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BACKGROUND

Who are the Neets?

"Not in Education, Employment, or Training".

The acronym refers to the diverse group of vulnerable and non-vulnerable **young people** who are not accumulating human capital through the labor market or education, whether voluntarily or involuntarily.

This term frequently arises in discussions concerning **European employment rates**, especially following the 2008-2013 economic **crisis**, which underscored the great vulnerability of young individuals to economic recessions compared to other age groups. The crisis resulted in youth unemployment to exceed **40%** in several EU nations and caused an annual economic **loss of over €142 billion**. Also Covid-19 **Pandemic** impacted young people, producing a 13.70% (9.8 million) increase in the rate of NEETs in 2020.

Certain demographic groups and the place of residence seem to be influenceable when dealing with unemployment. For instance, a great division is still to be found between **north-south Europe**, since NEETs have been primarily located in **Southern** or **Eastern** Europe. Prioritizing the reduction of youth unemployment and striving to inclusively involve a maximum number of Europe's youth in the labor force stands as a cornerstone of the EU policy agenda.

OBJECTIVES

Since the launch of the **Youth Guarantee** in 2013 the labor market situation of young people has improved significantly.

However, YG schemes have not yet reached all young people: it is estimated that only **38.5 %** of all NEETs in the EU were registered in 2016.

A relevant player in the matter is the **Public Employment Services (PES)**: yet, identifying hard-to-reach inactive young people is challenging since many are not registered with the PES and social youth services.

The **main aim** of this campaign is to put forward **effective proposals and strategies to optimize the implementation of European policies**, supporting inclusively young people to **reduce the NEET rate** in the EU.



STEP 1: CAMPAIGN LAUNCH

The primary objective of this first phase is to **raise awareness** on the extent of the issue, so to urge young **discouraged** workers to **register at their local PES** (Public Employment Services).

The campaign will be carried out mainly on social media platforms, so as to reach as large of an audience as possible.

Other targets of the launch will be **schools**, where exiting students will meet with experts and participate in **workshops**, in the attempt to prevent them from leaving the labor market altogether; thus becoming NEETs.

STEP 2: CAREER SERVICE

The objective of this phase is to **enhance the direct participation of employers and firms in the project**, allowing for a **face-to-face interaction** with the young targets of the campaign.

Structured involvement will be critical to ensure the success of the project; this will take the form of dedicated events in each school district, where young aspiring employees will have the opportunity to speak with a selected range of employers, get to know the firms they would like to join and leave their CV.

Not only will this strategy create that competition needed to ensure the validity of the selection process, but it will also benefit local firms, thus allowing for the economic reevaluation of rural areas.

STEP 3: THE EU FORMATION NET

The aim of this last phase is to **create a net of employee training agencies on a EU level**, so as to enhance **collaboration** between the first-responders to the issue of NEETs.

Acknowledging the existence of previous national policy responses - such the school-to-work transition scheme “Ung Framtid” (“Young Future”) in Sweden or the employment-centered “Emploi d’Avenir” (“Jobs for the future”) in France - it is crucial to create a united policy framework, tailored to the needs of each member state.

This will be reached in two main periods:

1. Each member state will implement a specified **response plan**, focusing on the needs and composition of its population;
2. The “**EU formation net**” will control and direct a united European response. Among the tasks of this institutional body there will be funding allocation, formation of good quality support service for the national agencies and **biannual reports** of the work carried out on a domestic level by each member state.

CONCLUSION

This strategy aims to tackle the issue of NEETs by **raising awareness**, facilitating **direct engagement** between **employers** and **young job seekers**, and creating a **collaborative network** at the EU level, by leveraging social media and school-based interventions. Including local firms in **career events** not only benefits young individuals, but also contributes to the **economic revitalization** of rural areas, two solutions in one strategy!

Furthermore, the creation of the EU formation net can ensure a **coordinated** approach across member states, allowing for **tailored responses** to the various needs of young people transitioning into the labor market. This approach underscores the **commitment** to combatting **youth unemployment** and fostering (or **kneetting**) a brighter **future for Europe**.

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