

# LP4Y WEBINAR

## FEBRUARY 2022



### Post pandemic: How do corporations act for a resilient recovery through Youth inclusion?

*60th Commission for Social Development focusing on “Inclusive and resilient recovery from COVID-19 for sustainable livelihoods, well-being and dignity for all: eradicating poverty and hunger in all its forms and dimensions to achieve the 2030 Agenda” in the United Nations.*

## Introduction

The 60th Commission on Social Development and the various panel discussions revealed that the Covid-19 pandemic has affected all sectors of the world population in one form or another. Pre existing inequalities have been exacerbated and new ones were created.

Convinced that non-profit and corporate ecosystems have to collaborate for change, LP4Y acted, from the beginning, jointly with companies to find a more effective response to exclusion and precarity issues. To address the additional burden of the most excluded ones after this pandemic, and act for an inclusive and resilient recovery, corporations have a key role to play for achieving the 2030 Agenda and participating in poverty eradication. As long as they commit to operate the required transformations.

Youth are the future change makers. Since 2009, LP4Y has accompanied out of school Youth, street Youth, very young mothers, Youth with disability, inmates, etc. These young people have benches of opportunities. Yet, the challenge is to enable them: giving them access to the right skills to perform at best in the future at work. Human and digital capabilities are essential for tomorrow. Then, to reach our objectives on a global scale, no Government nor Foundation can address this issue on their own. Internships, apprenticeships, incentives, decent job opportunities ... The private sector must be involved.

Our side event highlighted actions from corporations towards underserved Youth inclusion, and their vision about work in the future. This webinar aimed at encouraging the corporate sector to engage, and showed to others that, for sustainable livelihoods, well-being and dignity for all, companies are essential.

## Opening remarks

To start, we were delighted to welcome and hear Kevin Frey, CEO of Generation unlimited at UNICEF. Prior to becoming CEO of GenU in 2021, Kevin has had diverse private and public sector experience –as both an entrepreneur and an executive—spanning the education, technology, human capital and international development spheres.

For his introductory remarks, Kevin shared with us his vision about the future of work and the essential cooperation between the public and private ecosystems to address the challenge of Youth employment.

**Kevin Frey**  
CEO, Generation Unlimited, UNICEF  
NYC, USA



1,8 billion young people have limited opportunities to shape their own future. Kevin reminded us that the job market is uncertain and volatile. 40% of jobs could be eliminated right now because of automation. This disadvantage and transition is even more present for young workers who are employed in the sectors most affected by Covid-19.

According to the ILO - International Labor Organization - young people's perception of their future career prospects are bleak.

*“14% of young people start their career with fear”*

On the private sector side, machines are replacing human jobs: employers are seeking new skills. The type of skills they are looking for continue to change rapidly. According to Kevin, for a resilient and prosperous future, private and public sectors must collaborate and co-create new paradigms for driving actions towards a better future for young people. GenU is a private-public-youth partnership (PPYP).

By bringing a constellation of partners that dream, design and deliver a collective roadmap for the future

of work with young people's voice, action and leadership, being at the center. Almost 2 years into the global pandemic, it became increasingly urgent: all stakeholders - Governments, the corporate sector and young people must together enable youth unlocking their full potential into the 21st century of digital economy.

*“Young people have unlimited potential”*

The diversity of issues keeping people out of the work market is complex. There is no escape about the central role played by the private sector. According to Kevin, they are the main side of the equation. They will need the required skills and talent in the coming years. Many corporations set up internal platforms for their employees, enabling them to acquire new skills.

According to the World Economic Forum on the future of work, top skills for 2025 include innovation, problem solving, critical and analytic thinking, creativity, leadership, resilience, and digital literacy. This list is full of deep human capabilities, not easily replaceable by machines, and are skills that any one of us can learn. So, if the public sector can partner with the private sector and combine their skills to scale up the system they can together increase their impact to build pathways for dignified livelihoods for young people.

*“Change can only work if the private sector partners with the public sector and young people”*

Within the Government system framework, corporations can provide internal platforms and develop together initiatives for helping young people achieve skills more efficiently, and making these training available at a lower cost.

*“When it comes to the future of work, we sometimes forget the superheroes: they are Youth themselves. They must be our core partners”.*

We must hear from them to create meaningful impact and achieve success.

Kevin called for a private and public leadership to accelerate actions and sustain investments to jointly catalyze on a national and global scale, and get more young people into dignified employment, and fast, as we build back from this pandemic. To conclude, Kevin shared with us an initiative from GenU: Reaching Yes! Addressing the Youth employment and skilling challenge. The report shows actionable recommendations addressing the importance of common actions between the business sector and policy makers. They must communicate and focus on skills - the core currency of the labor market. That is the only way for the economy to flourish, the business to grow, and young people to be empowered, build the life that they dream of and deserve.

# Being a Young Woman in 2021: The Challenge of Job Search

Juthi Akter, a 23 years old woman living in Dhaka, Bangladesh with her family, told us about what it is like being a young woman from an extremely poor background and looking for a job in 2021. She did not complete her education. She finished school in 2017 but could not continue her university studies due to financial issues.

*“In Bangladesh, many young women face a lot of pressures, like early marriage, early pregnancy, society pressure & harassment. I’m one of those young women who face it every day.”*

Juthi Akter  
Suez-Veolia  
Dhaka, Bangladesh



Juthi explained that she wants to be independent because she does not want to get married early, she wants to make her own choices and focus on her career.

*“I don't want to be a burden for others”*

Juthi joined a 6 months training program at Life Project 4 Youth to gain some skills and enter the professional world.

When she joined, the Bangladesh situation was critical. People were losing their jobs and for those who were unemployed at that time, it was extremely hard to find a decent job. But she never gave up and did her best for an interview with Veolia.

*“Finally, I realized we can dream big and fulfill that”*

Today an Administration Assistant, Juthi is managing office supply, updating daily roster and maintaining document transmission. She also created a new arrival checklist. Her colleagues and manager are very supportive and helpful.

*“I am thankful to the companies like Veolia who gave opportunities to the youths like us who are in the most vulnerable situation”*

We wish her all the best in her career and life journey.

# Professional Prospects for Excluded Young Adults: Conclusion of the LP4Y Corporate Survey of 2021

As everyone in the world, covid heavily impacted our operations in 2020. LP4Y had to move our programs online and find ways to maintain the links and the training with the Youth. Our corporate partners were also heavily affected by the economic crisis and that is why we wanted to know what was their response to the crisis in terms of employment and business perspectives. Clémentine Turgeon, LP4Y Ecosystem booster presented this survey.

Clémentine Turgeon  
Booster Ecosystem, LP4Y  
Manila, Philippines



In July 2020, LP4Y launched a *survey* amongst our corporate partners in Asia asking them how they were doing and what their perspectives were for the future. Not surprisingly, most of the 50 companies that answered this survey last year were affected by COVID-19. They had to freeze employment, reduce the working hours of their current employees and moved their working operations online. Even though 72.2% of the companies declared still being willing to hire Youth with no formal education, the economic reality didn't allow them to push for it at the time. At LP4Y, we witnessed this first hand with most of the Youth losing their hard earned entry-level positions. From a yearly integration rate of 75% before the crisis, it dropped to 62% in 2020.

One year later, in July 2021, we decided to reiterate this survey to our corporate partners in Asia to see how their answers had evolved since. This year, we partnered with the Youth Inclusion Network (YIN) which is a network of companies committed to the inclusion of Youth from excluded backgrounds. We collected the responses of 59 companies.

Here is a summary of what we found this year which is much more optimistic than the year before.

# Findings

## *Impact of the Crisis*

Impact on business: 78% of the companies declared being affected by covid - this was less than last year 86%

Impact on recruitment: 64.4% did not hire more employees in 2021 - this is less than last year 70%

While this is still high, it's better than last year. For example, last year, the Hotel, Tourism & Catering sector completely froze recruitment while in 2021 40% started recruiting again. This is particularly interesting for LP4Y and the YIN because this is one of the sectors that recruit the Youth.

Adaptation of workplace: Work from Home is here to stay, 64.4% (54% last year) of companies had their employees alternate between working from home and still coming to their regular work space.

For Youth without diplomas, living in crowded and unconnected spaces, this might present a challenge.

Indeed, according to ILO, WFH set-up allowed by technology exacerbated inequality within countries

Impact on work: 76.2% of the companies maintained their employees working hours - compared to 48% last year.

This is also significant since, according to ILO, in 2020, job losses heavily impacted young people in the Asian region with a 10.3 per cent decline in employment compared with 2.4 per cent for adults.

## *Recruitment Perspectives & HR Strategy for the Future*

Perspectives for the future: 74.6% of the companies were optimistic about their business' perspectives on the short term - as compared to 63% in 2020.

Adaptation of recruitment strategy: mostly done online now. As a consequence, when hiring again, 70% will be looking for people with technical skills, 17% will be hiring people with a Bachelor, Master, PhD etc, only 13% will be hiring people with no qualifications.

However, among the technical skills required, the respondents listed good soft skills such as a growth mindset, willingness to learn, smartness, communication skills, behavioral skills and positive attitude.

This is highlighted in an article by Kevin Frey for Live Mint "While the world is moving towards more digital, where future jobs exist, there is a strong need to expand our academic curriculum to include life skills and social-emotional learning for the 21st century."

When it comes to hard skills, the following ones are required: good level of English, warehousing, store crew, hotel skills, manufacturing, customer relationships, logistics and maintenance.

There is thus still hope for NGOs working with young adults with no qualifications but that are trained on these types of employability skills.

## *Promoting Excluded Youth and Professional Integration in Asia*

If the Youth are trained on these skills, 86% of the respondents would be ready to hire Youth from

excluded backgrounds - as compared to 72.2% last year.

Indeed, this year, the integration rate of LP4Y Youth bounced back to 72% (62% last year).

Companies recognize the following advantages of hiring young excluded people:

- Motivation, energy and proactivity
- Creativity and innovation
- Fast-learning and adaptability
- Adaptability to market and skills update
- The possibility to mentor their talents
- Attention to clients
- Patience and commitment
- Ensuring workforce diversity and corporate image
- Inspiring and boosting other employees

### *Call to Action for Corporates*

As we saw, recruiting Youth from excluded backgrounds can bring a lot to a company. And it's not only the job of the NGOs to prepare the Youth. The corporate sector also has a huge role to play to support the Youth professional exposure and job readiness.

They can do so by

- Organizing professional exposure activities for the Youth (such as company visits or training sessions)

- Joining a network to share best practices. Corporates (89.8%) also showed enthusiasm in sharing best practices for inclusion with other companies through dedicated networks such as the Youth Inclusion Network.

To summarize, one year after LP4Y's first survey, we notice that most companies have adapted to the challenges of Covid-19 and are much more positive about their future prospects. The nature of working and recruiting has however fundamentally changed with online interactions now a norm for most companies. Technical skills including most importantly soft skills are also more and more essential. This is significant for NGOs working with excluded Youth such as LP4Y.

Much more than before, the Youth will need to be proficient and comfortable using online tools and platforms and will have to be trained on required technical and soft skills.

# More than a Social Duty, a Real Value for Corporations and the Society

Nabanita Barali, Senior Communication Manager for Veolia in India, is a communication specialist, working for Veolia since 2015. She manages the internal and external communication for Veolia across India.

She told us how valuable it is for corporations and the society to trust and support Youth inclusion.

**Nabanita Bharali**  
Senior Manager, Communications  
Veolia India



It is not only about a social cause, corporations see the value of trusting young people : Juthi is a perfect example.

Today, one per 6 people in India is an adolescent (10 to 19 years old). One of 4 people is a youth (10 to 24 years old). 27,3% of the population is Youth. The corporates need to take a step forward supporting them, overall the underprivileged section of them, in building their career goals. In achieving their mission of resourcing, Veolia truly believes that they should not only do their work and provide services but also bring impactful social change in the region they are performing in. Veolia, as an organization, has identified 9 sustainable development commitments aligned with the UN SDGs.

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Veolia's partnership with LP4Y is driven by the Veolia Foundation in Paris. The Foundation and Veolia India have been working together with LP4Y since 2015, on various projects, supporting us in empowering Youth in-danger. They supported the creation of a training center in Kolkata and Delhi in India. The team - employees from various departments - is really involved working along with the Youth

and engaging at different levels. They help them to build a career path. Veolia collaborators lead some initiatives: water treatment plans the Youth from LP4Y had the chance to visit and discover a new professional environment. They could interact with professionals, observe the different departments, explore some areas of work they are interested in. In Delhi, Youth managed a small manufacturer of snacks for selling them, so they got experience in sales and marketing. Veolia fostered many pop up stores and melas at their Indian head office, enabling LP4Y Youth to get some professional exposure.

*“It is great both for Youth and employees to share and discuss in a professional environment”*

Veolia provided a lot of 1-month or 3-months internships for Youth, so they could strengthen their resume and share their experience with others back at LP4Y center. The Indian team has visited LP4Y centers several times to interact with them, share knowledge and best practices on gender equality, career goals, computer skills, etc.

Moreover, many digital training programs were created by Veolia employees on an e-learning platform. During the pandemic, their engagement did not stop, for example through a training on how to use some Google applications made by the IT department.

Part of the YIN - Youth Inclusion Network - Veolia looks forward to being involved in empowering Youth.

*“Our employees are happy and proud about it, they look forward to going on involving in hosting events and interacting with Youth: that is a significant impact”*



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Youth and IT are  
the Future of the Workplace:  
Let's Bet on It !

As involved as Veolia, Webhelp, a business process outsourcing and consultancy company, is also very committed to participate in the Youth inclusion challenge.

Jacqueline Cuadro, global initiatives assistant manager shared with us the importance of digital literacy for the future of work, and the company's actions to ensure that Youth can access these digital skills and careers by empowering them.

**Jacqueline Cuadro**  
Global initiatives assistant manager  
Webhelp  
APAC Regional Ambassador  
Think Human Foundation  
The Philippines



Jacqueline reminded us the way we live right now has rapidly changed by technology, especially during the pandemic, so digital skills are a real challenge for tomorrow.

*“Employers increasingly require digital literacy skills and employability and today almost every job relies on aspects of technology”*

Whether sitting behind a computer, in the back office or working from home, as a cashier or for food delivery services, employers want people to have these skills as they consider it increases productivity and business growth. As Jacqueline said, according to the International Telecommunications Union and a survey of 2020, 71% of Youth between 20 and 24 years old are using the Internet compared to 57% of other range groups. On a global scale, young people were 1,24 times more likely to connect than the rest of the population.

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But connecting to the Internet does not mean being digitally literate. As well as literacy is the ability to read and write, being computer literate is just a part of what is needed. Youth need to understand the technologies they use to use it efficiently and accordingly. Digital world offers huge benefits, but without proper use, it can be overwhelming, and even dangerous.

*“That is where we come in as an organization, we have to teach the*

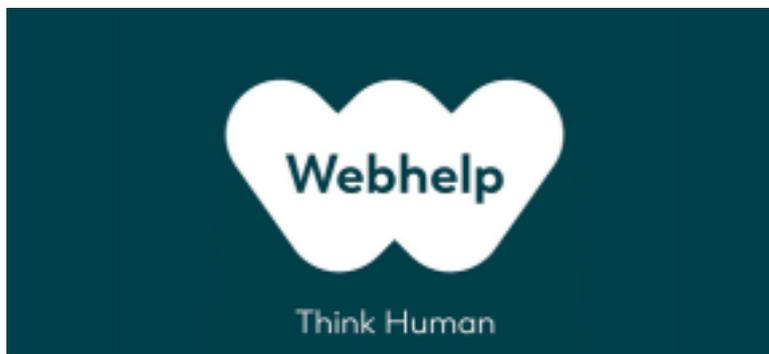
*Youth these skills, not only how to use social media but making them aware of the footprint they leave. “*

Digital literacy also means knowing the limitations of technology (fake news, etc.). Youth must be able to evaluate the online information. Then, corporations must support the next generation of industry leaders and workers.

Welhelp, partnering with LP4Y, supported 188 young people in 2020, through training and mock interviews.

*“When we hear these Youth stories, this give us the motivation and inspiration to not give up despite lockdown and pandemic troubles”*

Welhelp will partner with LP4Y for the next 3 years through various projects, and will join the Youth Inclusion Network very soon.



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## Closing remarks by the Youth Inclusion Network



As we just heard, more than a social duty, corporations have an important role to play and a real interest in committing to Youth inclusion. This is the purpose of the Youth Inclusion Network, gathering corporate members from various countries, to share experiences and best practices towards Youth inclusion. So to conclude this event, Marie Aimée Boury, a YIN representative, introduced this network

and told us more about the importance of corporate world involvement.

Marie-Aimée Boury  
Representative of the Youth Inclusion  
Network (YIN), France



The YIN is an initiative aiming at gathering companies in a network, committed for Youth Inclusion, and willing to act for breaking poverty through professional integration of Youth coming from poor backgrounds. Created in 2015 in the Philippines, then expanded to other countries, the YIN includes today 52 companies. Corporations organize events and activities contributing to in-danger Youth integration.

The objective of this network is to advocate for Youth Inclusion, support CSR initiatives launched by the members, share best practices and provide support to any company willing to start including Youth from underprivileged backgrounds (not coming from higher rated schools, the favored recruitment channels for most companies). The YIN builds links between members, and connects everyone through webinars addressing various topics and challenges.

*“In 2021, there were over 2600 Youth who participated in 350 activities, showing the catalyst effect of the YIN in making this collaboration between members fruitful”*

As Marie-Aimée concluded: the purpose of this network is to foster collaboration, as it was previously mentioned by the panelists. The imperative of efficiency, as there is so much to do, must lead us to “industrialize” our actions whether as companies, Governments, or any entity. On the corporate side, it has to be integrated in the CSR policies.

To join the YIN, you first need to commit to doing one action a year. Let’s tackle the challenge!



YIN | Youth Inclusion Network ([yinglobal.org](http://yinglobal.org))

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## Conclusion

This webinar highlighted a few actions from corporations towards underserved Youth inclusion, and their vision about work in the future. We aimed at encouraging the corporate sector to engage, and tried to show that, for sustainable livelihoods, well-being and dignity for all, companies are essential.

Thank you to all the panelists and participants in this event!

For getting our latest publication on 55+ Solutions for Youth Inclusion: [whitepaper@lp4y.org](mailto:whitepaper@lp4y.org) For any information: [contact@lp4y.org](mailto:contact@lp4y.org)

**TOGETHER WE CAN**

**ADD YOUTH PHOTO HERE**

