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#EU4Youth

# EU4YOUTH: YOUTH EMPLOYMENT AND ENTREPRENEURSHIP



## Outreach to young people - NEETs

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1. Identification and mapping

2. Collaboration: NGOs and social partners

**3. Utilising digital platforms**

- Developing youth-friendly websites;
- **Conducting social media campaigns;**
- Effective strategies to connect with NEETs.

4. Personalised training programmes

5. Facilitating work placements

6. Continuous support and evaluation


# Outreach to young people - Utilising digital platforms - Conducting social media campaigns - Fair employment Quiz promotion, example from Moldova

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## Overview:

- A youth-focused initiative under the EU4Youth Programme, funded by CPVA and co-financed by the EU.
- The campaign runs from October 30 – November 30, 2024, aiming to educate 400+ youth (14–35 years) in Moldova about safe, ethical, and equitable workplaces through a quiz.
- Result: **4112 replies**

## Key objectives:

- Raise awareness on fundamental labour standards.
  - Foster discussions on workplace ethics and safety.
  - Support youth in preparing for equitable employment opportunities.
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## Promotion channels

- 1.AICE:** NGO-led outreach with endorsement by Daniela Munca-Aftenev (6k Facebook followers).
- 2.Diez.md:** youth-focused media partnership with quiz announcements and Meta Ads.
- 3.Local Media:** press releases to build awareness.
- 4.Heritage Lecture Series:** CPVA representative's talk in December to highlight workplace rights.

## Role of teachers

**Teachers play a critical role in motivating students to participate through:**

1. Promoting the quiz in schools.
2. Guiding discussions on fair employment standards.



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## Motivation & prizes

Teachers who inspire the most participation receive recognition and rewards across four categories:

1. **Master mentor (40+ students):** backpack, thermos, mug, agenda, etc.
2. **Catalyst of change (30-39 students):** thermos, mug, pen, manual-based courses.
3. **Architect of impact (20-29 students):** mug, agenda, manual-based courses.
4. **Guiding star (10-19 students):** water bottle, pen.



# Understanding your **basic workplace rights** and the **importance of workplace standards** / **Quiz on decent work standards for Ukraine**



# EU4Youth: Youth Employment and Entrepreneurship



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