

"YOUTH IN ŁÓDŹ" PROGRAMME



OFFER FOR EMPLOYERS





OBJECTIVES OF THE “YOUTH IN ŁÓDŹ” PROGRAMME

- ENCOURAGING YOUNG PEOPLE TO SEE THEIR FUTURE IN ŁÓDŹ
- SUPPORTING DEVELOPMENT OF PROFESSIONAL CAREER OF STUDENTS FROM ŁÓDŹ UNIVERSITIES
- PROVIDING LOCAL ENTREPRENEURS AND POTENTIAL INVESTORS WITH HIGHLY-QUALIFIED PERSONNEL

The “Youth in Łódź” programme is characterised by high recognisability. The survey conducted on a representative group of Łódź students shows that 98% of the respondents who heard of any campaign addressed to young people spontaneously point out to the “Youth in Łódź” programme. The initiative is implemented by the Investor Service and International Cooperation Bureau The City of Łódź Office, and its partners are leading Łódź universities and over 280 companies from Łódź and the region.

TRAINEESHIPS AND INTERNSHIPS OFFER, AMONG OTHERS:



B/S/H/

CORNING



PHILIPS



TRAINEESHIP AND INTERNSHIP WEBSITE

The initiative is addressed to students and graduates from Łódź universities and employers from Łódź and the region.

Its purpose is to support young people in acquiring additional qualifications and professional experience during traineeships and internships in Łódź companies as well as recruitment support for employers to reach the best candidates. At the website: **www.praktyki.lodz.pl**, registered employers can publish, free of charge, announcements on traineeships and internships available as well as manage independently manage its profile and offers posted. The announcements are additionally published at the website: **www.mlodziwlodzi.pl**

There are over 650 employers registered at the website.

PRINCIPLES OF COOPERATION

The website is dedicated to employers with registered office or branch in Łódź or within the Łódzkie Region, offering traineeships and internships which will take place in Łódź or within the Łódzkie Region. Registration and publishing offers at the website is free of charge.



FOUNDERS OF INTERNSHIPS 2018



“WORK AS AN APPRENTICE IN ŁÓDŹ” – HOLIDAY INTERNSHIPS

„WORK AS AN APPRENTICE IN ŁÓDŹ” PROGRAMME OBJECTIVES:

- enabling the students to complete a paid internship in Łódź companies during holidays,
- promotion of internships among employers as a perfect way to acquire future employees.

BENEFITS FORM EMPLOYERS:

- wide promotional campaign of internship founders and offers submitted,
- promotional package related to the number of internship offers submitted,
- recruitment of candidates for internships and, optionally, initial selection of application forms by the organiser.

Employers are provided with access to the best candidates and decide on the selection of persons corresponding to their expectations.

Over 380 companies from Łódź which made over 1700 offers of paid holiday internships, took part in the previous five editions of the project. In total, there were over 240,000 application forms submitted.

PRINCIPLES OF COOPERATION

- An employer undertakes to finance at least 1 holiday internship lasting minimum 1 month within the period from June to September.
- An employer signs a civil-law agreement with a selected intern in which it guarantees an hourly remuneration in the amount of at least PLN 14.70 gross (which gives at least PLN 2250 gross per month on a full-time basis).



“YOUTH IN ŁÓDŹ” SCHOLARSHIP PROGRAMME

A UNIQUE AT A NATIONAL SCALE SCHOLARSHIP PROGRAMME WHICH IS COMPRISED OF:

- scholarships founded by employers to students of courses most wanted by entrepreneurs from Łódź,
- financial support for student dorm accommodation,
- financial support for foreign language courses or other courses improving competences of students

Participation in the scholarship programme enables reaching to the most active students from the study courses selected by an employer. Detailed terms and conditions of participation in the programme are established by employers with the organiser. An employer may oblige the scholarship recipient to, e.g. complete internship or traineeship in the founder's company or to take up a role of an ambassador of the founder's company.

AS FOR NOW, THERE WERE 11 EDITIONS OF THE SCHOLARSHIP PROGRAMME:

- 246 students were granted scholarship,
- 45 students obtained reimbursement of costs of accommodation in a student dorm,
- 225 persons took part in English, German, Italian, Spanish or Japanese language courses, as well as programming courses.

PRINCIPLES OF COOPERATION

- Foundation of a scholarship for at least one student, at least PLN 700 gross per month, for 9 months.
- Reimbursement of costs of accommodation in a student dorm for at least 1 student, PLN 260-450 gross per month for 9 months.
- Paying for a teacher/coach of a selected course for a group of 10-15 persons, the cost is approx. PLN 5,000–7,000 for a period of at least one semester.

FOUNDERS 2018/2019

B/S/H/ Whirlpool
CORPORATION



TRAININGS ARE CONDUCTED BY:



TRAININGS

– YOUR CAREER IN YOUR OWN HANDS

Trainings for students are organised with cooperation with training companies and Łódź employers – partners of the “Youth in Łódź” programme. Realisation of the free-of-charge trainings provides employers with future employees having competences exceeding the framework of knowledge gained during studies. So far, nearly 560 trainings were organised in which nearly 7,750 persons participated.

PRINCIPLES OF COOPERATION

- Each of the partners is obliged to conduct from 3 to 5 trainings per year.
- The partner ensures a coach conducting a training and substantive preparation of training materials.
- The organiser of the “Youth in Łódź” programme is responsible for the recruitment of participants, ensuring a training room, administrative and technical support for the trainings, reproduction of training materials.



VISITS IN COMPANIES ARE ORGANISED:



VISITS IN COMPANIES MEET EMPLOYERS FROM ŁÓDŹ

“Meet Employers from Łódź” is a cycle of visits of Łódź students in companies that are partners in the “Youth in Łódź” programme. During the visit, a tour guide around the company is conducted along with a presentation of employment possibilities, recruitment process, etc. 1,780 students benefited from the initiative.

PRINCIPLES OF COOPERATION

- An employer is obliged to set a date for the visit and provide persons who will take care of the students on site.
- The “Youth in Łódź” programme provides full organisation support during the visit: promotion of the event among students, recruitment of a group of students specified by the employer, free-of-charge transport for max. 15 persons and materials for the tour participants.



COMPETITION PARTNERS

PARTNERZY STRATEGICZNI:

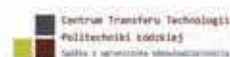


Politechnika Łódzka



UNIWERSYTET
ŁÓDZKI

PARTNERZY:



PARTNER TECHNOLOGICZNY:



YOUTH IN ŁÓDŹ I HAVE AN IDEA FOR A STARTUP

“Youth in Łódź – I have an idea for a startup” is a competition addressed to persons implementing innovative projects, scientific, technological as well as creative/artistic ones in the initial phase of development. For 6 months, project participants have an opportunity to work with a mentor, finding an investor for the implementation of one’s own project and establishing business contacts.

So far, there were 10 editions of the competition:

- 1,300 business ideas were submitted,
- 357 professional business plans were developed,
- over 250 companies were established.

THE PRINCIPLES OF COOPERATION FOR PARTNERS/SPONSORS

- Funding financial awards for winners or provision of services for companies (ensuring an office space, accounting services, legal services, marketing, advisory, etc.) of min. value of PLN 4,000 net.
- Participation in the session of the Competition Committee – assessment of projects presented,
- Official award ceremony during the Competition Final Gala with the participation of the media.

PRINCIPLES OF COOPERATION FOR MENTORS

- Regular meetings with Mentee (not less than 12 hours from May to October)
- Possibility to take part in the session of the Competition Committee
- Participation in the official Competition Final Gala with the presence of the media
- Mentor’s profile published at **www.startupy.lodz.pl**

DISCOUNT CARD

Discount Card entitles students of Łódź universities, pupils of high school seniors as part of the CITY OF TALENTS programme to discounts of up to 50% in sports and recreation centres, cinemas, theatres and other cultural institutions, language schools, clubs, pubs and restaurants, which are Project Partners.

PRINCIPLES OF COOPERATION

The cooperation is based on non-financial benefits. The Partner undertakes to grant an attractive discount for products and/or services offered, to students and pupils referred to above. The companies that become Discount Card Partners, in exchange for the discounts and special offers, are provided with a continuous and additionally cyclical promotion of the company, among others, among students of Łódź universities in the following form:

- Fixed profile of a Discount Card Partner at the website: www.mlodziwlodzi.pl/kartarabatowa/
- Cyclical promotion online at: www.mlodziwlodzi.pl, in the profile: „**Młodzi w Łodzi**” (“**Youth in Łódź**”) on Facebook, Instagram, in a newsletter of the “Youth in Łódź” website, in the box:
- PROMOTED PARTNERS at www.mlodziwlodzi.pl/kartarabatowa/ promotion on printed promotional and information materials concerning the initiative: posters, leaflets, press releases.
- Materials are displayed on over 20 boards in Łódź universities, urban citylights, located in the neighbourhood of student accommodation locations, academic campuses,
- Distribution of Discount Card leaflets with logotypes of Partners during events of general academic nature, among others: Akademic Job Fairs, University Job Fairs, Open Doors at universities, events organised under the Programme Youth in Łódź, etc.



DISCOUNTS ARE OFFERED BY:



PROGRAMME PROMOTIONAL OFFER

Participation of employers in the “Youth in Łódź” Programme is a perfect supplementation of activities within the area of personal marketing. A wide range of cooperation possibilities makes every company able to get involved in activities adjusted to its needs.

THE PROGRAMME OFFER THE FOLLOWING COMMUNICATION CHANNELS WITH STUDENTS AND GRADUATES:

- website **www.mlodziwlodzi.pl** which is visited, on average, by more than 20 thousand unique users per month,
- profile on Facebook (over 20 thousand fans), newsletter with over 9.5 thousand of subscribers,
- advertisement boards of the “Youth in Łódź” Programme located on Łódź universities
- urban citylights – a display of posters of 120x177 cm for two weeks, depending on the availability of the carriers,
- display of posters in the B1 format in selected locations of the City of Łódź Office, in higher schools, in technical schools, municipal companies, depending on the availability of the carriers.



BENEFIT PACKAGE FOR A PARTNER

- Placing a company profile at the website: www.mlodziwlodzi.pl
- Possibility to use the newsletter and news at the website.
- Free-of-charge display of posters in notice boards "Youth in Łódź" in universities.
- Free-of-charge display of posters in selected locations of the City of Łódź Office, in higher schools, in technical schools, municipal companies.
- Free-of-charge display of posters in urban citylights depending on the availability of the carriers.
- Placing a company logotype in information and promotional materials of the programme and specified initiatives.
- Distribution of information and promotional materials of a company, prepared as part of the project, in cooperation with partners of the City of Łódź Office.
- Providing information on involvement of a company during press conferences organised by the City of Łódź Office and during interviews concerning the programme. Press materials may be accompanied by leaflets or other information materials prepared by a company.
- Possibility to involve a company in special events realised as part of promotional activities of the "Youth in Łódź" Programme, e.g.: concerts, sports events, dancing events.
- Additional promotion of the company involved in particular initiatives on advertising media, accompanying dedicated promotional campaigns, among others on leaflets, posters, outdoor media and on the Internet.



PRINCIPLES OF PUBLICATION OF ADVERTISEMENTS SUBMITTED BY PARTNERS

- The “Youth in Łódź” Programme Partner, participating in initiatives of the program requiring a financial contribution of a company (scholarship programme, programme of paid holiday internships “Work as an apprentice in Łódź”, competition: “I have an idea for a startup”) – the advertisements are published and promoted at the website www.mlodziwlodzi.pl and in weekly newsletters, as well as on the Facebook profile.
- The “Youth in Łódź” Programme Partner participating in initiatives of the programme that do not require financial contribution of the company (traineeships and internships website www.praktyki.lodz.pl, trainings “Your Career in Your Hands”, visits in companies “Meet employers from Łódź”) – the advertisements are published in the “News” and “News from the job market” sections, but are not promoted at the website www.mlodziwlodzi.pl, they are instead published in a weekly newsletter and, optionally, on the Facebook fanpage.
- The “Youth in Łódź” Programme Partner who, despite the intention specified in a cooperation declaration, do not participate in any programme initiatives – the advertisements are published only in the case of a positive decision of the organiser in “News” and “News from the job market” sections, but are not promoted at the website www.mlodziwlodzi.pl, in a weekly newsletter or on the Facebook fanpage.

HOW TO BECOME A PARTNER IN THE "YOUTH IN ŁÓDŹ" PROGRAMME?

IN ORDER TO JOIN THE "YOUTH IN ŁÓDŹ" PROGRAMME YOU MUST:

- Fill in a declaration of cooperation available at the website: www.mlodziwlodzi.pl in the ABOUT THE PROGRAMME tab.
- In the minisurvey attached, please specify in which initiatives the company will participate.
- Please send the completed declaration to the e-mail address: mlodziwlodzi@mlodziwlodzi.pl.



PARTNERS





The City of Lodz Office

Investor Service and International
Cooperation Bureau
al. Politechniki 32, 93-590 Łódź
tel.: 42 638 59 39
fax: 42 638 59 40
e-mail: mlodziwlodzi@mlodziwlodzi.pl

Programme Manager

Agnieszka Chudzik
tel.: 42 638 43 27
e-mail: a.chudzik@uml.lodz.pl

Scholarship programme Meet Łódź Employers

Website: www.mlodziwlodzi.pl
Justyna Kowalska-Grzegory
tel.: 42 638 59 28
e-mail: j.grzegory@uml.lodz.pl

„Work as an apprentice in Łódź” – holiday internships Traineeship and internship website

Marta Grzegorzewska
tel.: 42 638 55 48
e-mail: m.grzegorzewska@uml.lodz.pl
Magdalena Jazdzyńska
tel.: 42 638 44 64
e-mail: magda.jazdzynska@uml.lodz.pl

“I have an idea for a startup”

Renata Biadała
tel.: 42 638 59 31
e-mail: r.biadala@uml.lodz.pl

Trainings: “Your career in your hands”

Anna Pawłowska
tel.: 42 638 42 96
e-mail: szkolenia@mlodziwlodzi.pl

Discount Card

Alicja Dobrska
tel.: 42 638 59 42
e-mail: a.dobrska@uml.lodz.pl



**MŁODZI
wŁODZI**