



Country:	The Netherlands / Worldwide
Member/Company	Randstad
Initiative	Multiple Initiatives

## Overview

### Overview Randstad Youth Programs 2021

Recognizing skills and striving for an inclusive labor market are key in helping youth navigate their way to sustained employment. Improving youth labor participation requires an in-depth understanding of employment and labor market issues at a local country level. Effective cooperation between the private employment industry and various public partners will be the recipe for success in combating youth unemployment. Our operating companies offer an array of initiatives to assist young people in finding the right job. In 2020, over 597,000 of the candidates working in our main markets were younger than 25, and we placed 15,100 of these young people in a permanent job. More information about our initiatives on youth employment can be found on our website.

### Jardines de Cosecha - Randstad Argentina

Randstad Argentina participates and encourages the initiative for the setting of centers for child assistance and care (1-11y) with the objective of preventing child labor in tobacco harvests (Salta and Jujuy provinces). Together with the Tobacco Chamber and Conciencia (NGO), this program works during the harvest season, running from January to March. As these months are summer holidays for Argentines, but heavy work months for parents working on the fields, the program offers Child Assistance and Care that operates at the same schools they might attend throughout the year. With this opportunity, we accomplish 2 things: on one hand, to prevent these kids from either staying at home and working as housekeepers, or joining their parents on the fields. On the other hand, kids are taken care of, they have health services, arts & crafts, and lots of play time. The Contention consists of health care, study support, psychological support, early stimulation (babies), clothing, recreational workshops, etc. Older siblings from 9-17 participate in a similar program but managed through a different NGO called Porvenir.

### Casitas de Santa Fe - Randstad Argentina

Randstad Argentina participates and encourages the initiative for the setting of centers for child assistance with the objective of preventing child labor in vegetable harvests (Santa Fe province). We have provided profound know how on this matter which was crucial during the start-up period. Now we are present as “sponsor” (though not financially). Very similar to our “Jardines de Cosecha” program, “Casitas de Santa Fe” works with older kids (12-17y), also allowing us to accomplish 2 things: on one hand, to prevent these kids from either staying at home and working as housekeepers, or joining their parents on the fields. On the other hand, kids are taken care of, they have health services, arts & crafts, and lots of play time. The Contention consists of health care, study support, psychological support, recreational workshops, etc. Elder children bear the highest risk of employment since they either join their parents during the harvest season or stay at home, do housekeeping jobs and take care of their younger brothers.



## **NEET - Randstad Belgium**

NEET is a collaboration between RiseSmart Employability, Actiris, ESF and 2 ngo's (Ras-El-Hanout & Tyn) to guide young Brussels residents aged 18 to 30 who are at a distance from the labor market and public institutions.

## **Randstad Young Talents - Randstad Belgium**

In 2012, Randstad Belgium established a partnership with Leuven University. The division responsible for this partnership is Randstad Young Talents. The aim of the partnership is to broaden employment opportunities for students with degrees in Economics and Business Studies, helping them find interesting alternatives to banks and consultancy firms, which tend to dominate when it comes to campus recruitment. Individual coaching sessions form part of the program. This partnership has been very successful and has now been extended to two universities and 16 different faculties. Last year, we counseled 1,000 individual students and 2,000 in workshops. Since 2012, we have created 100 relevant jobs related to students' university courses, as well as 500 first jobs for graduates. Randstad Young Talents is the only player in the market fully dedicated to this target group. It is also the first (and so far the only one) in the market to create additional jobs for specific graduates.

## **Randstad Charitable Foundation - Randstad Canada**

The Randstad Foundation has the mission to make work meaningful and accessible to people in our communities. The Foundation achieves this by working with grantees in the areas of skill building, workforce inclusion and early education (to promote the skills youth will need for the future of work). These grants provide support for groundbreaking initiatives that support youth to obtain lifelong employment, including the Water First Internship program, which provides indigenous youth with a 15-month paid internship to become water treatment operators in their communities where clean water is scarce. In addition to financial support for our grantees, the Foundation also provides opportunities for employees to provide skills-based volunteer service. In 2020, this volunteering activity with grantees assisted 336 youth improve their employability knowledge and skills.

## **Workplace Laboratory - Randstad China**

Candidate lead generation: expand database of student resumes in a cost-effective way. Fulfill recruitment needs for part-time/internship positions. Develop long-term partnerships with schools to build a pipeline for future batch recruitment purposes. Average fresh graduate pool: 1000/school Provide value-added services to students such as consultation on career, salary and skills trends. Collaborations with schools help expand our talent database and enhance our competitiveness in the industry.

## **Partnership with Créo – Randstad France**

The Créo association offers support programs for young entrepreneurs from disadvantaged neighborhoods in France. In France, youth unemployment is a huge problem, and youngsters from disadvantaged neighborhoods are particularly affected. Some of them are highly motivated to create



their own jobs by setting up a business, but they often lack the skills and professional networks to do this successfully. Créo offers training and networking opportunities for young entrepreneurs from disadvantaged neighborhoods by means of workshops, coaching programs and meetings with professionals. As a partner, Randstad France actively participates in the work of this school by developing educational content. Since 2012, Randstad has been a member of the selection jury for Créo's annual competition for young entrepreneurs ('Talent Developer'), with winners receiving special training and sponsorship, increasing their visibility.

Besides offering financial support to Créo, as part of the partnership, Randstad France also develops educational content, provides rooms for training, and organizes workshops on finance, commercial strategy, marketing, human resources, sales, and communication. In addition, Randstad volunteers, including members of the executive committee, participate in coaching and mentoring activities. The support given by Créo helps young entrepreneurs from disadvantaged neighborhoods to structure their projects and set up or continue their business successfully. In a sense, the program helps to 'democratize' entrepreneurship, opening doors that would otherwise remain closed. For Randstad France, the partnership brings new connections with promising talent. Some entrepreneurs even become Randstad clients. For those whose businesses are less successful, Randstad may be able to offer alternative opportunities, including temporary work to supplement their financial resources. Of course, the program is also a huge source of pride for Randstad's volunteers, and it strengthens Randstad's employer brand.

The Créo program fits in well with Randstad's overall drive to positively impact people's working lives and strengthens our image as a committed company. It enables us to develop our influence and expand our networks, connecting with other large businesses and public authorities.

In 2020, Créo supported 120 people, with 30 Randstad employees volunteering as coaches, including members of the executive committee of Randstad France. Over the past twelve years, more than 568 companies have been created, providing more than 1,000 jobs. The survival rate of companies is high (73% still running after three years). For more information, visit [Créo's website](#).

### **Joblinge - Randstad Germany**

At JOBLINGE companies, the state and private individuals work together to support young people with difficult starting conditions. The goal: real job opportunities and sustainable integration into the labor market and society. Through tailor-made qualification voluntary mentoring and support during the training, the initiative achieves a big success for the participants.

### **Du bist ein Talent! - Randstad Germany**

With the concept/program "You are a Talent!", The Randstad foundation wants to make the transition between school and the job market a success story. Discovering talents is the basis for success for both young adults and companies.



## **Enactus - Randstad Italy**

Founded in 2016 in Italy, present in about 40 countries. Goal is to create a global non-profit and community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives and create sustainable and social program.

## **Deploy your talent - Randstad Italy**

Deploy Your Talents, is an STEM and orientation program with special focus on the gender issue. The overarching purpose is to create awareness towards the growing need of STEM competencies and reducing the stereotype against the female gender.

## **ITS Technologies Talent Factory - Randstad Italy**

ITS is one way to decrease the youth unemployment (in Italy there are 2 millions young NEET), training young people to technological and digital skills (programming software, IoT, Cyber Security).

## **Ajax Challenge - Randstad Netherlands**

Randstad helps young people who drop out of the **mbo** in Amsterdam by means of intensive sports training and personal development on their way back to school or to work.

## **Youth Trip Clipper Stad Amsterdam - Randstad Netherlands**

Since 2001, annual sailing trip for youth, bringing together young people with diverse backgrounds to create awareness and understanding of each other and the environment, working together to sail the ship resulting in long lasting friendships. Because of Corona, the trip was cancelled this summer (2020).

## **Oranjefonds/Nederland doet - Randstad Netherlands**

Tempo-Team helps with the Oranje Fonds' Youth Opportunities program. Purpose of this program is to help young people obtain a starting qualification - even if they have dropped out of school. Some twenty Tempo-Team employees help with this, for example by giving job application training or organizing weekly coaching sessions.

## **Girls go technology - Randstad Poland**

Girls Go Technology is a Mercedes-Benz Manufacturing Poland program targeted at girls from high schools and technicians from Jawor county and the surrounding area. It was created in 2018 with a view to instilling in young women the belief that technology is friendly and can be a great idea for a professional life. Girls Go Technology is a two-stage project. The first stage allows determining the predispositions and talents of the participants. Schoolgirls from the School Complex Wincenty Witos from Bolków, the



European High School from Zgorzelec and the Poviatic Center for Vocational and Continuing Education from Jawor on February 4, 2020 at an organizational meeting they got acquainted with the idea and program of the project and the history of the Mercedes-Benz brand. They also had the opportunity to talk about future competitions and their talents with HR specialists. Girls interested in "taming" technology are invited to the second stage of the project – a series of 5 meetings, workshops about the future technologies and efficiency in the labor market.

## **Student Support - Randstad UK**

Randstad UK is a leading provider of support to students with disabilities, health conditions or an additional learning need. Randstad provides a range of support to help ensure that they receive a richer educational and pastoral experience at college or university.

## **Key Messages**

N/A