young people who are inactive for "other" undetermined reasons could become part of the YG outreach activities, in order to investigate the reasons for their inactivity, as well as whether they want to engage in the labour market, in order to create adequate approaches for their activation.





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In the assessment step, it is planned to classify young NEETs into one of the subgroups, including the subgroup “inactive for other reasons”, stating the reasons for inactivity, which together with their characteristics, obstacles and needs should respond to the request set out in the YG Implementation Plan and provide additional information about this subgroup of NEET youth.

- **Costs of outreach activities**

Finally, it is necessary to monitor and classify the costs of the implemented activities (according to the steps implemented, services provided and subgroups of NEET youth), which will be important for planning of full implementation of outreach activities.

### 5. COMPLIANCE WITH SERVICE STANDARDS

Compliance with service standards is important for establishing a unique quality standards for outreach activities, which provides NEET young people with the necessary support and preparation for entry into the YG.

Standards:

- Outreach activities are planned on the basis of available information on young NEETs at the national level and collected information on NEET youth at the level of LSG
- Establishing contact is adapted to different subgroups of NEET youth using at least two methods (information campaigns/fieldwork/youth spaces)
- The provision of services is carried out in accordance with the identified individual needs of the user in accordance with the assessment carried out
- The provision of services is continuously monitored and documented within the Preparation Plan
- Monitoring and evaluation of services are in the function of improving their quality
- Establishing a partnership for the provision of services
- CSOs that provide services, inform about and refer to other services or organizations if it is in the best interests of the user
- The rights to privacy, the protection of personal data and related rights of users are protected before, during and after the provision of the service
- Assigned CSO worker continuously monitors the young person throughout the outreach process and after referral in order to provide consistent and personalized support
- Services are provided by experienced CSO workers





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- CSOs are trained to work according to the Model and are continuously improving in the field of youth work and for the implementation of outreach activities
- The estimated total duration of outreach (establishing contact, assessment, activation and provision of services) is adapted to different groups of NEET young people, i.e. the needs of each individual user
- Defined duration of individual services



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**ANNEXES<sup>23</sup>**

**YOUTH GUARANTEE QUESTIONNAIRE FOR ASSESSING THE READINESS OF YOUNG PEOPLE**

Below is a list of questions that can be used in conversation and assessment of a young person's willingness to engage in YG, examining their characteristics, obstacles and needs, in combination with the tables given in section 2.3. The model should help fill out the Form for assessing the readiness of young people to engage in YG and classify young people as one of the NEET youth groups. The questions are stated here formally, but CSO workers are invited to adapt the way of expression and communication to the needs of NEET youth.

It is important to note that one question will not necessarily lead to only one characteristic, but the total given answers should be observed in order to properly classify NEET youth and recognise their characteristics and needs.

1. Are you registered with the National Employment Service (NES)?
2. Have you ever been registered with the NES and what was your experience?
3. Are you looking for a job/do you want to work?
4. What qualifications have you acquired (education)?
5. How long have you been seeking a job?
6. In what way do you seek a job?
7. Do you have a CV prepared?
8. Do you think you can find a job that works for you?

<sup>23</sup> The NEET youth involved in outreach must be informed and give written consent for the processing of personal data in accordance with the Law on Personal Data Protection ("The Official Gazette" 97/08, 104/2009, 68/2012 and 107/2012). Consent to share data with THE NES is given within the form - Instruction.



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9. Do you know what you would like to do?
10. Do you have the necessary skills to do the job you want?
11. How do you spend your free time?
12. Have you worked before and for how long?
13. What was the type of your contract with the employer if you have previously worked (contract for non-fixed or fixed period /contract on temporary and occasional work, service contract / self-employed / work in the gray area)?
14. Do you know what your labour rights are and the ways to protect them (annual leave, minimum wage, occupational health and safety...)?
15. What do you think are obstacles to entering the labour market (lack of work experience, insufficient knowledge of English, insufficient digital skills...)?
16. What would help you get included in the job market?
17. Why aren't you looking for a job/willing to work?

*Questions for young people who, when asked why they are not looking for a job, answers that they have health issues or that they are PwD (18-21.)*

18. Do you have a PwD status?
19. Have you gone through a work ability assessment process?
20. Do you have adequate access to public transport, your own transport and could you reach a potential employer/place of work without difficulty?
21. What would you need to get involved in the job market/actively looking for a job?

*Questions for young people who, when asked why they are not looking for a job, answer that they have an obligation to cater to (22-25.)*

22. Who do you provide care for (children, dependent family members)?



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23. Would you like to join the labour market if you had support, or who to entrust with the care of children/dependents?
24. Do you know what services in the community exist and would you use them?
25. Why wouldn't you use community services (they' are not of high quality, they are not financially available/cost-effective, they want to provide the necessary care themselves...)
26. Do you live with your parents?
27. Are your parents employed?
28. Do your parents give you enough financial support so you do not have to work?
29. Do you have a computer/smart phone?
30. Do you have an email address?
31. Do you have an internet connection?
32. Do you use any social security services and which ones?

**FORM 1- ASSESSMENT OF THE READINESS OF NEET YOUTH TO GET INVOLVED IN THE YOUTH GUARANTEE**

Name and surname of the person:

Date of birth:

Gender:

Place of residence:

Personal Identification Number:



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Level of education/qualifications:

NEET subgroup to which the young person belongs:

- Short-term unemployed
- Long-term unemployed
- Inactive due to health problems, disability
- Inactive due to family responsibilities/care obligations
- Discouraged
- Inactive for other reasons (stating reasons for inactivity)

Features:

Obstacles:

Need:

*(It also lists needs that CSOs will not respond to directly or by referring to other community service providers, in order to be able to meet the needs of NEET youth, such as social protection services, housing, childcare, soft and digital skills training. These NEET services will only inform young people about these services in the framework of piloting based on the mapping carried out.)*



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**FORM 2 - YOUTH GUARANTEE PREPARATION PLAN**

Name and surname of the person:

Place of residence:

Personal Identification Number:

Contact:

Services in which a young person will get involved

Service:	Target of the service:	Planned inclusion date:	Duration of service:



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**FORM 3 – INSTRUCTION FOR INCLUSION IN THE YOUTH GUARANTEE**

CIVIL SOCIETY ORGANISATION:

ADDRESS:

PERSONAL IDENTIFICATION NUMBER:

DATE:

**INSTRUCTION FOR INCLUSION IN THE YOUTH GUARANTEE**

BASIC INFORMATION ABOUT THE REFERRED PERSON:

Name and surname:

Personal identification number:

Contact:

Date of birth:

Gender:

Place of residence:

Level of education/qualification:

NEET SUBGROUP TO WHICH THE YOUNG PERSON BELONGS:

- Short-term unemployed
- Long-term unemployed
- Inactive due to health problems, disability
- Inactive due to family responsibilities/care obligations



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- Discouraged
- Inactive for other reasons (stating reasons for inactivity)

FEATURES:

NEED:

*(In particular, the needs that the NES can respond to within the activities planned by the Youth Guarantee Implementation Plan, such as childcare services, training for the development of soft and digital skills, assessment of working capacity, are referred to in particular.)*

SERVICES PROVIDED TO A PERSON BY CIVIL SOCIETY ORGANIZATIONS:

Service	The purpose of the service	Duration of service (indicating the date)

I agree that the above data should be submitted to the National Employment Service for the purpose of including and registering in the Youth Guarantee program, i.e. inclusion in the services of preparation and receiving offers for the improvement of employability and employment.

\_\_\_\_\_

CSO user tips





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\_\_\_\_\_  
Name, surname and signature of CSO workers

\_\_\_\_\_  
Director/Authorised Person of the CSO