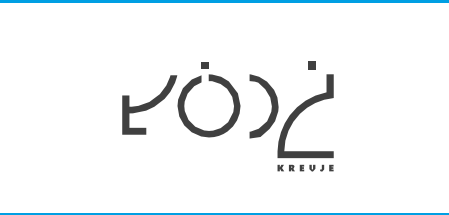




COOPERATION OFFER FOR EMPLOYERS



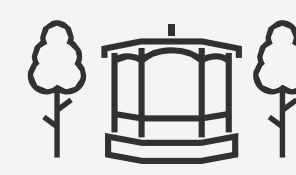
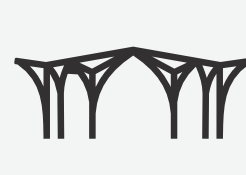
YOUTH IN ŁÓDŹ PROGRAMME

FOR WHOM?

The programme is dedicated to students and graduates of Łódź universities and employers from Łódź and the province.

OBJECTIVES

- encouraging students to study and to plan their future in Łódź
- retaining the best graduates in Łódź
- building a positive image of Łódź companies and institutions among students
- enabling students and graduates to gain professional experience that will facilitate finding an attractive job
- providing local entrepreneurs and potential investors with highly qualified staff



YOUTH IN ŁÓDŹ PROGRAMME

OUR INITIATIVES

- ★ INTERNSHIP AND TRAINEESHIP PORTAL
- ★ SUMMER INTERNSHIPS
- ★ SCHOLARSHIP PROGRAMMES
- ★ OPEN DAYS IN COMPANIES
- ★ TRAINING AND WEBINARS
- ★ GET A TASTE OF STUDYING IN ŁÓDŹ



PORTAL
PRAKTYK
I STAŻY



STAŻE
WAKACYJNE



PROGRAMY
STYPENDIALNE



SZKOLENIA
WEBINARY



DNI OTWARTE
W FIRMACH



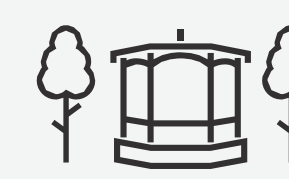
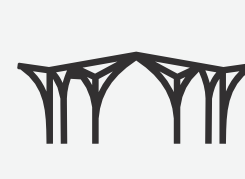
ZASMAKUJ
STUDIOWANIA
W ŁÓDZI

[MŁODZIwŁODZI.PL](https://młodziwłodzi.pl)

[PRAKTYKI.LODZ.PL](https://praktyki.lodz.pl)



DOWIEDZ SIĘ WIĘCEJ



INTERNSHIP AND TRAINEESHIP PORTAL

OBJECTIVES

- support young people in **gaining additional qualifications and professional experience** during internships and traineeships in companies in Łódź
- **recruitment support for employers** in reaching the best candidates

BENEFITS FOR THE EMPLOYER

On the website www.praktyki.lodz.pl, registered employers can advertise available internships and traineeships free of charge and manage their profile by adding offers themselves. Advertisements are additionally published on www.mlodziwlodzi.pl.

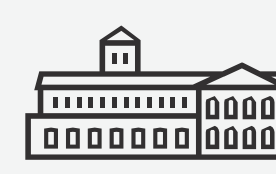
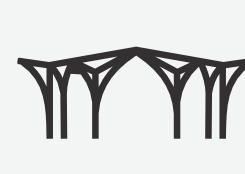
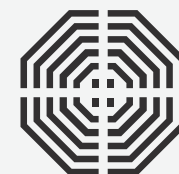
More than **350 employers** are registered on the site.



www.praktyki.lodz.pl

Najlepsze praktyki i staże w Łodzi!

SPRAWDŹ



HOLIDAY INTERNSHIPS

BENEFITS FOR EMPLOYERS

- Enabling students to carry out paid internships in companies in Łódź during the summer holidays
- **Promotion of holiday internships** to employers as an excellent way to recruit future employees
- **Extensive promotional campaign** of internship funders and reported offers
- **Promotional package** linked to the number of internship offers submitted
- **Recruitment of trainee applicants** and optional **pre-selection of applications** by the organiser
- Employers get **access to the best candidates** and decide which people match their expectations.

In the 12 editions of the project, more than **630 companies in Łódź** took part and employed more than **2,170 students** for the summer holidays. In total, more than **41,000 applications** were sent in.

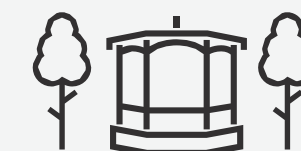
**MŁODZI
W ŁÓDZI**



HOLIDAY INTERNSHIPS

PRINCIPLES OF COOPERATION

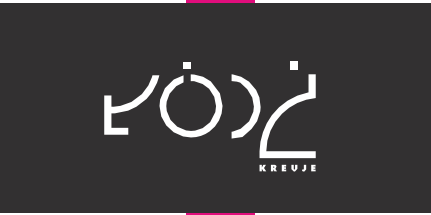
- The employer undertakes to fund **at least 1 holiday internship** of a **minimum of 1 month** between **June and September**
- The employer signs **a civil law contract** with the selected trainee in which he/she is guaranteed an hourly wage of **a minimum of PLN 23.50 gross** (which means **a minimum of PLN 3600 gross** per month on a full-time basis)



HOLIDAY INTERNSHIPS



OUR PARTNERS 2022



SCHOLARSHIP PROGRAMME

A UNIQUE PROGRAMME OF SCHOLARSHIPS FUNDED BY EMPLOYERS FOR THE MOST ACTIVE STUDENTS OF ŁÓDŹ UNIVERSITIES AND THE MOST TALENTED SECONDARY SCHOOL GRADUATES CHOOSING TO STUDY IN ŁÓDŹ.

BENEFITS FOR FUNDERS

- The opportunity to support **exceptional TALENTS**, the most talented secondary school graduates choosing to study in Lodz and the most active students in the fields of study chosen by the employer.
- Perfect matching of the scholarship recipient to the company profile by preparing **company-dedicated rules and regulations for the scholarship programme** containing requirements, criteria and terms and conditions of the cooperation that meet the needs of the employer.
- **A SCHOLARSHIP HOLDER** can be **a valuable apprentice or trainee** for the company and, in the long term, also **an employee**. He or she can also act as **a company ambassador** at the university.
- **Promotion of the company during the programme's promotional campaign.**



SCHOLARSHIP PROGRAMME

THANKS TO THE COOPERATION OF ŁÓDŹ COMPANIES AND UNIVERSITIES WE HAVE BUILT THE LONGEST RUNNING AND LARGEST EMPLOYERS' SCHOLARSHIP PROGRAMME IN POLAND

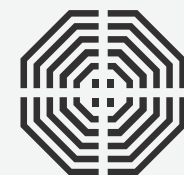


SCHOLARSHIP PROGRAMME

PRINCIPLES OF COOPERATION

- **Funding a financial SCHOLARSHIP** for at least one person of at least **PLN 1000** gross per month for 9 months (**PLN 9 000** per year in total)
or
- **Reimbursement of accommodation costs in a student residence hall** for at least one person in the amount of approx. **450-1200 PLN** per month for 9 months (total annual amount **4050-10800 PLN**)
or
- **Funding of a language or other qualification improvement course** for a group of **10-15 students** (the cost of the remuneration for the teacher/trainer depends on the type, length and intensity of the course, approx. **10 000-15 000 PLN**)

The course can be organised directly by the Founder or through companies or institutions cooperating with the Youth in Łódź Programme.



SCHOLARSHIP PROGRAMME YOUTH IN ŁÓDŹ 2022



FUNDATORZY



TRAININGS AND WEBINARS FOR STUDENTS

ASSUMPTIONS

Free training courses and webinars for students and graduates are organised in cooperation with training companies and employers in Łódź. So far, more than **600 training courses** have been conducted along with partners, which have already benefited **almost 8800 people**. Training courses are open to students of Łódź universities and graduates up to 12 months after graduation.

PRINCIPLES OF COOPERATION

The Partner proposes **the date** and **topic of the training/webinars**, prepares **content and promotional materials** and provides **the trainer**. Młodzi w Łodzi programme ensures **promotion of the event** and **recruitment of participants** in accordance with the Partner's guidelines.

Onsite training sessions can take place in the training room of the Młodzi w Łodzi (Politechniki Avenue 32) or at the Partner's premises. To conduct a webinar, the Partner uses online meeting tools available to it.



OPEN DAYS MEET ŁÓDŹ EMPLOYERS

ASSUMPTIONS

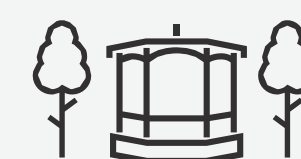
Open Days Meet Łódź Employers is a series of visits by Łódź students to companies that are partners of the **Youth in Łódź** programme. The Open Day offers students a presentation of the company, internships, apprenticeships or employment opportunities, the recruitment process and a tour around office/company.

Nearly **2 000 students** have already benefited from this initiative.

PRINCIPLES OF COOPERATION

The partner proposes **the date** and **programme of the Open Day** and provides on-site supervision for the group.

The *Młodzi w Łodzi* programme ensures **the promotion of the event** and **the recruitment of participants** according to the Partner's guidelines. We also offer transport of participants from the campus to the company and back (for groups of up to 15 people and subject to bus availability).



GET A TASTE OF STUDYING IN ŁÓDŹ

PROMOTION OF ŁÓDŹ, UNIVERSITIES AND COMPANIES TO THE BEST STUDENTS IN THE REGION

ESTIMATES

A Taste of Studying in Łódź is a series of events encouraging students to study in Łódź, during which students from the best secondary schools in the Łódź voivodeship can personally test and feel what it is like to study in Łódź.



3 days in Lodz (Friday - Sunday) for a group of 30 people



the best students and opinion leaders (teachers, educationalists, school principals, members of Parent Councils) from the Łódź region



dedicated workshops at universities and companies, city tours, cultural and leisure activities



Summary: 9 editions, 280 participants



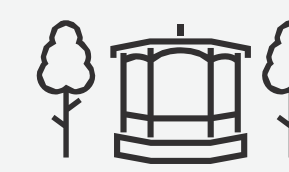
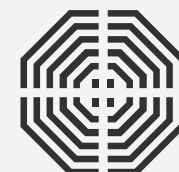
ZASMAKUJ
STUDIOWANIA
W ŁÓDŹI



25-27 LISTOPADA 2022



PARTNERZY:



GET A TASTE OF STUDYING IN ŁÓDŹ

PROMOTION OF ŁÓDŹ, UNIVERSITIES AND COMPANIES
AMONG THE BEST STUDENTS FROM THE REGION



PRINCIPLES OF COOPERATION

- **Financial commitment** of the partner **at the level of PLN 5 000 – 7 000** to cover the costs of a 3-day visit of high school students to Łódź
- **Invitation of participants** to an inspirational meeting/workshop at the partner company's premises
- **Preparation of content/promotional materials** for participants
- **Participation in the press conference** for the event



YOUTH IN ŁÓDŹ

CHANNELS OF COMMUNICATION



The website www.mlodziwlodzi.pl (**33,000 page views per month**) and the website www.praktyki.lodz.pl (**25,000 page views per month**)



Newsletter to subscribers of the www.mlodziwlodzi.pl website (**55,000 subscribers**) and mailings to individual universities and faculties, career offices, research clubs and student organisations



Facebook posts (**>22k followers**)
Including sponsored posts (post reach is approx. 35k impressions)



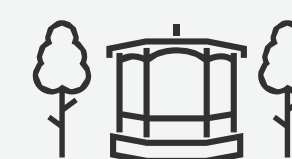
LinkedIn posts (**>12,000 followers**)



Posts on Instagram (**>2,000 followers**)



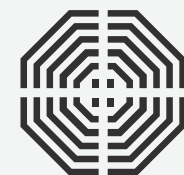
Lockable display cabinets for posters at individual faculties of Łódź universities



YOUTH IN ŁÓDŹ

BENEFITS FOR THE PARTNER

- 👍 Partner profile on www.mlodziwlodzi.pl
- 👍 Opportunity to participate in programme initiatives
- 👍 Possibility to add job and internship or traineeship offers for free on www.mlodziwlodzi.pl
- 👍 Possibility to add internship and traineeship offers free of charge on www.praktyki.lodz.pl
- 👍 Possibility of using the communication channels of the Youth in Łódź programme to promote the Partner's initiatives
- 👍 Placing the Partner's logo in the promotional materials of the Youth in Łódź programme
- 👍 Partner promotion through dedicated promotional campaigns linked to specific initiatives, including participation in press briefings for the most engaged.





CONTACT

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and International Relations Bureau**
City of Łódź

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telephone: 42 638 43 27; 42 638 59 28

www.mlodziwlodzi.pl www.praktyki.lodz.pl

