Learning by Leaving Conference 2020 – Table Discussions

Table 1 Is it inclusion or illusion? – How to reach youngsters?

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Participants:

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Outline:

Reaching disadvantaged young people is challenging. We are exploring and identifying this issue from the perspective of the networks.

Discussion Notes:

- Learning mobility has a huge impact on young people's lives, but access is unequal
- "Start with us" face to face approach in Hungary is making young people aware of opportunities
- Utilize direct channel to youngsters as well as reaching out via multipliers (teachers)
- Cooperation with other networks to advise youngsters
- Importance of face to face advising, career fairs
- Disadvantaged students are harder to reach – they do not often attend fairs.
- To be really inclusive, look at each student and their unique challenges individually.
- Use testimonies from students with diverse backgrounds to motivate students to mobility (starting at the local level)
- Cooperation with public employment service; promote other opportunities (volunteering, even locally, etc.)
- Instagram campaign with influencers to reach young people who have never heard of mobility opportunities; planned in-person outreach at festivals
- www.youtube.com/watch?v=YSl3QmCy6M4&t=4s This a link to a video summarising Euroguidance UK's "Stand Out in Global Market" event for young people, which has an emphasis on tackling the myths regarding studying and working abroad.
- Video example from Germany (in German only): www.bezev.de/de/home/beratung-zu-auslandsengagement-freiwilligendienst/info-fuer-freiwillige/kampagnenvideo-ankuendigung/

Recommendations:

- Collaboration between networks and unconventional in-person and online outreach (advising at festivals, utilizing influencers, etc.) enable us to reach more students and more diverse students
- Face to face advising is important, as is going where the young people are on- and offline (festivals, instagram, etc.)
- Collaborate with other networks to reach more students with more opportunities
- ….maybe trying to use youtubers/influencers to spread the message
- With collaboration with other networks, inclusion can be more than an illusion

- One of the problems is that international projects are designed according to funding regulations (e.g. regarding ages, group sizes, topics, duration...) and not according to the needs and interests of the young people.

   --> the funding programs should be more flexible in general and more flexible regarding exceptional costs that can be financed

   --> there should be the possibility to apply for additional funds **after** the project - normally, additional/exceptional costs have to be calculated and applied for way in advance - very often participants and their needs are not identified yet at the application stage of the project & there might occur additional costs during the project that could not be foreseen in the planning and application process

   --> in general motivating and informing young people with fewer opportunities is a longer process. They often need guidance and not just a website or phone call. And the project design for an inclusive project requires more time for planning, safety etc. Thus, the resources (for mobility advisors, guidance counsellors, inclusive project management) should be put in place /should be adequately financed. If this support is lacking, I think the situation will not change.