



Country:	France
Member/Company	MEDEF
Initiative	<i>Multiple Initiatives</i>

Overview

INITIATIVES BEFORE THE PANDEMIC COVID-19

MEDEF and its members are longstanding and active players of youth integration into the labor market. **For many years, MEDEF and its members have set up numerous initiatives** in order to increase the rise of apprenticeship's contracts and to reinforce the bridges between Education and Business.

- **Apprenticeships**

In France the apprenticeship system was facing various difficulties among others :

- Apprenticeship was not perceived as a pathway of excellence
- It mainly concerned only certain sectors : building, metallurgy, catering
- It focused on so-called "low-skilled" jobs / manual works
- It responded to a logic of grants financed by the apprenticeship tax but not to a logic of benefit or contract for a project
- There was a multitude of skills, actors, funding.

For all these reasons MEDEF was involved and supportive of the reform launched by the government in 2018 aiming at removing the technical barriers and enhancing the attractiveness of apprenticeships in order to expand them on a massive scale.

Medef and its members carried out numerous awareness-raising actions among business leaders to promote apprenticeships:

- Launch in **2014** of a campaign called "Beau Travail" in order to promote apprenticeships through short films to young people.
- Creation of "The Apprenticeships Channel" in **2016** in order to promote apprenticeships among young people (available on Youtube and social networks).
- Launch for the 2nd consecutive year, an action in partnership with the Tour de France in **2017**, in addition to a communication campaign on television and on social networks.
- Launch in **2018** of an online platform called "To my job", promoting apprenticeships, by connecting the 3 key players: young people, training centers and companies.

- **Education and Business Relationships**

In order to communicate the skills needs of the labor market to students and educational institutions, **MEDEF and its members have always given the Education and Business relationships a high national priority that mobilizes the entire business community (sectoral and territorial levels):**

Created in 90° from the joint initiative of MEDEF and the Ministry of National Education and Youth, the "School-Company Week" allows young, middle and high school students to:

- Discover the economic and professional world (Help in understanding the reality of companies and the training courses that lead to them).
- Develop an entrepreneurial spirit.
- Develop educational and professional guidance project.



Partners from the professional world (MEDEF, branches, OPCO, companies, associations) signed a cooperation agreement with the Ministry of National Education and the Youth in 2019. Many business leaders or senior executives are involved in “School-Business Actions”, by participating in meetings with school heads and educational teams.

Because they do not necessarily know the business world and because the choice of a future profession is often complex for young people, the “School - Company actions” are the privileged opportunity to discover the multiple facets and the professions that present the company.

In 2019, under the theme "Businesses and social innovation" and thanks to the mobilization of MEDEF and its members, more than 300 actions were deployed throughout the country in favor of young people, in order to demonstrate the attractiveness economic development of each territory according to its social and environmental specificities, etc.

INITIATIVES DURING THE PANDEMIC COVID-19

Despite the particular economic and health context, MEDEF and companies kept their commitment for the integration of youth into the labor market.

- **In the frame of the French's National Recovery Plan, MEDEF and its members proposed 20 measures to strengthen youth employment by apprenticeships and training**

- MEDEF contributed to the creation of the **plan "1 young, 1 solution"** which is one of the financial measures of the French's National Recovery Plan. This plan has been launched last July and aim at helping young people in the crisis. It **provides for a bonus of 5 000 euros to companies for the hiring of a minor apprentice and 8 000 euros for the hiring of a major apprentice.**

This "1 young, 1 solution" plan has played a decisive role in enabling SMEs to maintain their preponderant weight in apprenticeship, since they represent more than 3 /4 of signed contracts.

To date, more than 400,000 premium requests have been submitted by companies, **apprenticeship increased by 40% in 2020 in the private sector. An historic progression despite the crisis which is the result of the exceptional mobilization of companies during the COVID 19 health crisis.**

- Recently, **MEDEF got the financial aids extended until end 2021** in order to secure the next year.

- **MEDEF and companies have made a commitment to honor the meeting of "School -Companies Week" 2020: >> [Consulter la liste des actions de la semaine-Ecole-Entreprise 2020](#)**
- Additionally, within its organization **MEDEF set up recently 2 committees** composed by its members - **one is dedicated to youth** - whose mission are to:
 - ✓ **Propose measures** to the public authorities to streamline and promote the entry of young people into the world of work, emerging from the crisis".
 - ✓ **Carry out reflections** on certain observed trends (consequences of the interest of young people in new ways of working and socializing: teleworking, co-working, mission work, intrapreneurship).
 - ✓ **Strengthen the influence** of MEDEF and its members and take into account the issues of the professional world through a partnership policy to be formalized with the ecosystem of Education-Guidance actors (shared objectives, impact measurement and success indicators). e.g.: Cooperation agreement with Ministry of Education).
 - ✓ **Develop**, in conjunction with the sectors, regional strategies innovative in terms of guidance, in particular by promoting professional immersion (internships, virtual reality).
 - ✓ **Encourage** professionalization of teaching.

The results of all the above mentioned actions are following: almost 500,000 new apprenticeship's contracts have been signed in 2020 with an unprecedented increase of + 40% across all regions



This increase testifies to a real mobilization of companies, encouraged to recruit apprentices thanks to:

- ✓ **The mobilization of companies**
- ✓ The **liberalization of the system, driven by the 2018 reform**, which has instilled a positive dynamic in apprenticeship: While in order to expand their classes or open new ones, apprentice training centers were previously subject to regional approval, they are now free to adapt to training demand. The legal modalities of apprenticeship contracts have been simplified.

Details on figures:

- ✓ **Increase in the number of new apprenticeship contracts signed in all Regions (with a top 3: Ile-de-France, Auvergne Rhône-Alpes, Occitanie, Nouvelle Aquitaine).**
- ✓ **2/3 of new apprenticeship contracts concluded by companies with less than 50 employees:**
 - 0-49 employees: 322,820 contracts signed (66%)
 - 50-249 employees: 53,803 contracts signed (11%)
 - 250-999 employees: 39,130 contracts signed (8%)
 - 1,000 employees and more: 73,368 contracts signed (15%)
- ✓ **Homogeneous distribution of new apprenticeship contracts by level of qualification: 26% CAP /BEP, 16% bac, 22% bac +2, 17.5% bac +3/4, 18% bac +5**

The progression of apprenticeship in 2020 is driven by higher education, and in particular in part by bac + 2 level qualifications, which represent around 22% of contracts. New companies are therefore turning to apprenticeships and new profiles of young people are joining them, testifying to a better recognition of apprenticeship in society to allow training at any level of qualification.

- ✓ **Sectors which recruited the most apprentices in 2020:**

Regarding sectors, there has been a **significant development** of apprenticeship in wholesale and retail trade and in services as well as a maintenance of historical apprenticeship sectors such as **construction, industry and construction crafts** and this despite the impact of the health and economic crisis on these sectors.

Food industries: 30,772 contracts

Hotel and catering: 26,575 contracts

Trade and repair of motor vehicles and motorcycles: 22,351 contracts

Wholesale trade, except of motor vehicles and motorcycles: 21,151 contracts

Personal and local services: 18,289 contracts

Crop and animal production and related services: 13,248 contracts

Programming, consulting and other IT activities: 11,129 contracts

Financial service activities, except insurance and pension funds: 11 115 contracts

Key Messages

N/A