

JOBLINGE—Joining Forces to Address Youth Unemployment

European Conference on Corporate Volunteering 2015



Need for effective support of JOBLINGE's target group still high in Germany

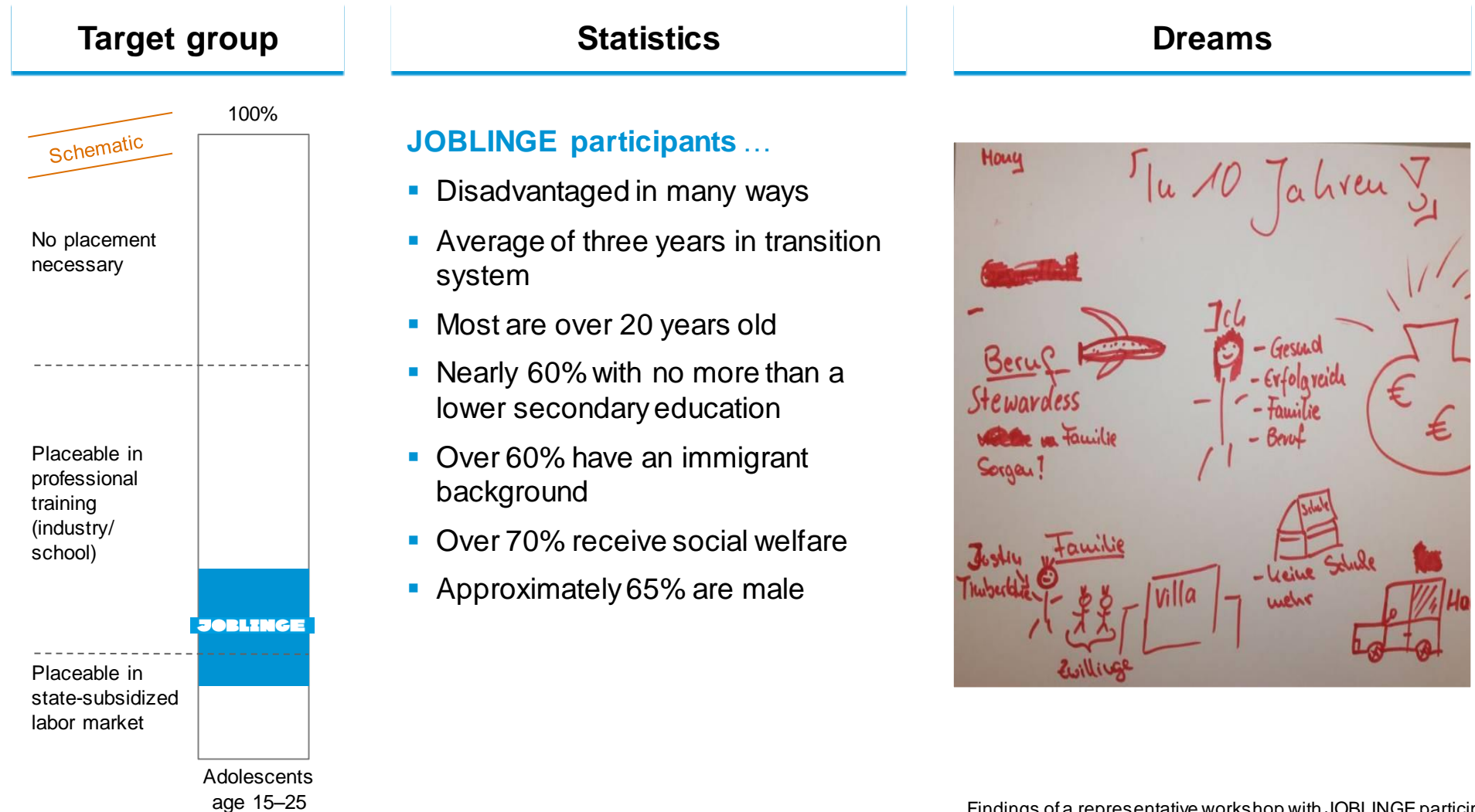


- Germany 2015
- Over 500,000 underprivileged youth without any perspective¹
 - School-to-work system with more new admissions than the previous year
 - All-time high for vacant apprenticeship spots (+ 10%—37,000)

1. In Germany, about 220,000 unemployed youth (May 2015); 70,000 "unserved"; 260,000 in the "school-to-work system"
Source: 2015 vocational training report ("Berufsbildungsbericht") from the Federal Ministry of Education and Research

JOBLINGE supports in particularly difficult cases ...

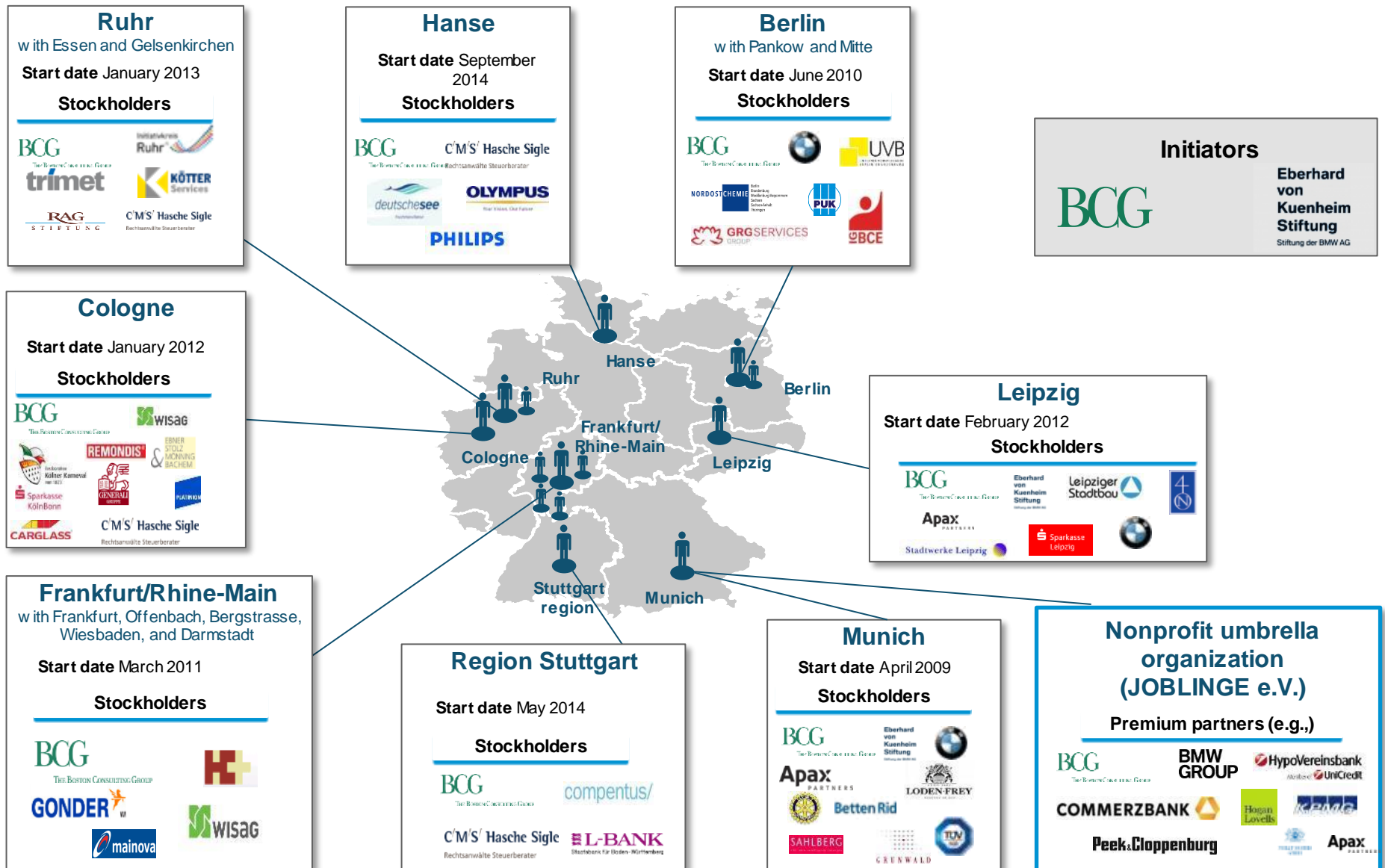
Who is the JOBLINGE target group?



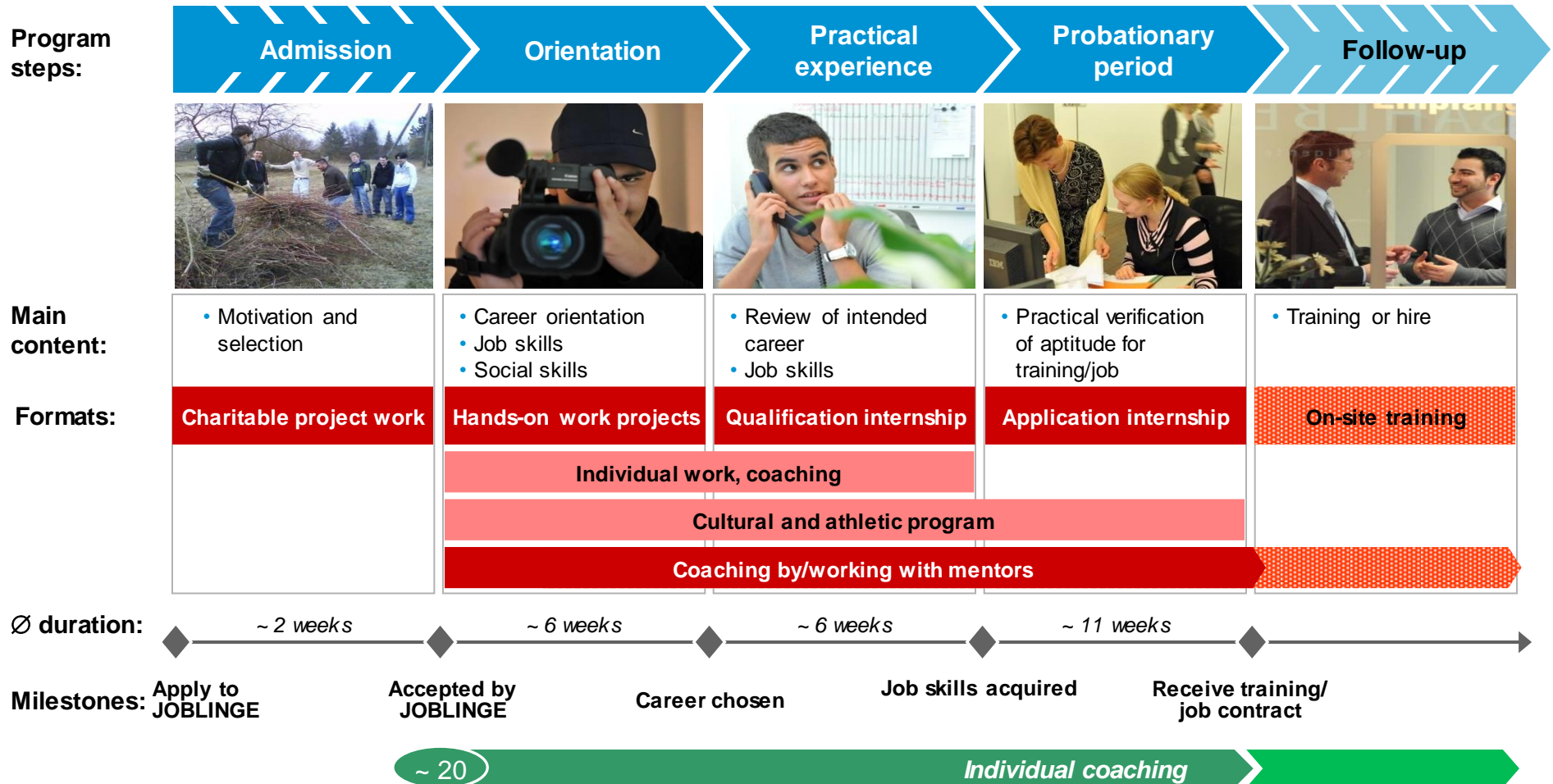
JOBLINGE target group

Findings of a representative workshop with JOBLINGE participants

JOBLINGE A strong network for the youth



Youth work for a vocational training position in JOBLINGE's six-month program



Four groups start
per year with
approx. 20
participants

Program participants seek and experience genuine acceptance and support from mentors

"He has to really want it himself."

Coach

"Someone who I can count on and who listens to me—that's a great experience."

"Crisis manager"

"I need someone who can motivate me—and keep at it. My mentor does that."



Confidant

"I don't want someone who'll give me false hopes—it's better to hear difficult things communicated openly and honestly."

Motivator

A mentor opens up new possibilities for youth and promotes stability with trust—he is "there" for him

Mentors act as confidant, coach, and "crisis manager" for youth

Mentor background

- Person **with life and work experience**
- **Perseverance and enjoy** coaching
- Average of **about 2 hours/week**



Mentor role and tasks

- **Long-term motivation**
 - Regular contact, trust building, be a role model
 - Special support during crises
 - Job placement is not part of the role
- **Occupational orientation, coaching**
 - Support in strength analysis and career identification
 - Giving feedback and promoting self-reflection



Support from JOBLINGE

- **Far-reaching JOBLINGE support of mentors**
 - Professional 5-hour preparation seminar
 - Informational brochure for mentors
 - Continuous support from JOBLINGE employees
 - Regular, professional group supervision



Successful contribution of corporate volunteering



JOB LINGE



Mentoring network based on JOBLINGE's success in Hamburg



Growing number of partners employing JOBLINGE mentoring as part of their management development programs

JOBLINGE mentoring offers ...

... Relevant facets of personnel management, e.g.,

- Recognizing strengths and potential
- Promoting initiative and independence
- Demonstrating paths for development
- Leading structured feedback talks
- Persuasion

... Support within the organization

- Informational workshops for employees
- Trainings (mandatory)
- Close volunteer supervision

... Valuable experience

- Professionally and personally enriching for volunteers
- Specific, nonstaged leadership experience
- Ideal supplement to social commitment and targeted employee qualification

JOBLINGE mentoring integrated in employee development



"Because they influence the future of a young person, our junior employees find their work in the development program to be significant and relevant—an experience that can't be replaced by mere role play" Helaba

LEARNINGS

CHALLENGES

THE UNEXPECTED

Entering a field of new experiences



STRONG SUPPORT in getting
CONFIDENT!



JOB LINGE

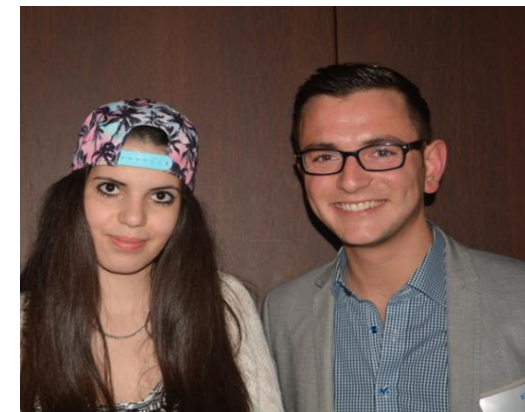
ACCEPTANCE?

A GIFT FOR BOTH SIDES!!!

Change of perspective



UNDERSTANDING?



JOBLINGE—a joint initiative of

BCG

THE BOSTON CONSULTING GROUP

**Eberhard
von
Kuenheim
Stiftung**

Stiftung der BMW AG