

# CREDIT SUISSE

## Youth Unemployment Initiative



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# Credit Suisse Reacted in 2009



- 2009: Youth unemployment at historic high of 5.4%
- Annual Credit Suisse Worry Barometer: Fear of unemployment remains one of the top concerns of the Swiss population
- Social responsibility as a major company in Switzerland
- Aim of the initiative: To enable as many young people as possible to enter the workplace

# Specialized Non-Profit Organizations as Partners



- Six specialized NPOs
- Offering
  - Throughout Switzerland
  - Orientation, availability, job search, integration
  - Broad target group (focus on transition 2)
- University of Applied Sciences Northwestern Switzerland (FHNW)
  - Evaluation of the programs 2010–2012
  - Very successful and efficient
  - Definitely to be continued
- Credit Suisse
  - Financing up to CHF 30 million
  - Continuing education project management
  - Support for Check Your Chance

# Strong Positive Effects



- **Participants from April 2010 to December 2014**
  - 8,300 participants
  - 5,300 successful outcomes
- **High success rate: approx. 70%**
- **Low costs**  
CHF 2,000 – 4,000 per participant
- **Creation of new structures**  
Umbrella association: Check Your Chance
- **Established, optimized offers and processes for crisis situations**
- **In-depth industry expertise of Credit Suisse**



# The Initiative in figures (2010-2014)



Over  
**8300**  
young people  
received training  
and individual  
advice



About  
**70%**  
of all program  
participants were able to  
embark on a career or benefited  
from professional training  
and development  
opportunities



Over  
**5300**  
young people  
successfully completed  
a program



Over  
**3200**  
young people  
subsequently secured  
permanent  
employment



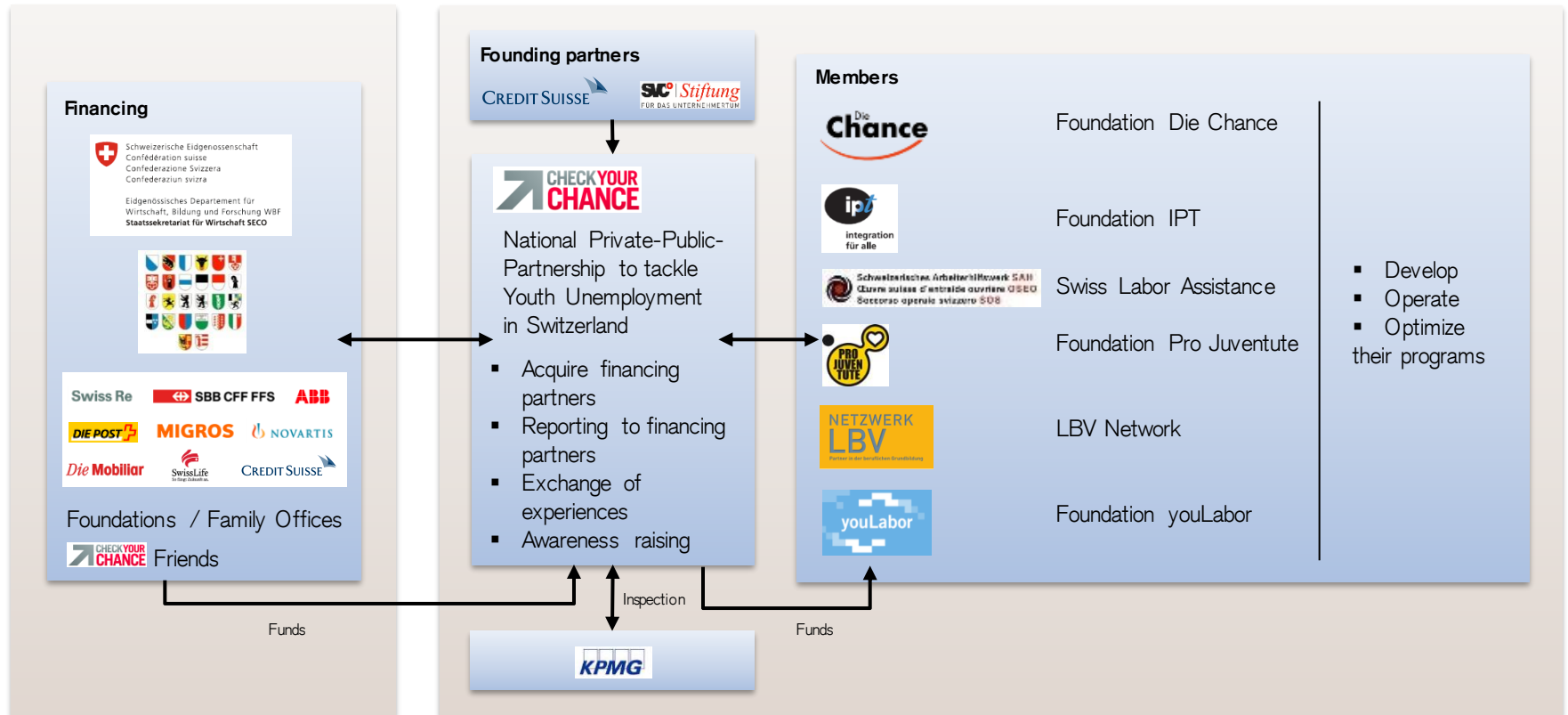
Over  
**1000**  
people  
obtained fixed-term  
positions



Over  
**1000**  
people  
embarked on  
training

# The outcome after five years: «Check Your Chance»

## A union of partners for «Private-Public-Partnership»



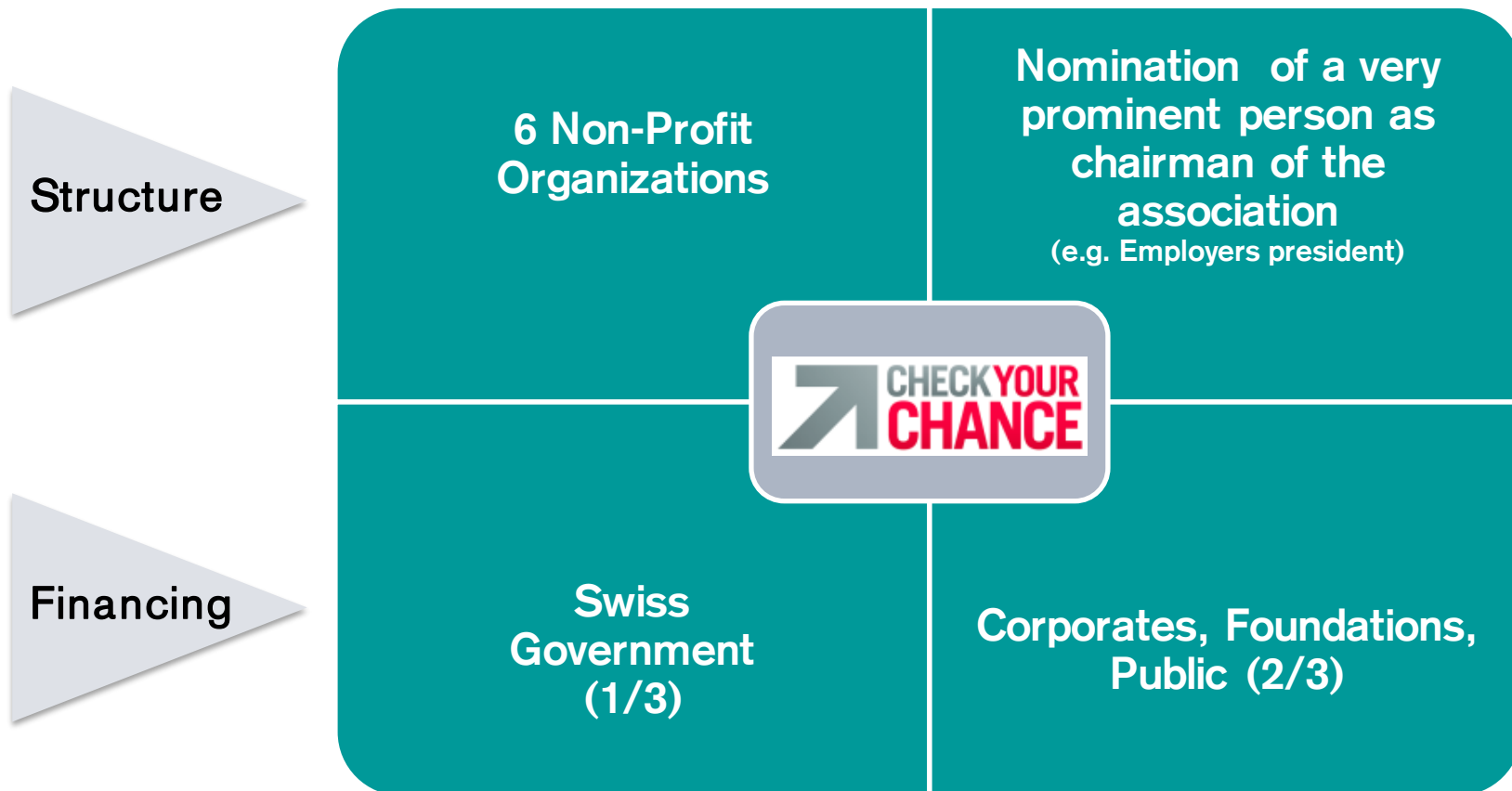
# Volunteers as application trainers

## Skills Based Volunteering

- **Concept:**
  - Volunteers receive applications from students
  - Volunteers go to class and interview the students
  - Volunteers give feedback about application and interview
- **Figures (2012-2014):**
  - Number of Volunteers: 91
  - Number of Students: 728
- **Impact:**

Students learn sustainably to prepare a successful application and to improve their interview behavior.

# Association “Check Your Chance”: Unique national platform to combat youth unemployment





# Lessons learned: Room for improvement

## Before

- Define at the beginning a vision of the engagement's end
  - Clarify the strategic classification and the ambition in the big picture
  - Analyse partners in-depth and select carefully
  - Establish a common understanding of targets, functions and KPIs
  - Build a comprehensive understanding of the partner projects
  - Plan and implement appropriate communication
- Reduces the need of resources during the initiative

# Lessons learned: Way to go

- Cooperate with government bodies in early stage (e.g. partner selection)
  - Address expectations unmistakable to the stakeholders
  - Discuss with partners as equal and treat them equal
  - Stimulate trust, transparency and equal interests among the partners
  - Stipulate ambitious objectives for the projects
  - Support partners in due time if they struggle to reach objectives
- Creates the fundament for a successful, long-term cooperation

# Questions

- **Your experiences in the field of Youth Unemployment?**
- **Your experiences in forming a united group of Non-Profit-Organizations?**
- **Could the concept of Check Your Chance be transferred to other countries?**
- **How could the cooperation between corporates dedicated in the same topic be strengthened?**
- **How can Non-Profit-Organizations which combat Youth Unemployment increase their efficiency by deploying volunteers?**