

## **Better access to labour market for young unemployed through cross-border sport volunteers model (YOUTH-SPORT-VOL)**

Programme Priority: P4 Skilled and socially inclusive region

Programme Specific Objective: 4.1. More people benefiting from stronger Central Baltic communities

Sub-programme: Southern Finland - Estonia

Duration: 01.02.2016 - 31.01.2018

Total funding: 255.906 EUR

ERDF funding: 209.995 EUR ERDF

### **Project Summary:**

The Central Baltic economies are experiencing high youth unemployment rates; it's a challenge for young graduates to enter the labor market. The main obstacle is not so much identifiable with lack of education rather with lack of experience. One opportunity to receive work experience is to do voluntary work.

According to a LinkedIn research, 41% of managers hiring through LinkedIn consider volunteer work as equally valuable as paid work experience when evaluating candidates. In the EU, volunteer activities related to sport attract 20 million people.

Currently, in the CB region, access to volunteering opportunities is dispersive: young people could more effectively and systematically provide their contribution as sports volunteers if information concerning different opportunities for volunteering were more easily available.

The aim of this project is to increase young people opportunities to access the labor market, by developing and piloting a cross-border sport volunteering model in Southern-Finland and Estonia through the following activities:

1) Development of a cross-border sport volunteering model that will be tested by 500 young unemployed during different sport events in Estonia and Southern-Finland; 2) Development and pilot of an innovative ICT-based platform to unite sport volunteers and promote sport volunteering opportunities in Southern-Finland and Estonia; 3) Set up a promotion campaign and awareness-raising seminars at vocational schools/universities. Organize a large-scale conference (forum) to promote sport volunteering possibilities as a labor-market advantage for young unemployed.

## **Map of Partners**



## Partners

Lead Partner

### **MTÜ Spordiaasta**

**Country:** EE

[www.spordiaasta.ee](http://www.spordiaasta.ee)

**Partner budget:** 180.650 EUR

**Amount of ERDF funding:** 153.553 EUR ERDF

Project Partners

### **Haaga-Helia Ammattikorkeakoulu**

**Country:** FI

[www.haaga-helia.fi](http://www.haaga-helia.fi)

**Partner budget:** 75.256 EUR

**Amount of ERDF funding:** 56.442 EUR ERDF

## Results

## **Expected results**

The current project clearly contributes to the programme result indicator "Communities with improvements", because it is focused on improving a growing (local and society level) social and economical problem - youth unemployment. The main results of the current project are: 1) Developed cross-border sports volunteering model for young unemployed; 2) 500 young unemployed have received work experience, and therefore an advantage while entering labour market, during the piloting of the model (e.g. during different international and local sport events); 3) Developed and piloted ICT-based platform (phase 1 of the support system to the model) for uniting sport volunteers and promoting sport volunteering opportunities in Finland and Estonia; 4) Conducted promotion campaign (incl. in social media) for promoting the sport volunteering among young unemployed; 5) Organized 6 awareness-raising seminars at vocational schools and universities and a large-scale sport volunteering conference (forum) for promoting sport volunteering experience (as a labour-market advantage) among young unemployed and to the wider public; 6) Sport Volunteers Permanent Secretariat has been set up in Tallinn to ensure the sustainability of the model and the daily work and follow-on developments of the ICT-based platform developed during the project. The secretariat will not be a separate legal entity but a part of the Sport Year Foundation. During the project, young unemployed will be instructed how to show their voluntary work in their CV-s and promote it to their potential employers. This will be done during the piloting activities (to 500 unemployed) and awareness-raising seminars.

## **Achieved results**

## **Project Visibility**

### **Other media visibility**

[Webpage](#)

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