



## ROTTERDAM, The Netherlands

### A Bridge from School to Career

#### Key facts

The BRIDGE (Building the Right Investments for Delivering a Growing Economy) project seeks to address the challenge of aligning the educational choices of young people, with future labour market needs. The target area for the project was South Rotterdam, an area with about 200,000 inhabitants, which has the Netherlands highest deprivation levels

<b>Timeframe and funding</b>	The project started in 2017 in Rotterdam and was funded by the Urban Innovative Actions (UIA) initiative, with budgets from the European Regional Development Fund (ERDF).
<b>City population</b>	623,652
<b>Governing body</b>	Municipal Council of Rotterdam
<b>Link</b>	<a href="#">The BRIDGE Programme</a>

#### Main objectives

South Rotterdam's young people face challenges aligning their career choices to labour market needs. To address this challenge, the main objective of the BRIDGE programme is to encourage young people in the local community to go into careers related to the major growth sectors and especially the green digital economy.

## Content and mode of delivery



As part of the programme, a career guidance project was developed to encourage young people to make career choices relevant to the labour market needs. One pivotal part of this programme was the Career Start Guarantee that involved employers committing in advance, to provide a guaranteed career for students after graduation. This guarantee is dependent on the students choosing courses relevant to labour market needs at the start of their secondary or further education. Another important element is the use of student mentors who serve as role models to other students and advocates for the project. Even though the results from the programme are not yet conclusive, the programme has showed positive signs by exceeding its target of establishing 600 Career Start Guarantees annually.

## Stakeholders



The programme was implemented by the Municipality of Rotterdam, in collaboration with other partners, including all primary, secondary, and vocational schools in South Rotterdam. The programme team worked together with employers, teachers and parents to guide students from age nine until the students enter the labour market.

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