



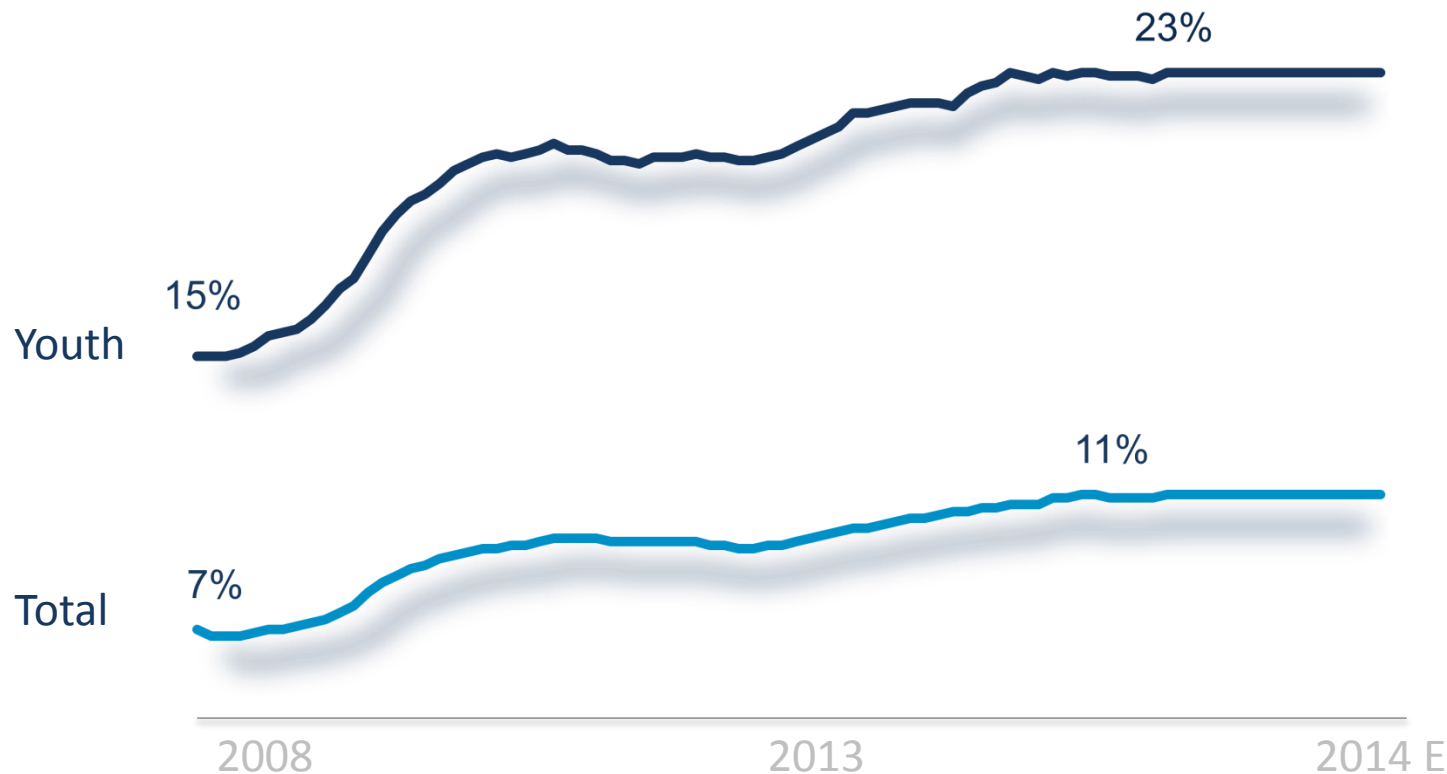
The Nestlé European Youth Employment Initiative

Ariana Rastauskaitė
Corporate Affairs Manager
Nestlé Baltics

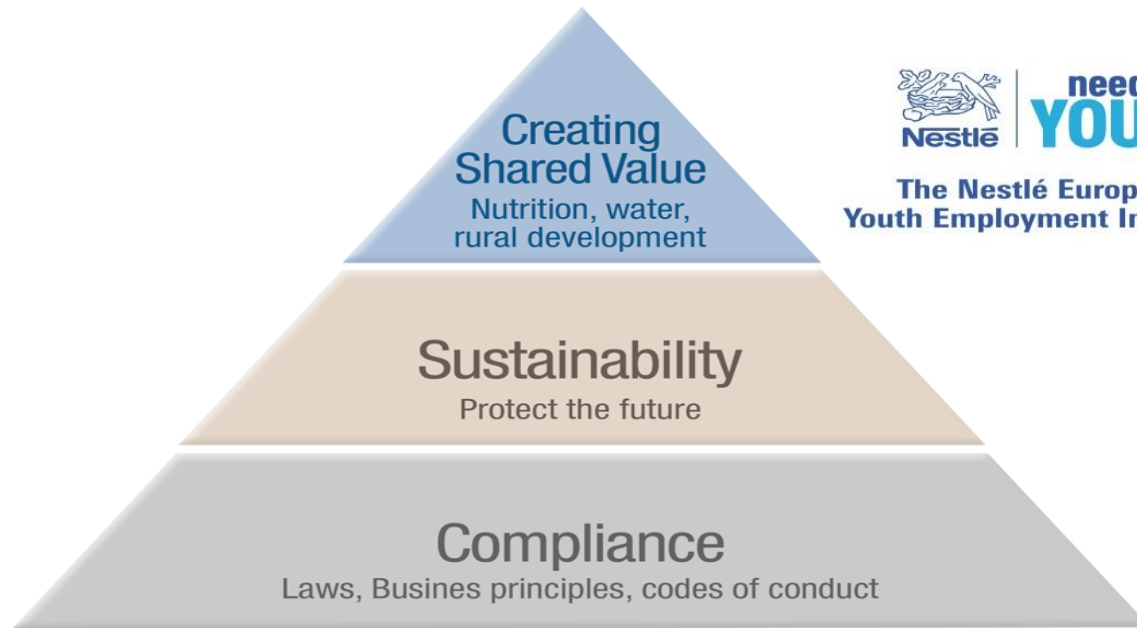
Riga, March 2015



Unemployment: a societal disaster for Europe



The Youth Employment Initiative: top CSV priority for Europe



**The Nestlé European
Youth Employment Initiative**

Our commitments



A fascinating journey...



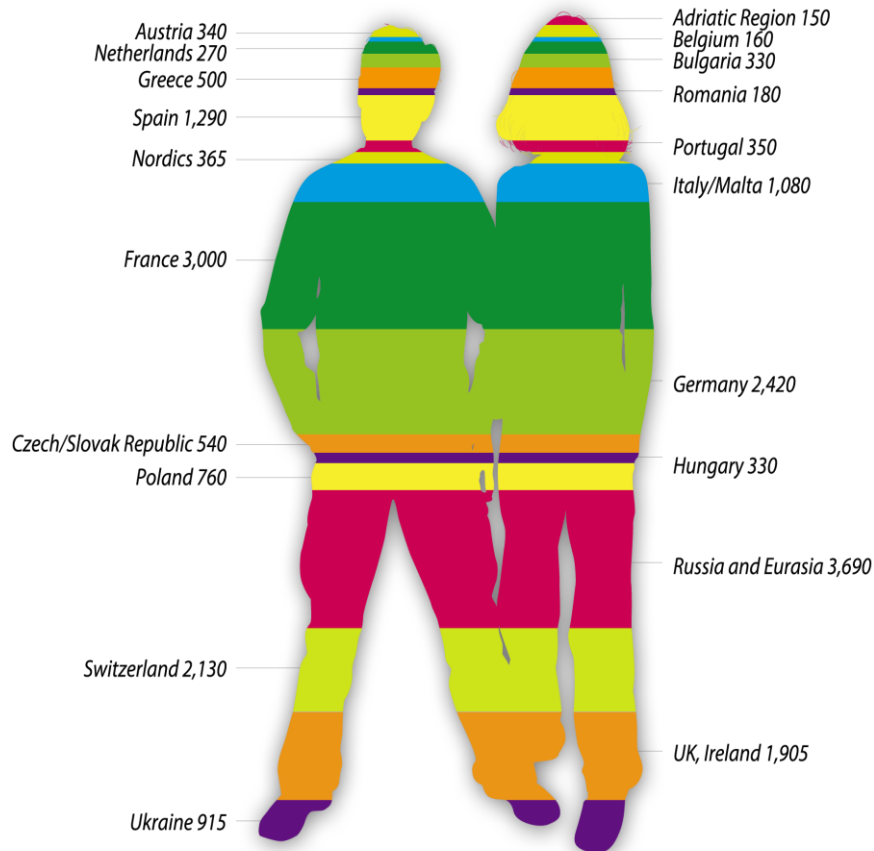
27 Sept 2013 – L'VIV
Internal kick-off
“Nestlé needs YOUth”

15 Nov 2013 - ATHENS
Launch
“Nestlé needs YOUth”

2 July 2013- LEIPZIG
Nestlé signs up to the
“European Alliance for Apprenticeship”



More than 20,000 recruitments before 2016



Key stakeholders showed their support



Commission welcomes Nestlé pledge on jobs and apprenticeships

The public and private sectors need to work much closer together in the fight against youth unemployment and invest more in equipping young people with the skills and training they need. This was the message from Androulla Vassiliou, European Commissioner for Education, Culture, Multilingualism and Youth, at the launch of 'Nestlé needs YOUTH', a new initiative inspired by the Commission's European Alliance for Apprenticeships. The Swiss multinational has pledged to create 20 000 jobs, apprenticeships and traineeships across Europe in the next three years.

"I welcome today's pledge by Nestlé. In a time of crisis, investing in the education and skills of young people is more important than ever. It is also vital that we invest in quality so that our young people develop the skills and competences which will make them employable. This means that the private and public sectors need to work in partnership," said Commissioner Vassiliou.



Androulla Vassiliou

@VassiliouEU

Off to Athens to join Nestlé in its public pledge of 20,000 apprenticeships in the next 3 years. Great news for the unemployed youth!

10:05 PM - 13 Nov 2013

15 RETWEETS 4 FAVORITES



Nestlé Academy Careers

15. November

Deputy Prime Minister, Nick Clegg MP:

"Helping young people from all backgrounds move from school to the world of work is key to helping our future workforce achieve their potential. I am pleased to support the Nestlé Youth Employment Initiative which will really help raise aspirations and open doors to a new generation of talent. In challenging economic times, the commitment to offer employment opportunities to career-hungry young people is a commendable initiative."



Greek EU Presidency @GreekPresidency
Minister #Vroutsis: "Tackling #youth #unemployment... will be at very centre of our interventions during #EU2014GR"
#employment4youth @Nestle

Retweeted by Nestlé

Expand

Reply Retweeted Favorite More



Europe #EP2014 @EUWatchers

Commission welcomes Nestlé pledge on jobs and apprenticeships: European Press release Brussels, 15 Nov...
bit.ly/1eTlqqB #euwatch

Retweeted by Nestlé

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Our results in 2014



What is the Alliance for YOUTh ?



Alliance for Youth

- An alliance of companies who recognize youth unemployment in Europe as one of the most dramatic social consequences of the economic crisis and our main focus is to :
 - Mobilize our resources to cross fertilize traineeships and apprenticeships and promote the development of labour mobility programs
 - Set up “Readiness for work” programs. These include holding career counselling events at schools and colleges across Europe or offering young people help with interview training, tips on how to improve their CVs and advice on how to enter the job market
- Alliance partners have pledged the “European Alliance for Apprenticeships (EAfA)” . The EAfA aims at bringing together public authorities, businesses, social partners, VET (Vocational and Educational Training) providers, youth representatives, and other key actors in order to promote apprenticeship schemes across Europe.

http://ec.europa.eu/education/policy/vocational-policy/alliance_en.htm

Responding to a real issue, giving us authenticity



Alliance for Youth

WE NEED TO TACKLE THIS TOGETHER

WE PROMISED **20,000**
OPPORTUNITIES TO UNDER 30'S
WITH NESTLÉ OVER **3 YEARS**

8,000
OPPORTUNITIES
CREATED SO FAR



WE'RE WORKING WITH
OUR PARTNERS
TOGETHER TO DO
EVEN MORE



MORE THAN
100,000
OPPORTUNITIES



**all4
YOUth**

Alliance for Youth

PAN-**EUROPEAN**
INITIATIVE



200
COMPANIES



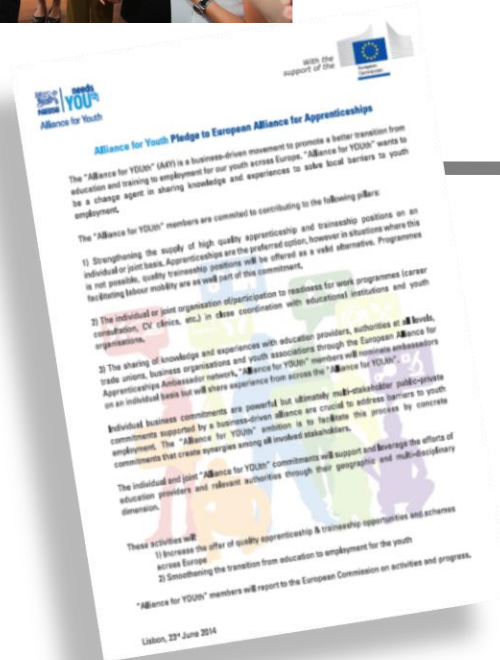
FOUNDING MEMBERS
OF THE ALLIANCE

#ALLiance4YOUth



Signing the “European Alliance for Apprenticeship” pledge on June 23rd in Lisbon with 14 European partners

all⁴
YOUth
Alliance for Youth



23 June 2014
Youth employment pledge founding members
ALLiance for YOUth to “European Alliance for Apprenticeship”



Launching the “Alliance for YOUTh” in Vevey on September, 18th



Close to 200 companies joining...

with the participation of:

- Mauro Dell'Ambrogio, State Secretary for Education, Research and Innovation, Switzerland
- MEP Eva Paunova
- Antonio Silva Mendes - Director for the Education & Vocational Training at the DG of Education & Culture in the European Commission
- Representatives of our Alliance for YOUTh partners
- Mass media



- **Events hold in all 20 European markets with strong support from national authorities**
- **International media coverage**



It is a journey in Europe...



16 Oct 2014

Food industry Social Dialogue youth employment pledge

Next steps

**all4
YOUth**
Alliance for Youth



Going forward

Implementing our plans internally and with the Alliance for YOUTH (incl. customers)



Nov 2014 – April 2015: Field trips
Parliamentarians & Trade Unions visit apprentices in Alliance4YOUth factories/HQ



2 June 2015

Alliance4YOUth event





The Nestlé European Youth Employment Initiative

