

YOUTH EMPLOYMENT UK

GOOD YOUTH EMPLOYMENT CHARTER

#YouthFriendlyEmployer

SUPPORTERS PACK



GOOD YOUTH EMPLOYMENT CHARTER

The Good Youth Employment Charter has been developed in collaboration with a range of youth employment experts and young people including The Youth Employment Group. It aims to provide a framework to support, inspire and recognise all those employers who are committed to providing good quality opportunities to young people.

As we see youth unemployment levels rise, the challenge ahead for young people is becoming clear. Coronavirus continues to challenge the way we live and work and young people as a group face the biggest employment impact. Those furthest from the labour market are disproportionately affected widening gaps in our communities.



The Youth Employment Group has identified that 1000 Opportunities are going to need to be created per day in order to bring youth unemployment levels down to pre-covid rates. And whilst the Opportunity Guarantee and investment in the #planforjobs including Kickstart and increased incentives around apprenticeships is welcome the focus is rightly shifting to the quality of those opportunities.

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Young people are going to need the government, employers and providers to make a gigantic effort to develop the volume of quality opportunities they need. And in order to support the development of these opportunities Youth Employment UK are making access to the Youth Friendly Employer Badge and the support that goes with it free of charge.

Organisations will be able to join the likes of Coca-Cola European Partners, St. James' Place, Prezzo, McDonalds and a number of SME's, youth organisations and providers in a community effort to create and be recognised for their youth friendly employment opportunities.



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• BENEFITS...

The wide-ranging benefits of the Youth Friendly Employer Badge include:

- Youth Friendly Employer Badge assets to use on your communications, digital media and in house documents
- Members platform including downloadable resources (including our new Kickstart Guide), case studies, webinars and other resources to support members
- Access to the Good Youth Employment Charter Toolkit
- Monthly Newsletter including latest policy information and insight from government and general youth employment updates
- Opportunities to attend events and influence policy
- A listing in our Youth Friendly Employer database accessed by >100,000 young people per month
- Single social card circulated through Youth Employment UK's social media channels

CEO Laura-Jane Rawlings *“Making access to the Youth Friendly Employer Badge and the support that comes with it free of charge was an easy decision to make. We were established in 2012 following the last youth unemployment crisis and it is our core mission to support young people not in education, employment or training and tackle youth unemployment. Making it as easy for employers and the organisations that support them to understand and be recognised for their quality opportunities is going to be an essential part of the recovery.”*



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APPLYING AND PRINCIPLES

To apply for the Youth Friendly Employer Badge an organisation must first agree to work towards the Principles of Good Youth Employment, as outlined in the Good Youth Employment Charter.

These 5 Principles were first developed by Youth Employment UK and its network of young people and partners in 2012 and have recently been reviewed as part of the work of the Youth Employment Group who have supported the development of the Good Youth Employment Charter Toolkit.

The 5 Principles:

1. Creating Opportunity
2. Recognising Talent
3. Fair Employment
4. Developing People
5. Youth Voice



Find out more about the Principles of Good Youth Employment and sign up to the Youth Friendly Employer Badge [here](#).

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SHARE WITH YOUR NETWORK

The Good Youth Employment Charter



In this media pack you will find examples of social messaging to use on your own social channels. Please help us spread the word about the Good Youth Employment Charter. When sharing the campaign please use the #YouthFriendlyEmployer

CONTACT: info@youthemployment.org.uk

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GENERAL MESSAGES

The Good Youth Employment Charter was co-created by young people and a range of partners in 2012 and has been updated in 2020 in response to increasing youth employment. Find out more about how to become a #YouthFriendlyEmployer:
<https://www.youthemployment.org.uk/the-good-youth-employment-charter/>

Being Youth Friendly is key when looking to employ young people. By signing up to Good Youth Employment Charter you can follow the 5 principles of Good Youth Employment; to become a #YouthFriendlyEmployer sign up here:
<https://www.youthemployment.org.uk/the-good-youth-employment-charter/>

Calling all young people! The #YouthFriendlyEmployer badge is something to look for when looking for work. Organisations who display this badge will be following the principles of Good Youth Employment creating good quality opportunities. Find out more here: <https://www.youthemployment.org.uk/the-good-youth-employment-charter/>

We support the Good Youth Employment campaign and are proud to be a #YouthFriendlyEmployer:
<https://www.youthemployment.org.uk/the-good-youth-employment-charter/>

We are a proud #YouthFriendlyEmployer and support the principles of the Good Youth Employment Charter:
<https://www.youthemployment.org.uk/the-good-youth-employment-charter/>

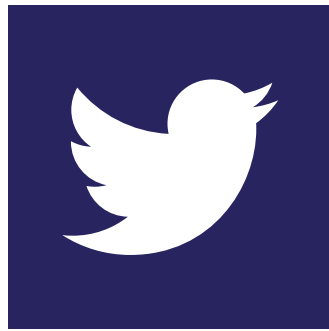
Download our social cards to support the campaign for Good Youth Employment!



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SOCIAL MEDIA CHANNELS



TWITTER
[@YEUK2012](https://twitter.com/YEUK2012)



INSTAGRAM
[@youthemploymentuk](https://www.instagram.com/youthemploymentuk)



FACEBOOK
[/YouthEmploymentUK/](https://www.facebook.com/YouthEmploymentUK/)



LINKEDIN
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