

Interreg



EUROPEAN UNION

North-West Europe

IMAGINE

European Regional Development Fund

THEMATIC PRIORITY



INNOVATION



SUPPORT TO REACH NEETS

NOTE ON CONTACTING THE TARGET AUDIENCE



1. NOTE

Introduction

The aim of this note is to present the different methods and tools that we will use to reach NEETs in order to arouse their interest to invite them to integrate trainings in each pilot. We need to explain them the benefits of trainings proposed and to the context of the European program.

First of all, we will use printed supports to communicate directly with NEETs. Then we will use online tools like social media and websites where a lot of people may be touched very quickly. When the recruiting period will be finished, we will be able to evaluate the best methods according to the results.

A. Posters

The posters of the European IMAGINE program help to define the general context of the project in which NEET training fits.

They have the particularity to draw attention by their size, pictures and strong message. They also can be shared on social media.

B. Leaflets

The leaflet is a document easy to share to promote the training initiatives of the IMAGINE project, in order to reach NEETs.

The idea was to create something short and simple to allow NEETs to understand the opportunity available to them.

It's also important to show in the leaflet that this opportunity is for everyone, no prior knowledge is required, but the motivation is important.

The leaflet describes shortly the main objectives of the training, the duration, the trainees profiles sought, and the possibilities offered after the training.

The leaflet is still useful as a support to promote training, but its impact on the target audience is stronger if it's given during a face-to-face meeting and/or an employment-related event.



C. Meetings and Events

The meetings and events are very efficient to reach the NEETs because it's important before integrate them into a training to give them confidence, and sometimes help them to improve the way they look at themselves.

It also give them a way to express their requests and answer it as well as it possible.

A face-to-face meeting can be interesting to analyse the situation of the NEET and his potentials constraints (financial, family, transport, ...).



D. Social Media

Social media are a very interesting tool to promote trainings easily and to reach a target audience by age, geographic areas and hobbies.

The reach of the audience can be multiplied very quickly by sharing posts, images and videos and also instant comments which proves to be much more effective than simple free access flyers.

Social media are even interesting to have public exchanges Q&A in the comment sections and there is also a possibility to have private conversations with people who need more informations, and who can be interested by the approach and training. It can be an easy first meeting for young people.



E. Websites

As well as social media, it is still very important to communicate about training directly via our own websites, or through local partners websites.

They may be consulted regularly by a large audience, and the informations can be shared directly by Internet users.

Obviously, printed supports like posters, flyers, ... may be included, and downloaded as digital support on these websites.



2. POSTER TEMPLATE

The poster template below is inspired by the first poster made for the IMAGINE program. This version is more suitable for NEETs. The template may be used and adapt (language, contact information, ...) by partners to reach and motivate the NEETs during their recruiting periods.

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THEMATIC PRIORITY:

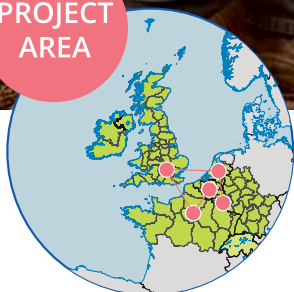


INNOVATION



**GET TRAINED IN
MARKET GARDENING**

PROJECT
AREA



IMAGINE is a european program that aims to tackle youth unemployment by providing sustainable job prospects in the horticulture sector, more specifically for young people (15-34 years old) in urban and peri-urban areas of North-West Europe.

Total project budget:
€3.63 million

Total budget received from Interreg North-West Europe (2014-2020):
€2.18 million of ERDF



www.nweurope.eu

3. LEAFLET TEMPLATE

The flyer template below may be used and adapt (language, contact information, additional logos for local partners, ...) by partners to reach and motivate the NEETs during their recruiting periods.



WHAT IS IMAGINE ?

IMAGINE is a european program that aims to tackle youth unemployment by providing sustainable job prospects in the horticulture sector, more specifically for young people (15-34 years old) in urban and peri-urban areas of North-West Europe.



OUTLOOK AFTER TRAINING

At the end of the training, the trainee can hope to find a job as a worker with a market gardener, a fruit grower, a group of employers, a green spaces service in a municipality ...

The trainee can also benefit from support to set up as a self-employed person.

HOW TO JOIN THE TRAINING ?

Registration and entry into training throughout the year
Contact : info@imagine-future.eu



www.nweurope.eu/imagine



GET TRAINED IN MARKET GARDENING



WHO IS THIS TRAINING FOR ?

To people motivated by the market gardening and fruit growing professions, who are beneficiaries of an Integration Income and who are maximum 34 years old.



THE JOB OF MARKET GARDENER

- ▶ Produce seasonal fruits and vegetables : sowing, planting, cultivating, cultivating the soil, pruning trees, harvesting, grading and assembling.
- ▶ Transform production into juice, jams, syrups, ...
- ▶ Sell products in farm stores and in markets.



A YEAR OF TRAINING

- ▶ 1 year with salary
- ▶ 38 hours per week
- ▶ 9 days out of 10 with local producers
- ▶ 1 day out of 10 with training group

NECESSARY COMPETENCIES FOR TRAINING

- ▶ Attendance and punctuality
- ▶ Good physical condition
- ▶ No prior knowledge or skills required



SUPPORT DURING TRAINING

- ▶ Provision of work clothes and a folding bike if necessary

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la



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