



Country:	Global
Member/Company	Adecco Group
Initiative	Multiple Initiatives

Overview

Access to Opportunity: Youth Empowerment & Employability: Vision – a world where education and enterprises work hand in hand to give young people access to information, advice and opportunities. The program is trying to solve: i) lack of connection between young people and employers; ii) undeserved youth do not have as many opportunities as they should; iii) current talent pools aren't diverse, creating demographic equity for all skillsets needed for the future.

The program aims to achieve: i) Be the go-to for pre-employability & employability readiness for youth; ii) creating cross-industry experiences for hidden talents & empowering undeserved youth; iii) create a Talent Collective of employers who support youth empowerment; iv) Future Proofing Talent Pools.

Key Performance Indicators (2021): i) 70% of schools make progress on achieving the Gatsby Benchmarks as a result of our programs; ii) Programs delivered in 8 regions in the UK and Ireland; iii) Student numbers & school numbers (e.g. 5000 students reached over the year in 25 schools); iv) Free school meals (e.g. On average 40% of the students per school we have delivered to are on free school meals).

Global programs:

CEO for One Month: In a highly competitive labour market, made more intense by the pressures of COVID19, young people often struggle to make it past the first hiring gates. Without years of experience, specific qualifications and weighty references, young people are already at a disadvantage. The 'CEO for One Month' programme of the Adecco Group Foundation helps young people to increase their work-readiness by leveraging the skills and know-how of the Adecco Group. The reward at the end of the process is the once-in-a-lifetime chance to spend a month shadowing the CEO of the Adecco Group, Alain Dehaze. Each year, over 200,000 young people apply and along the way, every candidate gains skills, insights and concrete tools that will boost life-long employability. The programme, run in more than 40 countries, provides candidates who are just starting down their own professional paths the information, guidance and exposure to the world of work they need to kick-start their careers. It offers young people the possibility to develop and showcase their leadership potential, to learn what it takes to succeed as a business leader, and to acquire the skills and the experience needed to get a foot on the career ladder.

Experience Work Day: Guaranteeing training and development for the new generations is what allows talents to find their own way and for companies and economies to grow. With this in mind, starting from 2017, the offices of The Adecco Group in 46 countries around the world simultaneously open their doors



to young students and professionals with the aim of inspiring and guiding them towards the world of work, helping them to imagine their professional future. This is the **Experience Work Day** : the global initiative that we conduct in a single day to offer around 9,000 young people around the world a useful compass to guide them in their career choices, through the direct involvement of over 4,000 HR experts. In 2020, we pivoted to an online 24 hour global format with 46 countries organizing webinars, masterclasses with managers and entrepreneurs, LinkedIn training sessions, and CV check activities, to allow young people to understand the job market landscape, digital reputation, jobs of the future and to provide an avenue for life-long learning. In total there were over 50 workshops in 18 different languages.

Global Alliance for Youth: The Global Alliance for YOUth is a business-driven movement of 22 like-minded organizations passionate about working together to help young people around the globe get the necessary skills to thrive in the world of work, today and tomorrow. We are convinced that by mobilizing the business community through a Global Alliance, we can help young people on a larger scale and have a bigger impact than we can individually. Together, we are committed to providing a better future for younger generations. We want to create bridges between today's context and tomorrow's skills needs. To ensure that all youth are future ready. By 2022 we have the common ambition to support 15 million young people, in order to help them build employability skills for the future: Digital, Soft Skills, STEM (Science, Technology, Engineering and Mathematics), Career Advice and Entrepreneurship. This commitment represents an increase from the ambition of 6 million opportunities announced in 2019. Together we will learn from each other, leverage our networks, build on successes and help young people to navigate the rapidly and ever changing work environment.

Country specific programs:

Creating Brighter Futures Program (UK):

- **Think Bright** (11-15yrs) – Through Insights Days students will learn how to develop the essential skills that will be beneficial in the world of work. Students will also interact with Adecco Group colleagues, learning about the recruitment industry and many other industries throughout the day.
- **Plan Bright** (16-18yrs) – A two week cross-industry work experience program. Students will learn many of the essential skills they will need to flourish in the world of work. Students practice these skills through work experience placements. Students will leave the program with tangible examples of their skills and experiences of work.
- **Shine Bright** (18+) – Building on the Adecco Group's existing programs for empowering young adults: the Kick-start scheme, Apprenticeships, Internships, Traineeships and the CEO for 1 Month program. A varied early talent development for young people regardless of education level.

CFA Recruter autrement and CFA des chefs (France):

In 2018, the law “Freedom to choose one's professional future” included a section specifically dedicated to apprenticeship. One of the important reforms is the greater ease given to companies to create their own CFA. Before the 2018 law, the creation process was very administratively complex and dependent on the agreement of public actors, including the Regions. The Regions subsidized the CFA and decided to open classes. The 2018 law allows companies to decide for themselves to create their CFA according to the needs they identify. And CFAs are now funded in proportion to the number of apprentices enrolled.



The Adecco group seized this opportunity to address two major challenges:

First, a CFA dedicated to recruitment professions was created (“CFA Recruiter autrement”), to train professionals in new and innovative methodologies, in particular recruitment without any curriculum. Present for example near Paris, Bordeaux and Lyon, has trained 86 people since its launch and nearly 1,200 The Adecco Group employee have received training inspired by its in-house educational content. For the 2019/2020 promotion, 32 people were trained, 19% joined The Adecco Group, 65% continued their studies, 6% were recruited by companies outside the Group. The 2020/2021 promotion has 54 trained people. For 2021, the goal is to integrate 120 new apprentices.

Secondly, a CFA dedicated to cooking was created to respond to tensions in the labor market in this sector. Created in early 2020, the “CFA des Chefs” is the first inter-company CFA (Accor, Accor Invest, Adecco Korian, Sodexo).

It offers, on 13 campuses in 3 large cities in France (in Paris, Lyon and Marseille), four cookery training courses at different levels of qualification. It guarantees its apprentices a host company for their work-study program, in one of the establishments of its founding groups. At the end of the training, CDI opportunities may be available to apprentices. A little less than 200 cooks joined the CFA in 2020 and the goal is to recruit 250 more for 2021. Next October 2021, the CFA des Chefs will celebrate its first graduates and its first permanent hires.

Key Messages

N/A