



## Ad Venture Competition 2013/2014 – Brief

### Challenge

The Ad Venture Competition challenge for this year is to raise awareness about European opportunities that support European youngsters aged under 25 to get a first work experience. Main focus of the campaign should be on the opportunities young people have through the European Commission's Youth Employment actions and initiatives.

### Background

Youth unemployment has a profound impact on individuals as well as on society and the economy. Unless current trends are reversed quickly, today's levels of youth unemployment risk damaging the longer-term employment prospects for young people, with serious implications for future growth and social cohesion.

- Almost 6 million young people (5.7) were unemployed in the EU-27 area in March 2013. This is over 23% (24% in the euro area).
- 7.5 million young Europeans between 15 and 24 are not employed, not in education and not in training (NEETs).
- More than one in five young Europeans on the labour market cannot find a job; in Greece and Spain it is one in two.

### Desired Position

The overall objective is to make young Europeans under 25 aware of existing opportunities offered by EU funded initiatives that can help them in their search for a job: either by continued education, accessing an apprenticeship or a traineeship or obtaining a job (home or abroad). This includes explaining the advantages of improving their skills (through an apprenticeship or traineeship), participating in vocational education or a placement in a company during their studies (Erasmus and Leonardo Da Vinci programmes), applying for a European Voluntary Service placement, seeking job opportunities in other countries through Your First EURES Job and the EURES Portal or starting an own business (Microcredit or Erasmus for Entrepreneurs).

### Client

**European Commission, Directorate General Employment, Social Affairs and Inclusion:** the Directorate General addresses challenges linked to globalisation, the ageing of Europe's population and changing social realities. Examples of the areas in which the DG active include support for:

- More and better jobs through the European Employment Strategy
- Free movement of workers and coordination of social security schemes
- Better working conditions
- Social inclusion.



### Target Audience

The target audience is European people under 25. Due to its pan-European character and the possibility of running it live, the campaign should be:

- ✓ designed as a pan-European campaign
- ✓ in English
- ✓ able to run in countries all over Europe so do not rely on local humour or use local personalities etc., which may not work in other countries

### Key message

- ✓ Invest in your skills
- ✓ Explore the professional opportunities offered by EU funded initiatives
- ✓ Think out of the box - apprenticeship or setting up your own business can be excellent solutions

### Aim

**Increase awareness of the EU initiatives that give young people under 25 more chance in getting a job.**

**The campaign should go into the direction “You can become more employable.”** (by taking up one of the EU funded initiatives).

### Tonality

The campaign seeks to address a worrying situation with a positive tone. Expressing that, although it is right now difficult, 'you can become more employable' by taking up one of the EU funded opportunities.

### Format

- Teams should limit their campaigns to digital channels. We encourage teams to consider all digital promotional channels (web, multi-media, social networks etc.) in bringing their campaign to life.
- One specific criterion according to which your campaign will be judged is its direct applicability, taking into account different languages and cultures in the EU, the challenge of using copyrighted materials or further needs for adjustment.
- Campaigns should reflect the approach "maximum impact, minimum investment".



## Research and useful links

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### Youth Guarantee

The Youth Guarantee to which all EU countries have committed in February 2013 is to be rolled out through specific country Implementation Plans. The objective is for all young people up to the age of 25 to receive a good quality offer of employment, continued education, an apprenticeship or a traineeship within four months of leaving formal education or becoming unemployed.

Why?

- Youth **unemployment rate is more than twice as high** as the adult one
- The **chances** for a young unemployed person **of finding a job are low** – only 29.7 % of those aged 15-24 and unemployed in 2010 found a job in 2011.
- When young people do work, their **jobs tend to be less stable** – in 2012, 42.0 % of young employees were working on a temporary contract (four times as much as adults) and 32.0 % part-time (nearly twice the adults' rate).
- **Early leavers from education and training** are a high-risk group – 55.5% of them are not employed and within this group about 70% want to work.
- **Resignation** is an increasing concern – 12.6 % of inactive youth wanted to work but were not searching for employment in the third quarter of 2012.
- In 2011, 12.9% of young people were **neither in employment nor in education or training** (NEETs).
- There are significant **skills mismatches** on Europe's labour market.
- Despite the crisis, there are **over 2 million unfilled vacancies** in the EU.

### Useful links

- [European Commission DG Employment, Social Affairs and Inclusion](#)
- [Youth employment in the EU](#)
- [Background data on youth employment in the EU](#)
- [Youth Guarantee](#)
- [EURES](#)
- [Your first EURES job](#)
- [Youth on the Move](#)
- [European Alliance on Apprenticeships](#)
- [Progress Microfinance](#)
- [European Social Fund](#)
- [Education & Training in the EU](#)
- [Erasmus for young entrepreneurs](#)