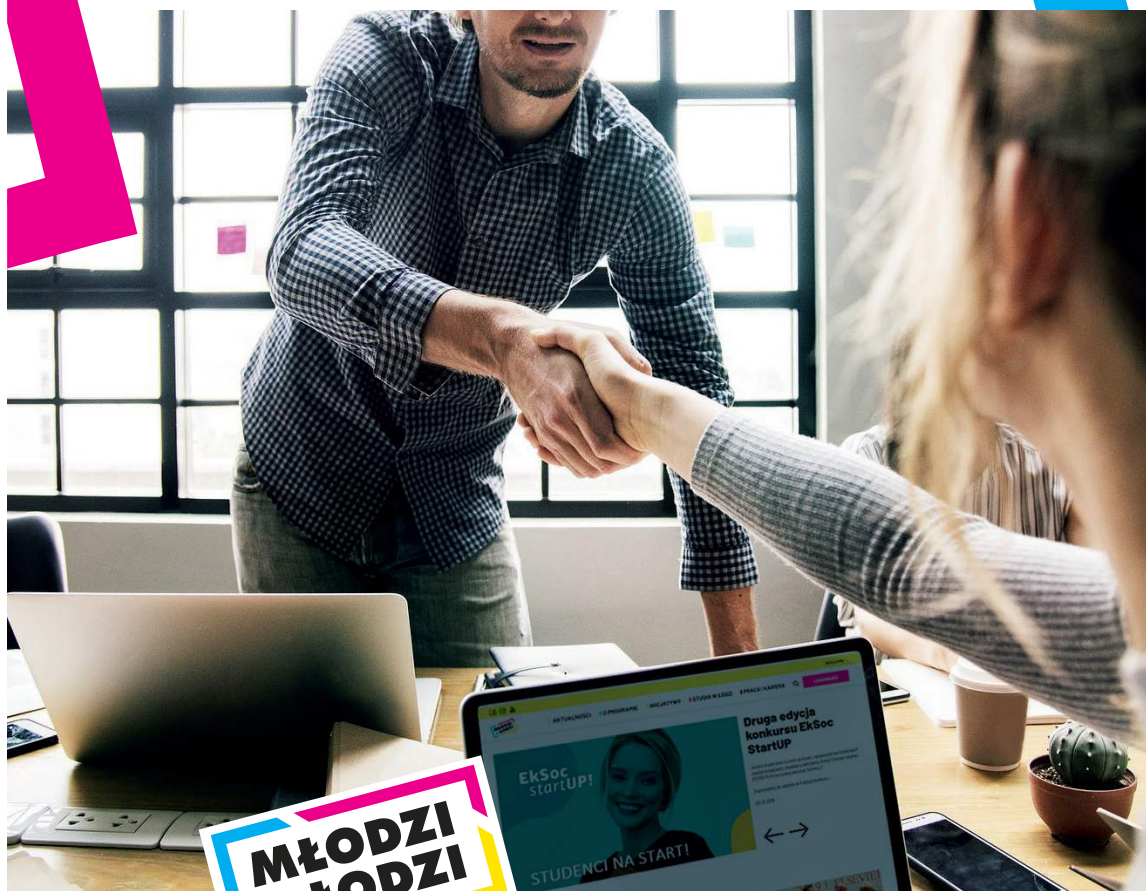


"YOUTH IN ŁÓDŹ" PROGRAMME



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 Office of the City of Lodz Office, and its partners are leading Łódź universities and over 290 companies from Łódź and the region.

TRAINEESHIPS AND INTERNSHIPS OFFER, AMONG OTHERS:





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.

On 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 750 employers registered on 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 2019 "WORK AS AN APPRENTICE IN ŁÓDŹ"



HOLIDAY INTERNSHIPS OBJECTIVES OF “WORK AS AN APPRENTICE IN ŁÓDŹ”

PROJECT BENEFITS FOR EMPLOYERS:

- 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.
- 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 440 companies from Łódź which made over 2100 offers of paid holiday internships, took part in the previous nine editions of the project. In total, there were over 28,000 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

AS FOR NOW, THERE WERE 12 EDITIONS OF THE SCHOLARSHIP PROGRAMME

- 273 students were granted scholarship, 56 students obtained reimbursement of costs of accommodation in a student dorm, 265 persons took part in English, German, Italian, Spanish or Japanese language courses, as well as programming courses.
- 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.

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 2019/2020



We are aluminium



TRAININGS ARE CONDUCTED BY:



FREE OF CHARGE TRAININGS

“YOUR CAREER IN YOUR 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 620 trainings were organised in which nearly 8,360 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.





OPEN DAYS ARE ORGANISED:

Nordea

ABB



Whirlpool
CORPORATION



CLARIANT 

mabion

EXACO

P&G

OPEN DAYS 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. As part of the initiative, recruitment meetings of partners are also organized at the City of Łódź, as well as promotional stands in Piotrkowska Street. During the open day, a tour guide around the company is conducted along with a presentation of employment possibilities, recruitment process, etc. Nearly 2,000 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 and materials for the tour participants. If a partner organizes a recruitment day at the City of Łódź or a promotional stand in Piotrkowska Street, the programme provides: free halls for recruitment meetings, promotion of the event and support in obtaining appropriate permits for exhibiting the stand.



COMPETITION PARTNERS

PARTNERZY STRATEGICZNI:



Politechnika Łódzka



UNIWERSYTET
ŁÓDZKI

EXACO



Akademia Sztuk Pięknych
im. Władysława Strzemińskiego w Łodzi

PARTNER TECHNOLOGICZNY:

PARTNERZY:

accenture

BDB AGOS
PRAWO I FINANSE



INDIGO
Fundacja

ART INKUBATOR
w FABRYCE SZTUKI

BIONANOPARK

bluebrick

bluerank

co:spot
OFFICE & COWORKING

CO|WALK
HUB

Pietrucha
Established 1860

PIXEL
technology

Szkoła
Filmowa
w Łodzi

UM UNIWERSYTET
MEDYCZNY
W ŁÓDZI

Centrum Transferu Technologii
Politechniki Łódzkiej
Spółka z ograniczoną odpowiedzialnością

CENTRUM
TRANSFERU
TECHNOLOGII
Uniwersytet Łódzki

INTERsoft®

Fumed
Fundacja dla
Uniwersytetu Medycznego
w Łodzi

MORATEX
INSTITUT

PARTNER WSPIERAJĄCY:

Czarny Kod

TOYA tv

TUŁÓDZ.PL

GAZETA
wyborcza



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, 11 editions of the competition have been held: 1400 innovative and creative business projects have been submitted - from various areas, including the medical, pharmaceutical, IT and artistic industries, over 600 startups have been supported, over 250 companies currently operate on the market.

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 nett. 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 on **www.startupy.lodz.pl**

YOUTH IN ŁÓDŹ DISCOUNT CARD

Discount Card entitles students of Łódź universities, pupils of high school seniors as part of the Mia 100 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
- 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**

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: Akademik 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:

- a website www.mlodziwlodzi.pl which is visited, on average, by more than
- 20 thousand unique users per month, profile on Facebook (over 22 thousand fans),
- notice 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,
- a 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
- A possibility to use the newsletter and news at the website.
- Free-of-charge display of posters in notice boards "Youth in Łódź" in universities.
- A free-of-charge display of posters in selected locations of the City of Łódź Office, in higher schools, in technical schools, municipal companies.
- A 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.
- A 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 programme requiring a financial contribution of a company (scholarship programme, programme of paid holiday internships “Praktykuj w Łodzi”, competition: “I have an idea for a startup”) – the advertisements are published and promoted at the home 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 Łódź Employers”) – the advertisements are published in the “News” and “News from the job market” sections, but are not promoted on the home 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 co-operation 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 on the home 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" 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**.



PARTNERZY - UCZELNIE:



PARTNERZY - FUNDATORZY:



PARTNERZY:





The City of Lodz Office

Business Development and International
Relations Bureau
ul. Piotrkowska 104a, 90-926 Łódź
tel.: 42 638 59 39
e-mail: mlodziwlodzi@mlodziwlodzi.pl

Scholarship programme

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

Open Days “Meet Employers from Łódź”

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

“I have an idea for a startup” competition

Agnieszka Chudzik
tel.: 42 638 43 27
e-mail: a.chudzik@uml.lodz.pl
Renata Biadała
tel.: 42 638 59 31
e-mail: r.biadala@uml.lodz.pl

Trainings: “Your career in your hands”

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

Discount Card

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

