



This is the support of more than 1,000 young people in Peripheral France who have dropped out of school, put in touch with the many local companies supported by local authorities.

Note of Intent

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Introduction

The «concern» about dropping out of school lies at the confluence of three interrelated presuppositions in the public debate: increasing insecurity, increasing and rejuvenating juvenile delinquency, and increasing «violence». Drop out of school, which has become a «major problem», is a social construction that can mask other issues (the perpetuation of social inequalities in schools, among others), yet it is the ultimate outcome (Geay, Meunier, 2003,20-39).

By appropriating the thinking and action logic of the integration sector, schools increasingly tend to classify young people according to employability criteria, thus constituting «early supernumeraries» as «at-risk categories». The actions implemented to deal with «dropping out of school» therefore seem to us to reveal a reconfiguration of the space for dealing with «social danger» (Geay, Proteau, in Ropé, 2002,261)

This verbatim clearly shows the direct link between dropping out of school and the social inequalities it generates. It is therefore necessary to make an assessment of the current situation in France. Many studies show that a significant part of the French population is affected by school drop-out. It was together that we reflected, at our humble level, to help these people in need.

Contextualization

According to Eurostat, the research centre on which unemployment studies are based in Europe, in France nearly 1.8 million young people are «out of the system» in France. This represents about 17% of young French people, which is above the European average.

These young people are called «Neet» - Neither in Employment, Education or Training -. According to the European Union and the OECD, this term refers to «young people aged 15 to 29 who are not in school, do not work and do not receive any work-study or internship training».

Among them, there are also the «invisible» ones: those not registered with Pôle Emploi, not followed by a local mission or a study or training organisation. With 460,000 people, it is this part of the population that our project is interested in, for the most part young people aged 18 to 29.

It is also noted in this study that the Neet rate is very high in rural areas with about 24.4% of 18-24 year olds compared to 20.2% in urban areas. Young people often have less access to employment, fewer opportunities and more difficulty in accessing support services. In addition, most dynamic employment areas are located near major cities because they have infrastructure (e. g. transport infrastructure) to attract large numbers of workers.

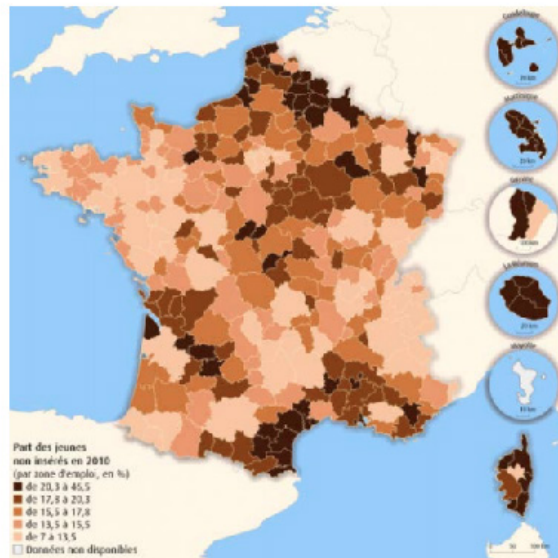
In addition, one of the many reasons why young people do not have access to employment is often the lack of a diploma. However, in France according to Deep-Insee, in 2016 about 450,000 young people aged 18 to 24 did not have a diploma and about 11% of 15-year-old students say they did not go to school for a day, voluntarily. These figures reveal a relatively

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high number of young people who have dropped out of school. It is true that the public policies put in place to combat early school leaving have helped to reduce early school leaving in France. However, there are still a fairly large number of young people who leave the school system without a diploma.

Many controversies are fuelling current debates about educational inequalities through a desire to promote professional careers on the one hand, and retirement clauses on the other. By comparing these two elements, we outline the beginning of our solution: directly linking the assets at the end of the career of SME's and young people dropping out of school, with the objective of enhancing the value of these two socio-professional categories that are excluded.

Part des jeunes de 15-24 ans « non insérés » (ni en emploi, ni scolarisés) en 2010



Source : Insee, recensement de la population 2012

Through the notions of sharing and solidarity, we are deeply convinced that linking these two worlds can be beneficial. Transmission is the very fact of the transition to otherness. It does not only concern the essential, nor does it exclusively concern the passage of generations. It can be done from one individual to another. It can involve both tangible and intangible heritage.

Complexity of the system

Today, there are a few alternatives to help young people who have dropped out of school to enter the professional world. Nevertheless, the procedures are often complex, particularly with Pôle Emploi. The notoriety of this structure, although effective in some respects, does not sufficiently encourage young people to enrol or find a job that suits them.

At the same time, the conditions for access to certain training courses are often limited to a certain age. Also, structures such as «local missions», which are centres for support and integration assistance, are not well known to the young people concerned and often lack the means to improve the situation of young people as much as possible.

Inequality of access

We have chosen to specify our impact area around the Peripheral France. A term popularized by geographer Christophe Guilluy, it perfectly illustrates the part of the French territory exiled from the influence of the great metropolises. This area is characterized by its geography but also by its demography.

Guilluy explains the emergence of the exodus of the working classes towards the rural and peri-urban areas, through the evolution and

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gentrification of large cities. This phenomenon creates a real divide between peripheral France and urban areas where the development of public policies is privileged. As a result, future prospects and professional opportunities are altered and unbalanced, with limited dynamism in the peripheral area.

Network inequality

These populations, by their geographical location, seem to be completely isolated from the services set up by the State or by private companies. Our humble will is therefore to try to recreate links between 2 France who no longer speak to each other. The social bond, the cement of our civilization, has unfortunately had lead in the wing over the past 15 years. We also want the «codes» of dress, culture, body etc. to be shared so that people in need can reintegrate into society.

The LinkedIn example

Networks and mentoring services are offered, for example, on platforms such as LinkedIn. However, to whom is it really addressed? To be a member of this social network, you must find an interest, with the possibility of highlighting a CV. It is intended for people with well-developed diplomas and academic backgrounds. It is also aimed at a different field of activity from that of purely manual trades. In addition, the mentoring offered by LinkedIn requires a disbursement of money, more reminiscent of disguised solicitation than of free and spontaneous mentoring.

It is also interesting to look at the geographical location of its users. In this respect, LinkedIn targets an audience living in major cities (Paris, Lyon, Lille, Marseille) where the employment pool is dynamic and rather healthy. This self-sustaining circular network de facto excludes the «losers of globalization», the inhabitants of the peri-urban, peripheral areas.

Aging SME management

According to a survey conducted by the Ariane study of 483 SMEs with 10 to 250 employees, 91% of SME managers are over 50 years old. These companies play a powerful role in the French social and economic fabric, representing more than 99% of all companies. They are the ones who hire the most, with 69% having recruited over the last 6 months.

These figures represent the important challenge of these transmission companies that we want to promote. In rural areas, we can take the example of farmers. Their profession lacks renewal, is poorly known and is not valued. However, it is one of the jobs of the future, necessary for our future.

Crafts and skilled trades: an asset

According to an Onisep report, the causes leading young people to drop out are multiple and can be personal, family, social or academic. The main factors are related to boredom, disinterest, maladjustment to the school system or cognitive difficulties.

Crafts are a good way to enter the professional world. They allow a different learning system, thanks to a quick practical approach.

Our concept

An accessible window on the jobs of tomorrow

Our main objective is to create a sustainable service to help out-of-school youth. It is in this context that we also want to facilitate the succession of SMEs, by bypassing the weaknesses of existing systems. To this end, our mission is to create an accessible, understandable and effective project for these two target audiences, by promoting social and human capital.

The observation we share is that the individual cannot simply expect everything from the State. Civil society can join government action to help address the challenges we face.

We also share Jacques Attali's observation (Devenir soi, 2013) that encourages individuals to take their share of responsibility. It is time for everyone to take charge of their own lives, without waiting indefinitely for miraculous solutions. It is not about resistance or resilience. It's about becoming yourself. This idea of taking power over one's life and moving forward is the motto that has deeply motivated our idea to change things.

Pathfinder is a free mentoring service that directly connects a local small business owner and an out-of-school youth, both volunteers. The main partners are the town halls, a locally based entity that identifies the main activities and inhabitants of the region. Pathfinder presents itself as an intermediary in the access to a professional network of young people in difficulty who wish to discover the professions that hire.

Pathfinder meets several concrete objectives, in particular that of limiting administrative constraints.

On the one hand, schools do not meet the expectations of young people with educational difficulties. However, it is these institutions that now provide the main access to the professional world, thanks in particular to

agreements for internships.

On the other hand, Pôle Emploi, the main actor in job search, does not attract young people, except for its few financial advantages compared to specific training, due to the complexity of administrative procedures and eligibility conditions.

Also, after having surveyed our relatives and former unemployed, it appeared that the institution Pôle Emploi is conceived in a very negative way. Moreover, in people's collective imaginations, it is likened to the coldness of offices, some people do not hesitate to describe the premises as «gloomy».

Through our idea, we want to contribute to Pôle Emploi and thus reduce part of the inactivity in France to our modest level.

Thus, through informal meetings at the workplace of the director of SMEs or VSEs, our objective is to establish concrete and lasting links in order to stimulate a fundamental movement from civil society.

How does it work?

Census

In direct partnership with the town halls, we establish with them a census of people who have dropped out of school, who have abandoned school, if this has not already been done. This step is necessary and is in full agreement with public policies.

Contacting platform

This platform will make it possible in a simple and effective way to make a young person «match» with an operator of an artisanal SME. This allows you to visualize the different SMEs integrated into the Pathfinder service and their location.

Our concept

It is possible to connect to it as a «trainee» or «trainer»:

- The «Trainee»: any person who encounters particular difficulties in social and professional integration and who wishes to discover a craft profession in their residential area.

- The «Trainer»: any SME or VSE wishing to support and give young people in difficulty the opportunity to open up to their profession, with the possibility of an apprenticeship contract later on.

Content of the mentoring contract

Once the link is established, a contract is established between the two entities.

This one contains

- for the Trainee: participation in the development of communication around the profession. In return for his access to the company's discovery, he thus becomes a «influencer» duty that will be transmitted via Pathfinder's communication devices.

Indeed, Pathfinder is based on the premise that young people are particularly attracted to and comfortable with digital communications. This content can also be reproduced by the local media, for a fee to be shared between the Trainee and the Trainer.

- for the Trainer: he undertakes to provide his knowledge and advice, on the basis of 2 days per month.

Our privileged partners

To ensure the proper functioning and communication of this service, we will invest the local press as well as social networks. We will also develop a partnership with town halls, requiring a strong territorial anchoring.

Pathfinder will thus become a necessary and effective tool in accessing local SMEs, bypassing complex administrative procedures.

Positive impacts

We hope that what we are proposing will be beneficial in the long term. We wanted to offer young people a new alternative to what is already being proposed, knowing that these structures do not succeed in helping all job seekers and leave a large part of the young population without other options.

In the short term

Pathfinder will be an easier, faster and more accessible way for young job seekers. Indeed, to access the Pathfinder mentoring service, no administrative work will be required except for some basic information about the person, both for the entrepreneur and for the young person who asks to have a mentoring session.

Online registration will be sufficient and the contact with the entrepreneur will be successfully completed. We also hope to create a vast movement through word of mouth to unite a real community around our project.

A large proportion of our targeted young people often do not know what to do, want the system and it seems to us that the structures set up by the state remain within a very formal framework. And precisely we want to propose other things, which deviate from this and offer a more informal and user-friendly alternative.

It is also based on voluntary work and does not commit the person in any way. This is the case with most of the existing structures, for example with Pôle Emploi, often people register out of interest for a proof document that the person is indeed looking for work in order to receive financial assistance linked to unemployment. On the contrary,

Pathfinder offers a discovery session on trades and entrepreneurship to motivate young people. Our goal is to give young people more opportunities to discover jobs that are often not very well known and also «poorly known», i.e. we often think that, for example, to set up a plumbing company, you need a minimum degree while many people have succeeded with nothing at the beginning.

In the long term

Pathfinder will make it possible to highlight SMEs and VSEs, give them more visibility, and especially the professions in these sectors. Often small businesses in small towns are not well known, entrepreneurs of these SMEs are given the opportunity to pass on their knowledge to young people who are in demand, to introduce them to their businesses, which are often part of an old-fashioned family business culture.

This being said, the discovery session that we are proposing comes out of the formal training codes where young people will be invited to companies to discover the trades and the company for themselves. Passing the local media, through the town hall,.... will help to raise awareness of companies at the local level.

It will also be a time of sharing between two different generations, which can be beneficial and important especially today with the digital generation that helps us to move away.

It is the solution that meets two needs, that of young people seeking professional opportunities and that of entrepreneurs who want to transmit their knowledge and know-how.

This will help to reduce the proportion of out-of-school young people seeking employment in outlying areas.

Main Risks

To make the Pathfinder program success, we need to underline some risks and disadvantages.

First of all, the main issue could be that we can't find enough corporate partners to launch our project. It is important to work on a rationale, a strategy to convince as many local companies as possible in an area in order to start our program.

Secondly, we must find a balance between the work of human resources and the place of older people. The role of senior employees is to support the young person, to introduce him to his profession and his company. The risk would be that we would fall into an HR function for seniors.

We must also develop a very well defined path so that companies attract them but above all to support them in the long term. Create a common thread so that the young person who wishes to continue after a discovery session can continue until a hiring. So it is necessary to build a strategy with the companies so that we can go as far as hiring, helped by the monitoring of the partner companies.

It is necessary to check the reaction of Pôle Emploi in this program and their effectiveness to follow it. Most of the problems today are that many projects are launched but not very well implemented and remain inactive for a long time. There is a risk of overtaking these measures set up by Pôle Emploi, in fact we assume that similar measures have been established to link our targets. Our project may override them.

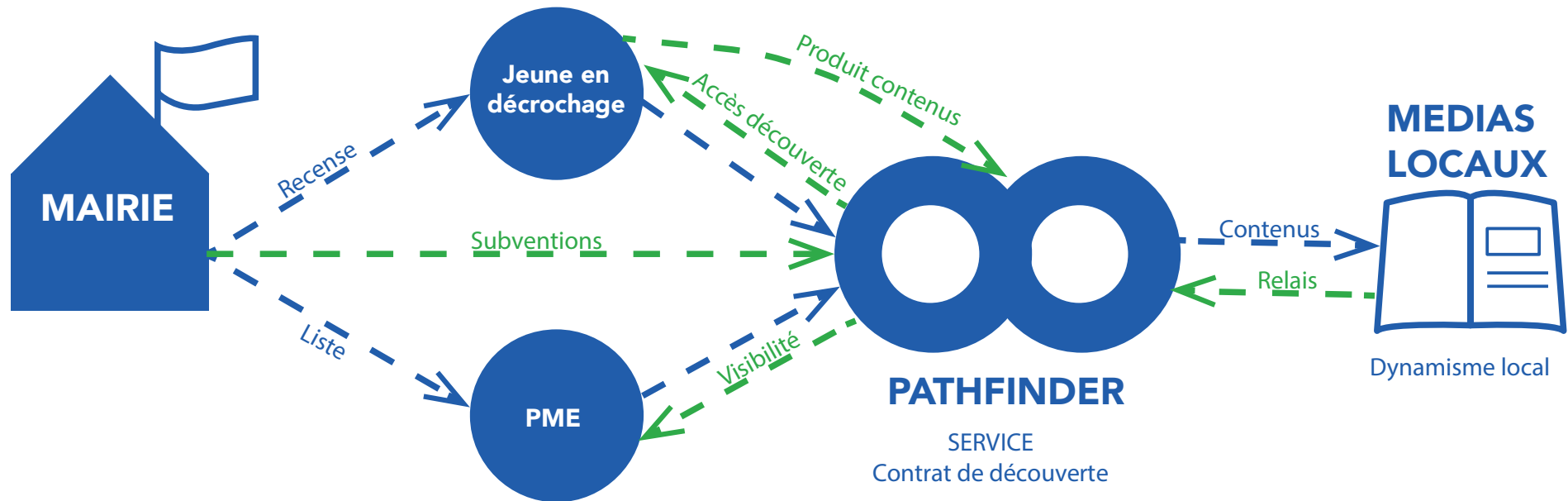
This is an idea already proposed by LinkedIn, that of offering the transmission of advice and knowledge by experienced people to less experienced or even not at all experienced people who are in the majority younger. But this system on LinkedIn remains ineffective.

We can encounter practical and logistical difficulties in the organisation of meetings between young people and employees, for example in terms of availability of each other, or in terms of travel difficulties,....

There is also a risk of overtaking the measures already put in place by Pôle Emploi, in fact we assume that similar measures have been established to link our targets. Our project may override them.

We must consider the risk that the media will not be effective, and that young people in job search or out of school will not be attracted to our project. Newspapers are less and less read by young people. In this case, we will have to rely more on other means of communication for our site such as social networks. And it is important to work on the communication strategy you want to do so that it is effective towards your target audience.

Deployment Strategy



Organization

We will be able to obtain State support for our project by organizing a meeting with the Ministry of Territorial Cohesion and the Ministry of National Education, which are working to support projects that can support their cause. Our project is part of this current political will to integrate people, excluded by socio-demographic causes, into our societies. We will also involve town halls that want to set up local support.

Business Model

Key partners	Key activities	Value propositions	Customer relationships	Customer Segments
<p>Companies :</p> <p>Local small businesses: a desire to participate indirectly in the reduction of delinquency, to facilitate access to professionalization</p> <p>Institutions :</p> <p>The town halls: establishment of censuses of young people who have dropped out of school</p> <p>The local press: enable media coverage and easier access to the service.</p>	<ul style="list-style-type: none"> - organization of visits and meetings between customers - definition of the program - discovery session with practice in SMEs - photography sessions to give visibility of the local activity 	<ul style="list-style-type: none"> - Personalization of the service - Free of charge - Accessibility and ease of use - Proximity 	<p>We would like that our customer be able to create his personal network thanks to this service.</p> <p>Long-term: The process of learning and advising must necessarily spread on a long time-period. We therefore wish to establish a lasting relationship with our customers, users.</p> <p>We would like to engage in a relationship that allows for exchanges, feedbacks, suggestions.</p>	<p>Main segments:</p> <ul style="list-style-type: none"> - young people who have dropped out school - SMEs in manual, handicraft activities in Peripheral France <p>If the project yields positive returns, expansion of the target to other types of enterprises in France.</p>
	<p>Key Resources</p>		<p>Channels</p> <p>The local press: enable effective local media coverage and easier access to the service.</p> <p>The internet platform: Free information and contact tool.</p> <p>Once the contact has been established, a variety of meetings are possible:</p> <ul style="list-style-type: none"> - on-site meetings - visits - calls 	
	<ul style="list-style-type: none"> - access to local data - platform linking young and SMEs - skills in human relationships 			

Business Model

Cost structure	Revenue streams
<ul style="list-style-type: none">- Digital platform- Mediatization and local communication	<ul style="list-style-type: none">- Community Grants- Assistance from local banks
Social and environmental cost	Social and environmental benefits
<ul style="list-style-type: none">- transport and logistic organization- young people in school are not concerned by the service- the energy cost to keep a communication at a distance	<ul style="list-style-type: none">- fewer people without access to employment- intergeneration links- to provide visibility to reclassified areas and activities

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