

Awards National Convention 2017

Award Category

- **Best Local Community Empowerment Program**

a) Basic Information

Language : English

Project : "My future"

Root cause :

Purpose :

Our project „Was möchte ich später mal werden?“ („What do I want to do later?“) had two main objectives : 1) to show children and teenagers what job opportunities they have in our local community ; 2) to show children, teenagers and their parents the possible value of an apprenticeship in a local company.

Start date : 19/02/2017

End date : 11/03/2017

Target :

From our project benefited: a) children and teenager who learned what job opportunities exist in their local community, b) local companies who had the possibility to show their work to a large public and to find new (future) employees and c) JCI St. Vith.

Sd goal (select 1 out of the 17): Quality Education

Development stage (select one out of the 3): Education and Economic Empowerment

Overview:

In the last few decades, academic studies were seen as more valuable than apprenticeships which were considered as being inferior in quality and as giving less chance of development opportunities. However, in the last 5 to 10 years, things have changed considerably and it gets more and more difficult to find a job with an academic degree, while good and well-trained craftsmen are hard to find. Today after any apprenticeship there exists numerous development opportunities thanks to further trainings that anybody can register to and which often are paid by companies. This is the case especially in small towns and in the countryside, like in our community. So, our main goal was to show children, teenagers and, especially, their parents, how valuable apprenticeships are today in our community. Furthermore, young people have lots of possibilities, there exists a huge variety of jobs and everything seems open to them, but often they don't even know what jobs exist in their own community and what these jobs really are about. This is why our second main objective was to display most of the job opportunities they can learn and profess locally. To achieve our goals, we organized two events: a) "Markt der Lehrberufe" ("a job market"), b) "Entdeckertag" ("discovery day"). For the first one, our job market, 20 different local companies explained on individual booths their job and the possibilities that come with this job. During this market, the attending children and teenager were able to register for our "discovery day" during which they could visit one or more of these 20 companies to see what it actually means to work in this job/company.

b) Objectives, Planning and Execution

1) What were the objectives of this program?

Living in a rural community where local companies have lots of difficulties finding employees and where children, parents and teachers think that craftsmen have less

value and less development possibilities than people with an academic degree, our project „Was möchte ich später mal werden?“ („What do I want to do later?“) had two main objectives : 1) to show children and teenagers what job and career possibilities they have in our community by doing an apprenticeship ; 2) to show children, teenagers and their parents the value of an apprenticeship in a local company. Next to this, being a small chapter which has had some problems in the last years, we had three secondary objectives: 1) to gain more visibility and a better reputation for JCI and our local organization in our community ; 2) to gain new contacts to local companies and enhance our relationship to our government ; 3) to gain new members by showing them what interesting and impactful projects we can do.

2) How does this program align to the JCI Plan of Action?

Our project aligned perfectly to the JCI Plan of Action: a) Our local organization analyzed our community's needs and we created a campaign that aimed at solving one major problem in our society (impact). b) Our government had organized such a project a few years ago but without success. Thanks to our initiative and its success, they gained new motivation to solve this community problem (motivate). c) We created new partnerships with our government and with many important and generous companies who will support us further in the future (invest). d) Our project brought together like-minded partners: 1) members of our local organization who want to solve the same problem; 2) our local organization, the Institut für Aus- und Weiterbildung im Mittelstand (IAWM), our government and companies that all want to work in the same direction (collaborate). e) Our project connected our partners and ourselves to the community: children, teenagers and their parents.

3) Was the budget an effective guide for the financial management of the project?

Our budget was an effective guide as to the size of our event. However, since our project targetted very important local questions, we got a lot of financial support as well from our government as from local companies and, most importantly, we had a lot of marketing support from a local marketing company and from our local newspaper which gave us many liberties.

4) How does this project advance the JCI Mission and Vision?

The JCI Mission is to empower young people to create a positive impact and this is exactly what our project did: a) the staff organizing this project consisted of only young people (average age 25) who created a positive impact in their community; b) our project empowered lots of children and teenagers to positively change their live, finding a job that passionates them. In concerns of the JCI Vision, being the leading global network of young active citizen, we were able to gain a lot of visibility and many valuable new contacts for our network and connect with many new young people, be it young entrepreneurs or children and teenagers or other young people who learned about us through newspaper articles about our project.

c) Membership Participation

1) By number, how many members were involved in this program?

5 members were involved.

2) By percentage, how many members of the Local Organization were involved in this program?

33% of our members were involved.

3) Describe the main roles of the participating members in this program.

The director of this project was Gerhard Hoffmann. His job was the coordination of all team members and the contact to the companies during our two events. Bianca Mertens was secretary and responsible for all communications between JCI St. Vith and the companies and partners. She was also responsible for finding sponsors. Christof, Viviane and Yannick were team members and their job was to find and create contacts to local companies who would participate in our project. All 5

together were responsible for presenting the project in the local schools, this task being coordinated by Bianca Mertens and Yannick Michels.

d) Community Impact

- 1) How did the Local Organization measure community impact for this program?

We measured the impact of this project by the number of companies who participated (20), the number of visitors of our "job market" (more than 500), the number of children participating in our "discovery day" (80) and the number of teenagers who will start working in one of our partner companies (5).

- 2) Describe the actual community impact produced by this project.

The project "Was möchte ich später mal werden?" had a big impact on our community and that on several levels. First, we created an impact on the level of children's education. Our project showed lots of parents and their children how much they can achieve in life by making an apprenticeship and that they don't have to get an academic degree to make a great career. Secondly, we made an impact on the level of the consciousness of people in our community: people who don't have an academic degree are not – as many thought before – stupid, their talents just lie somewhere else. We also created an impact on the level of the children and teenagers in our community: we showed them the possibilities they have in life if they want to stay in their community and don't want to move away to find a job.

e) Impact on Local Organization

- 1) How did the Local Organization benefit from running this project?

This project helped our local organization on two levels: 1) our chapter gained a lot of visibility and good reputation thanks to our continued presence in the local media during several months. Before, many people didn't know who we are and what we do, now this has changed and most people have at least heard about the inspiring and impacting projects we do. 2) Some of our members who were not very implicated before gained new energy and will do new projects with the same kind of impact. They saw how much they can change positively in our community and that any idea, as small as it can be, can change everything.

- 2) How did the program advance the JCI Mission?

The JCI Mission is to empower young people to create a positive impact and this is exactly what our project did: a) the staff organizing this project consisted of only young people (average age 25) who created a positive impact in their community; b) our project empowered lots of children and teenagers to positively change their lives, finding a job that passionates them.

- 3) How did the project advance the JCI Vision?

The JCI Vision is being the leading global network of young active citizens: we were able to gain a lot of visibility and many valuable new contacts for our network and connect with many young people, be it young entrepreneurs or children and teenagers or other young people who heard about us in the newspaper articles about our project.

f) Long-term Impact of the Program

- 1) What is the expected long-term impact of this project?

During the events, we organized for this project and afterwards, many people have asked us to do it again next year and to continue it in the future. We will be very happy to oblige them and organize it one or two more times before handing it over to the Institut für Aus- und Weiterbildung im Mittelstand (IAWM) who will continue it afterwards. We expect this project to grow in size every year by inviting more and more companies and by presenting more and more jobs and specializations which exist in our community. We hope that it will become one of the most important

events for young people to get inspired for their future and their career path. Furthermore, we hope that this project will, on a long-term basis, get more and more young people to become inspired and well trained craftsmen and to grow our economy by new specializations and business models, making our community stronger and helping companies to find new and motivated employees on the one side and on the other side making it easier for young people to find good jobs.

2) What changes would you make to improve the results of this project?

On the second edition of our project "Was möchte ich später mal werden?", several things will be changed. 1) We will not contact companies directly to ask them to join our project but we will ask the guilds of the different job sectors to find partner companies. This will save us a lot of work and it won't look like we'd prefer one company on another. 2) This time we focused on presenting our project to children and teenagers aged 11 to 13, next time we will be working more closely with the Institut für Aus- und Weiterbildung (IAWM) who will present our project to teenagers aged 14 to 18 which will give us a much larger public. 3) We won't impose one specific day on our partner companies for the discovery day and especially not a Saturday like this year. Indeed, our partner companies said it was a pity our insurance wouldn't allow us to change dates because on Saturday machines in many companies are not running and there is not much to see. It would be better if they could receive the children and teenagers on a day when they can see some actual work done.

g) Images



