



BUSINESSatOECD

BUSINESS FOR YOUTH

A *Business at OECD* campaign
calling for better opportunities
for young people to enter the
labor market



**Youth is the central
pillar of our economies
- there is an ethical and
societal case to foster
youth participation in
our labor markets**



OUR CAMPAIGN GOALS

IDENTIFY

policy approaches that support the inclusion of young people into the labor market and the transition from school to work;

DISCUSS

policy actions to encourage young people to pursue education and/ or training options that will strengthen their chances to participate in the job market;

EXPLORE

the role OECD can play in identifying and promoting policies that can help equip young people with relevant skills and facilitate their inclusion into the labor market.

HOW THE COVID-19 PANDEMIC EXACERBATED THE VULNERABILITY OF YOUNG PEOPLE

In the Covid- 19 environment, young people in OECD countries were confronted with a **double challenge** as they faced both disruptions in access to education, workplace learning and unprecedented challenges to enter the labor market.

In the face of a loss or a drop in income, **young people are more likely** to fall into poverty, as they have fewer savings to fall back on. In addition, as illustrated by previous economic shocks, young people graduating in times of crisis find it more difficult to find decent jobs and income, which are likely to delay their path to financial independence.

There is a clear **ethical and societal** case for companies, which can support youth through job opportunities, where this is economically possible, apprenticeship programs, internship opportunities, and mentoring programs for entrepreneurship.



ABOUT OUR CAMPAIGN

Our campaign focuses on:

SHARING

the initiatives of our national business bodies and affiliated multinational corporations who equip young people with necessary skills to navigate through the challenges of tomorrow and **providing** OECD with evidence and advice on how business is working together with governments and relevant institutions to support and integrate youth into the labor market.

FACILITATING

the implementation of the OECD Recommendation on Creating Better Opportunities for Young People by inspiring further businesses to create labor market opportunities for youth.

INTEGRATING

the voice of young people into our work as next steps for our campaign, providing young people with an opportunity to voice their concerns and priorities and have a meaningful contribution to our engagement with the OECD.

01

02

03

Business recommendations

SCHOOL-TO-WORK TRANSITION

Business and entrepreneurs need policies that can address current skill requirements and reinforce access to training opportunities. Business collaboration with governments is essential to address skills gaps and ensure skills are targeted to the requirements of rapidly changing labor markets.

RECOMMENDATIONS

01

Foster the ability for young people to be better prepared for their educational choice, to ensure a greater understanding of what job opportunities and individual academic curricula may provide and what competencies are acquired through them.

02

Promote opportunities for high-school students to engage in work experiences before graduating, with the objective to acquire new skills, explore career paths and gain both work and life experiences.

03

Encourage educational and training systems to improve learning experiences, update training models, and enhance opportunities for lifelong capability building.

04

Establish flexible education and training systems reflecting the digital transformation and green transition processes, enabling students to combine education and professional work experiences.



ACCESS TO APPRENTICESHIPS

Government support schemes in the form of financial incentives can play an important role to encourage companies to offer apprenticeships. Adapting to a changing world, Vocational Educational Training (VET) institutions need to be responsive to employers' and individuals' needs.

RECOMMENDATIONS

01

Encourage vocational schools to connect companies with students as well as promote VET as an attractive learning option via clearly defined routes with well-designed progression routes to higher qualifications within VET, as well as bridge programs into universities.

02

Recognize vocational training as an indispensable pillar of dual training and an important partner for companies. Vocational schools should partner with governments and the private sector to provide the skills that are needed for the labor market and tailor vocational training curricular.

03

Strengthen collaboration with the private sector and key stakeholders to foster apprenticeship systems, increasing employers' capabilities to hire young people and/or provide job-learning opportunities, while considering financial incentives for employers to support apprenticeship programs.

04

Promote policies that facilitate virtual or hybrid national and international apprenticeship schemes.

INTERNSHIPS

Employers in today's world heavily rely on resumes that illustrate relevant work experiences. Internships are a first step allowing students to gain practical experience and can be a win-win opportunity for students and companies. They provide students with real life experience and first-hand exposure to the workplace. For employers, internships offer an important opportunity to collect fresh ideas and look out for future employees.

RECOMMENDATIONS

01

Support initiatives aimed at encouraging companies to offer internship opportunities for youth.

02

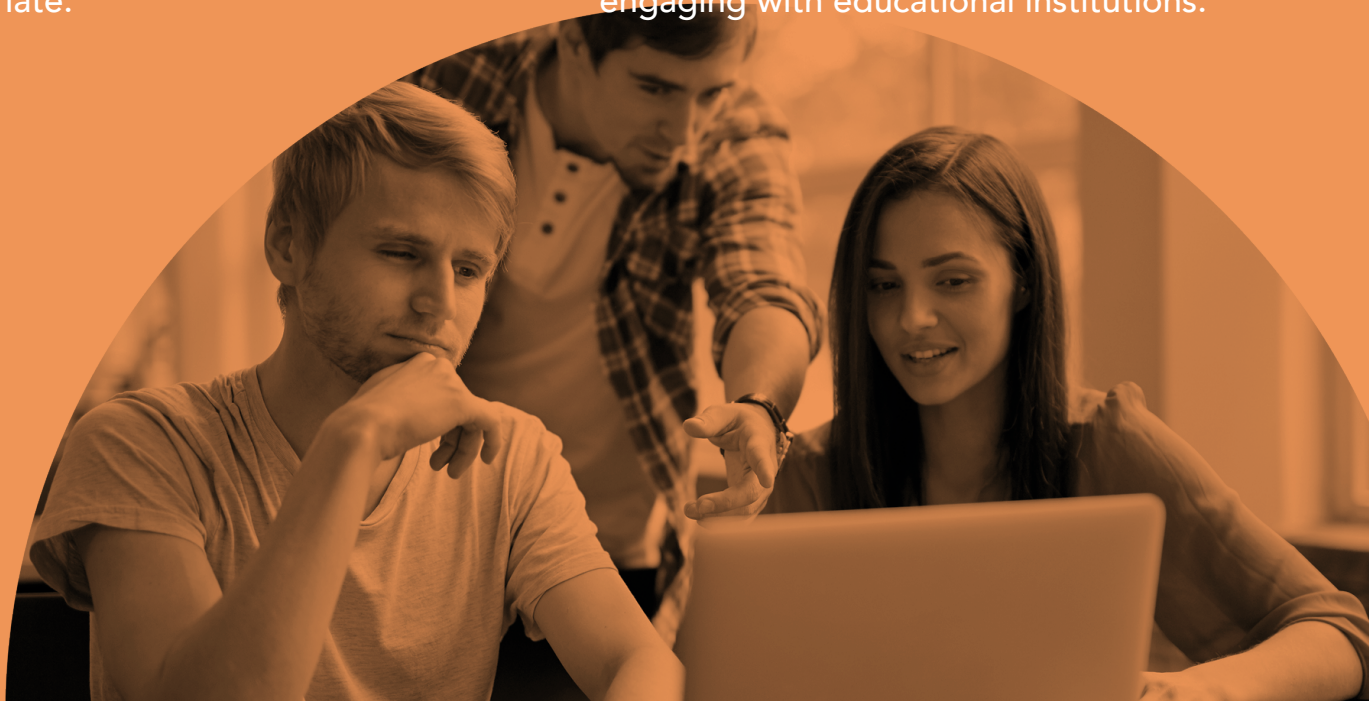
Identify investment and incentive programs that allow employers to provide internship and other training programs.

03

Consider remote or hybrid internship opportunities to alleviate disruptions as appropriate.

04

Promote the benefits of adopting internship programs for companies and engaging with educational institutions.





ADDRESSING SKILLS GAPS

While employers already expressed concerns about the skills gap before the Covid-19 crisis, ensuring the right skills are available has become increasingly important to support the digital transformation and address shifts in the economy. We need concerted policy action and close public-private dialogue to identify how educational institutions can align curricula more closely to current in-demand skills from the corporate world.

RECOMMENDATIONS

01

Identify and implement programs to address known skill gaps, related to both hard and soft skills, and provide valuable job experience to workers, post-secondary students, and youth in general.

02

Foster regular dialogue with employers' organizations and incorporate feedback from employers on the practical needs of the labor market in education and training programs.

03

Promote careers in Science, Technology, Engineering and Math (STEM) with a particular focus and effort to overcome gender stereotypes in this context.

04

Promote training initiatives that allow students from diverse background to participate in them, in particular with a view towards providing equal opportunities to students from different socioeconomic backgrounds, geographical conditions, age, education level, and employment history.

YOUTH ENTREPRENEURSHIP

Young entrepreneurs who want to start a business can face challenges related to awareness, skills, finance, and given their lack of experience in the labor market and lack of a credit history. Tailored training and mentoring opportunities can help future young entrepreneurs better understand how labor markets work and what is needed to succeed.

RECOMMENDATIONS

01

Encourage the infusion of entrepreneurial thinking into non-business disciplines at all levels of the education system from an early age and help nurture students' entrepreneurial skills, attitudes, and motivations.

02

Raise awareness about national and international programs that support and promote youth entrepreneurship.

03

Improve access to finance for young entrepreneurs through programs such as the provision of grants or financial incentives to start a business.

04

Foster mentorship-based and tailored training schemes for students and young adults entering the labor market or starting their own business.





EMBRACING DIGITAL TRANSFORMATION

Data driven innovation and emerging digital technologies are significantly impacting production processes and delivery of goods and services. The employability of young people depends on their ability to successfully navigate the demands of a rapidly digitalizing economy and the opportunities the digital transformation provides across sectors.

RECOMMENDATIONS

01

Foster digital technologies and ways to use them to meet the demand for new skills by providing customizable learning materials for students and improving schools' technology infrastructure.

02

Encourage digital mentoring, through digitalization processes, enabling young people to connect with teachers and prospective employers.

03

Increase Investment in training teachers and managers, conducting pedagogical and technological mentoring needed to advance and thrive in the digital transformation.

04

Provide accessible, barrier-free, people-centered and user-friendly services for young people including through digital means, to facilitate their access to information and mentoring.



BUSINESSatOECD

Explore our members' initiatives

Share with us how your organization is supporting young people as they enter the labor market, equip them with the skills in demand and promotes putting trust in youth.