

# Stand by Youth



## Stand By Youth

How businesses can create opportunities for youth in the post-COVID world

8 July 2021, 14h-16h30 CEST

Public Webinar

The Covid-19 crisis has brought an entire generation to a halt. It has disproportionately affected young people, especially those from disadvantaged backgrounds, setting back their education, employment prospects, mental health and income at a time when they were already facing major challenges. **To help today's youth get through this crisis and prepare for the post-COVID world, businesses of all size must rally around.** Many have already taken bold action and led by example, including by providing emergency support and by continuing to hire young people. Yet much more can be done.

**This is a joint initiative by a collective of institutions:** the [OECD Centre for Entrepreneurship, SMEs, Regions and Cities](#) (CFE), [Business at OECD](#) (BIAC), [SMEUnited](#), [International Network for SMEs](#) (INSME), [International Chamber of Commerce](#) (ICC), [Ashoka Global](#), [JEUNE Europe](#), [Business for Inclusive Growth](#) (B4IG), [European Youth Forum](#) (EYF) and the [European Engineering Learning Innovation and Science Alliance](#) (EELISA).

**The event will be an opportunity to hear from companies and business networks, youth organisations, and higher education institutions on their perspectives and experiences in supporting young people during the pandemic.** The event will consist in a series of panel discussions to examine the pandemic's impact on youth; share companies' success stories of ongoing actions to provide opportunities for young people; and discuss how to address the challenges facing youth in the future.

This event is open to all businesses – big, medium and small – educational institutions, governments, foundations, civil society organisations, and individuals interested in supporting young people to get through the crisis. Participants will hear from a wide range of speakers taking action to support the youth and recover the ground lost during the pandemic. The event will conclude with the official launch of a Call to Action to encourage all businesses to create opportunities for young people, particularly vulnerable ones, as we look to build forward better from the COVID crisis.

For more information, contact [Standby.Youth@oecd.org](mailto:Standby.Youth@oecd.org)

**14:00-14:10 WELCOME & OPENING REMARKS**

- Lamia Kamal-Chaoui, Director, **OECD Centre for Entrepreneurship, SMEs, Regions and Cities**
- Muriel Pénicaud, **Ambassador and Permanent Representative of France to the OECD**

**14:10-14:50 THE PANDEMIC'S IMPACT ON YOUTH**

The COVID-19 crisis has disproportionately affected young people, and especially vulnerable youth, taking a significant toll on their education, employment prospects, mental health and disposable income. At a time when many countries and regions were still coping with the aftermath of the global financial crisis of 2007-08, we have already seen a sharp increase in youth unemployment, and rising inequalities both within and among different age cohorts.

Discussion moderated by CAMILLE PUTOIS, CEO, **Business For Inclusive Growth (B4IG)**

- Joseph Elborn, Secretary General, **European Youth Forum**
- Carlos Sentís, **JEUNE** and CEO, **World Innovation Alliance**
- Herman Nijns, CEO of Randstad Group Belgium & Luxembourg, **Randstad**
- Paul Hannigan, Board member of **European Association of Institutions in Higher Education** and President of Letterkenny Institute of Technology
- Jesús Gómez, Market Development and Product Portfolio Director, **Daimler**

**14:50-15:30 CORPORATE INITIATIVES TO SUPPORT YOUTH IN THE PANDEMIC**

Businesses of all sizes have an important role to play in helping today's youth get through this crisis and prepare for the post-COVID world. Many have already taken bold action and led by example, including by providing emergency support and by continuing to hire young people; while others are developing comprehensive programmes to support youth in the near future.

Discussion moderated by HANNI ROSENBAUM, Executive Director, **Business at OECD (BIAC)**

- Laurent Freixe, Chairman of the GAN (Global Apprenticeship Network), Chairman of the Global Alliance for YOUth & CEO Zone Americas, **Nestlé**
- Marit Wetterhus, CEO & Founder, **Capassa AS**
- Joel Mangan, Executive Director P-Tech Corporate Social Responsibility, **IBM**
- Gilles Vermot Desroches, Senior Vice President, Corporate Citizenship & Institutional Affairs, **Schneider Electric**
- Javier Rogla, Executive Vice-President & Santander Universities Global Head – Universia CEO, **Santander Group**
- Sophie Furtak: Inclusion & Diversity Program Manager - **AXA**

**15:30-16:15 TOWARDS A NEW MODEL FOR YOUTH OPPORTUNITIES IN BUSINESSES**

The COVID crisis had shone a stark light on structural challenges facing young people, not least in their access to jobs. The pandemic has also accelerated existing trends in remote work, e-commerce, and automation, thus disrupting labour markets. It is clear that the post-COVID work will be different, and young people are likely to shoulder the lasting impact of the pandemic on labour demand, the mix of occupations, and the skills required. Business can do a lot to help young people navigate the future of work post COVID, and can develop a new model of long-term opportunities for youth.

Discussion moderated by JOHN DENTON, Secretary General, **International Chamber of Commerce (ICC)**

- João Cardoso, Member, **OECD Youthwise**

- Nele Herrmann Valente, Global Lead NextGen Ag Networks, Strategy and Stakeholder Affairs, **Bayer Crop Science**
- Bettina Schaller, President of World Employment Confederation & SVP Head Group Public Affairs, **The Adecco Group**
- Marcia Sander, Managing Director, **ELAN GmbH**
- William Drayton, CEO & Chair, **Ashoka Global**

**16:15-16:30 CALL TO ACTION – CAN BUSINESS DO MORE FOR THE NEXT GENERATION?**

**LAUNCH OF THE CALL TO ACTION**

**CLOSING REMARKS**

- Muriel Pénicaud, **Ambassador and Permanent Representative of France to the OECD**
- Lamia Kamal-Chaoui, Director, **OECD Centre for Entrepreneurship, SMEs, Regions and Cities**