



International
Labour
Organization

Outreach strategies for discouraged and inactive young people: An ILO guide

***Gianni Rosas,
International Labour Office***

**Meeting with Youth Guarantee Coordinators,
European Commission – Brussels, 14 March 2018**

1. Youth inactivity: Some issues
2. Outreach approaches
3. Process for developing outreach strategies
4. Main elements of outreach strategies (situation analysis, priority setting and action planning)

Sources:

Guide: [Guide for developing national outreach strategies for inactive young people](#), ILO, 2017

Policy brief: [Outreach strategies for young NEETs](#), ILO 2017

Technical paper: [Mapping outreach practices to support inactive young people in re-entering education or gaining employment](#); ILO 2016

- Despite significant improvements in youth labour markets of EU countries, the ***levels of inactivity*** among young people remain stubbornly ***unchanged***
- For policy purposes and because of distinctive characteristics and determinants, it is essential to ***unbundle and analyse the different groups of young NEETs***
- Until 2014, ***youth employment policy*** in the EU had almost exclusively dealt with unemployed young people
- Most of the interventions to tackle youth inactivity are delivered through ***specific or pilot projects*** that are limited in time and scope. These projects have helped to learn a number of implications for policy development.

There is no single definition of “outreach”, but in the area of youth employment it typically encompasses:

1. Awareness raising and information to attract young people to services
2. Interventions to identify, contact and engage inactive or disengaged young people, and
3. Individualized labour market integration services and programmes delivered in proximity (local communities, schools, public places and events, one-stop-shops)

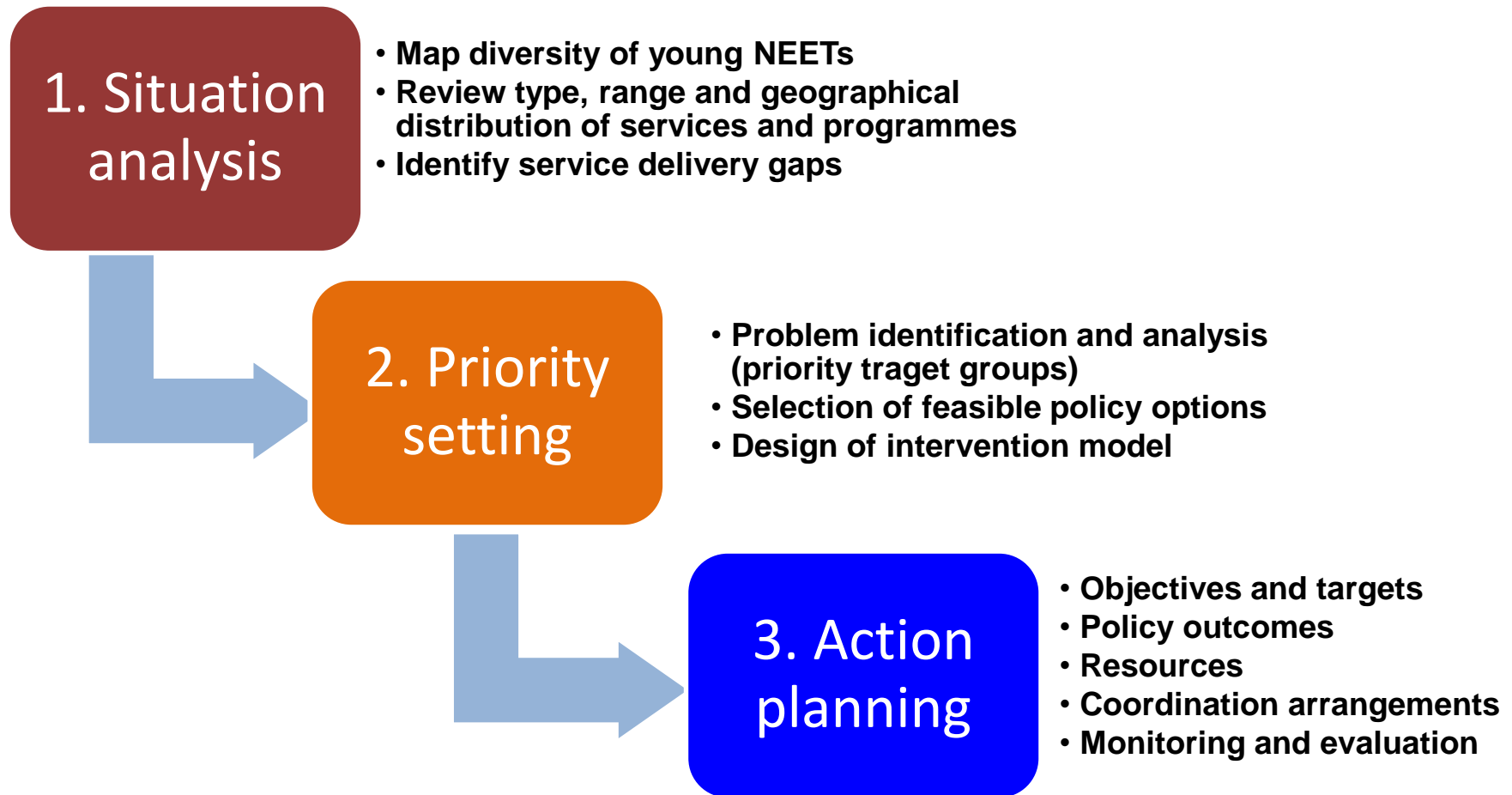
Outreach approaches (2): Main steps



Process for developing outreach strategies

6

- **Establishment of Inter-institutional working group** (representatives of employment, education, health, social protection ministries, local authorities, the social partners, youth organizations, other partners);
- **Statistical profile of young NEETs** (analysis of micro-data) and **mapping of resources** (services, programmes and potential partners);
- Definition of the **intervention model** (identification, contact, engagement, service and programme delivery);
- **Strategy formulation and action planning** (aim, objectives and targets, outcomes and indicators, resource allocation, implementation arrangements, M&E);
- **Expansion of partnerships** at local levels.



The analysis of the micro-data of the Labour Force Survey (LFS) and of the Survey on Income and Living Conditions (SILC) helps identify the:

1. individual characteristics of disengaged young people (sex, age group, level of educational attainment, socio-economic background, social exclusion risk), and their geographical distribution, and
2. degree of detachment from the labour market (e.g. short-term and long-term unemployed, discouraged workers, inactive due to disability)

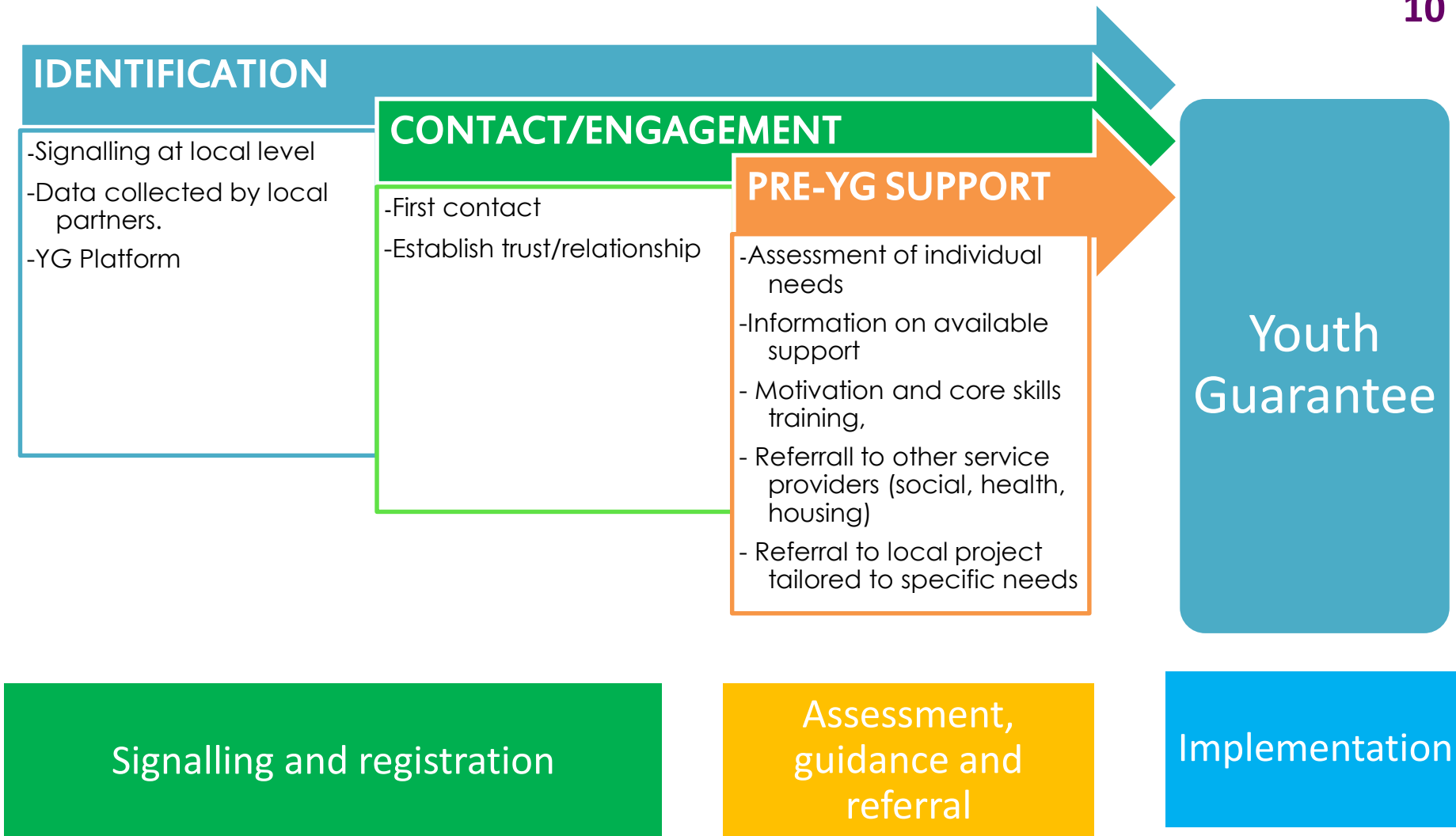
The application of a probability regression model allows for understanding the individual and geographical factors that determine the risk of becoming inactive

The resource mapping is used to identify:

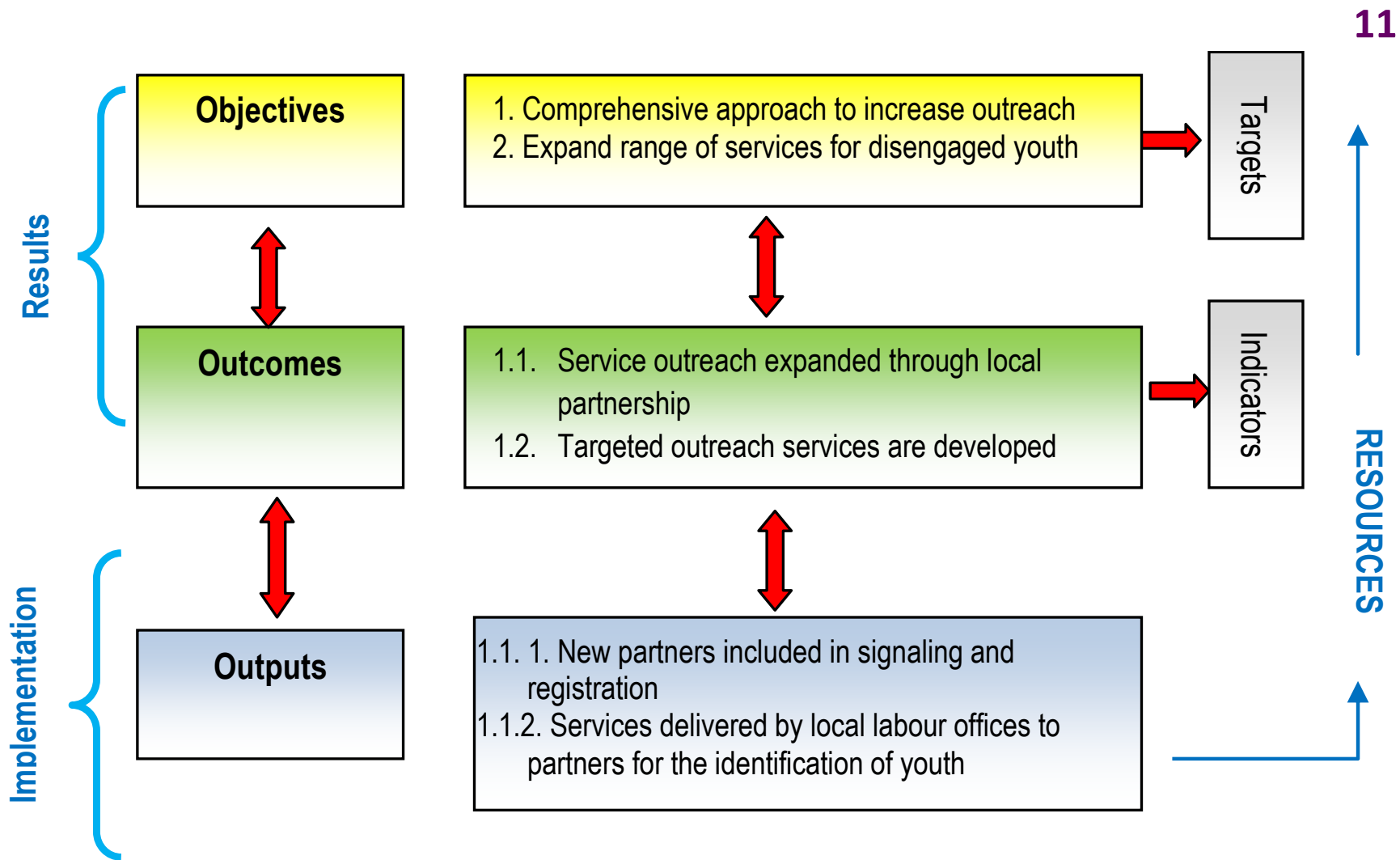
- the services that are already being delivered, their geographical coverage and responsible organizations (what, where and by whom)
- fragmentation, gaps and overlapping in service delivery that need to be addressed
- service providers and organization that can be involved as implementation partners in the delivery of the outreach strategy

Priority setting (1): Defining the intervention model

10



Action planning (1): Architecture of the strategy



Action planning (2): Operational plan

Annex 1 – Operational Planning Matrix

Objective: Target	INDICATORS	RESPONSIBLE UNIT	FINANCIAL INPUT		TIMEFRAME	
			Pledged	Not pledged yet	Start	End
<p>The specific objective of the Outreach Strategy.</p> <p>The measurable target to be achieved under the specific objective.</p>	<p>The measure to be used to check the changes brought about by the realization of outputs</p>					
<p>Outcome 1.1</p> <p>The tangible change that is expected to happen in the specified timeframe and that results from the achievement of the outputs indicated below</p> <p>Baseline</p> <p>The starting situation from where implementation begins. It is the starting point to monitor achievements.</p> <p>Outputs</p> <p>What will be produced to achieve the specific objective of the Strategy. The operational plan may also detail the specific activities to be carried out under each output.</p> <p>1.1.1</p> <p>1.1.2</p> <p>1.1.3</p> <p>.....</p>	<ul style="list-style-type: none"> ▪ ▪ ▪ 	<p>The institution or organization that has the responsibility for the achievement of the outcome. It may also list the entities that are partner in implementation.</p>				

These two columns provide an estimate of the financial resources needed to achieve the outcome and distinguish between those already available and those that will need to be found.

These two columns indicate the time needed to achieve the outcome.

