

2015

# E-Booklet: Take Initiative to Rock Your Careers



Asociacija "Aktyvus jaunimas"

8/31/2015

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## Introduction

European societies are facing a range of social problems; yet, undoubtedly youth unemployment is one of the biggest issues of today. One of the ways to tackle this problem is encourage youth to be more active in society while taking part in volunteering programs, youth organizations, social actions, initiatives, entrepreneurship activities, etc.

To promote this concept, a project “Take Initiative to Rock Your Careers” was hosted in Lithuania. The main objectives of the project was to: (1) broaden the knowledge of youth workers and unemployed youth about immense opportunities of volunteering, social actions, youth organizations, cultural exchanges, other initiatives and entrepreneurship through NFE methods; (2) teach youth workers how to coach and motivate the unemployed youth to act proactively, guide them and get them involved in different youth actions available in Europe, and help them prepare well for the labour market. At the same time the project intends to promote the concept of youth proactiveness amongst the target groups and the general public. In the long run this would ensure a positive impact on both youth unemployment and the resultant problems throughout the participating countries. The project also aimed to help the participants grow professionally, keep them active, involve them in multi-cultural discussions, develop a number of skills and competences and create new partnerships across Europe.



# Erasmus+

*The information provided in the E-booklet is the product of the participants of the project and does not reflect the views or the opinion of the European Commission.*

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## ABOUT THE PROJECT

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Project title: Take Initiative to Rock Your Careers

**Financed:** by European Union's Erasmus+ programme

Website: <http://rockyourcareer.org/>

Actions: youth workers mobility (May 26 - June 3, 2014) and youth exchange (July 24 – August 1, 2014) in Kaunas, Lithuania

Participants – 24 for the youth workers mobility and 36 for the youth exchange

Participating countries (organisations): Lithuania ([Asociacija “Aktyvus jaunimas”](#) – Active Youth Association), Poland, Latvia, Romania, Slovenia and Croatia. Each sending equal number of participants

**E-booklet:** some parts were filled by the 24 participants of the 1<sup>st</sup> action of the project & while others by 36 participants of the youth exchange. It covers volunteering, EVS, social actions & NGOs, how to popularise them, etc. The booklet also includes clues on how to prepare for a job interview and perfect your CV and what should be included in a business plan.

## Framework

The aim of the project was to: 1) teach youth about the benefits of volunteering, and provide with other skills & competences helpful for their careers (tips on making a CV, etc.); 2) come up with methods and initiatives that would promote youth pro-activeness. During the 1<sup>st</sup> action bigger focus was put on the latter goal; while the youth exchange anchored around the former. Yet, the e-booklet includes the most relevant info on both.

However, before going any further into the e-booklet, it is necessary to mention the educational activities of the project. This way, it would be easier to understand how the booklet was compiled in the first place.

First of all, 5 main areas, which could help in career, were identified. These consisted of knowledge on: a) volunteering; b) how to write a CV; c) NGOs and youth initiatives; d) getting through challenging interviews; and e) making a business plan and entrepreneurship in general. Another wish was to see where the participants lack the most, hence both of the project actions were started off with current knowledge assessments on these fields. A filled-in one may be seen below:

Active Youth Association  
Take Initiative to Rock Your Careers!  
Tel.: +370 643 31871 | info@activeyouth.lt  
http://activeyouth.lt/en | http://rockyourcareer.org

Erasmus+

### Current Knowledge Assessment

1. Do you know what is the **youth unemployment rate** in your country? NO

2. Do you know any **volunteering** opportunities in your region/country/worldwide (Yes/No)? YES  
If so, what? EVs, organizing cultural/sport events, teaching  
young...

Have you participated in any volunteering (Yes/No)? YES If so, what was it? TEACHING  
CHILDREN WITH LEARNING DIFFICULTIES HELPING ORGANIZE EVENTS  
MAINLY FOR YOUTH

Is volunteering associated with (you can choose more than one answer):  
☐ (a) Private sector  
☐ (b) Public sector  
☐ (c) Governmental sector

Have you ever considered becoming **self-employed / owning a business** (Yes/No)? YES  
If so, what business? LEGAL FIELD, PR, FINANCE  
Can you list the 3 most important things which should be included into a proper **business plan**? (e.g. product/service description)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What do you think are the 3 most important things for business owners in your C.V.? (e.g. spoken languages)  
FORMAL & NON-FORMAL  
EXPERIENCES, FOREIGN LANGUAGES, EDUCATION

Do you think **employers check your social (Facebook) profile** before hiring you (Yes/No)? MAYBE  
If so, what kind of stuff **they prefer & what dislike**? THEY PREFER BUSINESS  
ORIENTED PROFILES, NOT PRIVATE (PARTY-ISH) PROFILES

Grading your current level of knowledge from 1 to 10, what grade would you give to yourself? 6 (required)

Your name: LEON IVANUŠA  
Your country: SLOVENIA

**1: FILLED-IN INITIAL KNOWLEDGE ASSESSMENT ON THE TOPIC**

## Methodology

E-booklet was filled by the 60 participants of Erasmus+ project “**Take Initiative to Rock Your Careers**”, which took place in Kaunas, Lithuania in May-June/July-August of 2015. The age of the participants ranged from 18 to 30 at the time of the project actions. They were coming from the following countries: Lithuania, Poland, Latvia, Romania, Croatia and Slovenia.

The booklet was filled in the last days of the actions during specially designed activities. This allowed the participants to use all their previous experience, as well as things learned throughout the workshops. The setting of the activity was as following:

- Participants were randomly divided into 6 groups with gender and nationality balance
- They were given up to 1.5 hours for the task. It has asked each team to fill-in a pre-made form (can be found further in the e-booklet);
- The organisers did not interfere with the work of the participants and only collected the completed forms. Hence, thoughts and ideas reflected in this e-booklet are genuinely created by the participants of the project;
- The forms did not use any names and also were shuffled after the collection. This was done to keep the anonymity of the authors of certain ideas.



Upon seeing the results, the schedule was adjusted to meet the need for bigger focus on certain (less known) aspects of the topic. This was needed in order to reach the set project's goals (listed at the 1<sup>st</sup> paragraph of this section) in the timespan of 7 days per action. The educational part has started with an interactive info session and number of creative workshops on simulating interviews, learning about business plans & CVs, etc. (All may be seen at the **Table of activities**). The action then continued with the creation of social initiatives aimed at certain social problems. There was an intention to show that there are many ways to climb the career ladder. This idea is exactly what we wanted to be perceived in the e-booklet. It had a premade template, which can be seen [HERE](#). Please note that there were no corrections made to them by the publishers of this e-booklet.

## E-Booklet

Erasmus+ 'Take Initiative to Rock Your Careers'

One of the main objectives of this project was to create tangible results and disseminate those to relevant wider audiences. Therefore, we are going to make an **e-booklet**, which will be shared via various online sources to youth, youth workers and other relevant parties. This booklet is going to include:

- Introduction to volunteering and European Voluntary Service (EVS);
- Good examples of social actions/initiatives, as well as ones created by you during the training course;
- Information and ways to get involved in youth work/youth organisations & NGOs;
- Methods on how to prepare young people for a success in challenging job interview;
- Best entrepreneurship ideas and how to teach youth about owning a business/being self-employed.

Firstly, let's recollect what were the **volunteering opportunities** mentioned throughout the project and/or known for you from before:

Volunteering Opportunity	What would be done/the task?	For whom they are looking for? Volunteers from which countries, etc.	What skills/competences would you get there? Or perhaps just satisfaction that you do good for others?
e.g. Helping (food distribution, etc.) after an earthquake in Nepal			
EVS	helping disabled people with integration into European citizenship	All EU countries + partners	team work, learn languages, communication, learn about culture
AIESEC			
ERASMUS			
KIDS HEATH	helping kids	same world African-Asian countries	develop empathy
UNITED NATION VOLUNTEERS	teaching English in Africa, building homes, schools	World wide	handcrafting, teaching, sex education

1. What is the point of **EVS** and how would you explain it to others? It's the chance for youth to get new experience and get to know new cultures

2. Do you know any good (real) examples of **social actions/initiatives/experiments** (made by youth or intended for youth) in your region/country or somewhere else? Ice bucket challenge, No hate, We love Poland

Social action/initiative	Who made it? Where it took place?	Who are/were the target group?	What problem did they want to solve/get wider attention to?	What was done/what kind of activity / event / campaign it was?	Did it succeed in its goal?
e.g. Ice Bucket Challenge	USA	Everyone	Get attention and money for disease	Raise a lot of money	yes
LITHUANIA (LOVES POLAND)	Lithuania	Every politicians	Conflict between Poland and Lithuania	Video was made, posters	yes
JE SUIS CHARIE	France	Everybody	Protect the freedom of speech	Videos, #	yes
SCARBLET BOOBING	Romania	Every carpassenger	Romanians didn't want to use seatbelts	Videos, fotos uploaded to computer	yes

3. Name 3 things to release creativity:

1. groupwork
2. Brainstorming
3. paper dip challenge

Extra question: What could you say about the activities (or a certain activity) of this project and were they useful to you?  
Motivational speech by the guest

Secondly, let's discuss the role and work of youth organisations/NGOs and how to attract/involve higher number of youth in to such organisations?

1. Could you tell about youth organisations/NGOs that you know, belong to or perhaps you would like for such organisation(s) to be active in your region/country?

Youth organisation	Where are they active?	Who are their members (e.g. students)? How big are they?	What kind of activities/events/social initiatives do they organise?
ACTIVE YOUTH	YOUTH POLICY	2 youth	Erasmus youth exchange
KLASINSKI CENTER/CITIZEN	Slavonia	youth	youth exchange, excursions

## 2: TWO FIRST PAGES OF THE FILLED-IN E-BOOKLET

## E-Booklet

### Volunteering & EVS

**Firstly**, the participants were asked to recollect what were the **volunteering opportunities** mentioned throughout the project and/or known by them from before:

Volunteering opportunity	What would be done/the task?	For whom they are looking for? Volunteers from which countries, etc.	What skills/competences would you get there? Or perhaps just satisfaction that you do good for others?
<i>e.g. Helping (food distribution, etc.) after an earthquake in Nepal</i>	<i>Collect various supplies and send it there</i>	<i>Everyone can help</i>	<i>Communication skills</i>
Cleaning urban environments	Keeping the cities clean	Locals	Interaction with others
EVS	Volunteering abroad	EU	Language skills, other specific job skills
AIESEC	Professional internships	Global	Leadership
ESN	Helping ERASMUS students integrate	EU	Organisational skills
KIDS HEALTH	Helping kids	Africa/Asian countries	Empathy
UN Volunteers	Teaching English in Africa, building houses, schools	Global	Teaching skills
Red Cross in Lithuania	Redistributing clothing and food; organising events, charity	Lithuania and other countries	Communication skills, personal satisfaction
Bringing Light in Costa Rica	Setting light bulbs in small Costa Rican villages	France, USA	Technical skills

A lot of mentions were repeating and it is worth noting that a few of them were omitted. This was mostly done in order to not overburden the readers. Yet, in any case it is clear that the participants of the project were well aware of various volunteering opportunities around the globe.

Secondly, the participants were inquired on the purpose of **European Voluntary Service (EVS)** and how would they explain it to others. By asking such question, the intention was to see whether the activities on this volunteering framework helped the participants understand what it really is.

- I. *Helping others & getting experience*
- II. *Working with projects, in which you are interested in, travelling abroad, helping others*
- III. *Getting experience for 12 months in different environments*
- IV. *It offers a possibility to go abroad and help others; also to gain social skills and personal satisfaction*
- V. *It is a chance for youth to get more experience and to know more cultures*
- VI. *Getting new experience, breaking stereotypes, helping local communities in other countries*

As we can see answers provided are similar, with the following components in common: 1) EVS is about helping others; and 2) getting experience in some different country. This, in fact, matches most of the definitions found throughout the internet and literature. Therefore, we could make a conclusion that the participants have indeed learned what the 'EVS' stands for.

## Social actions & initiatives

The participating youth was also asked about their knowledge on good (real) examples of **social actions/initiatives** (made by youth or intended for youth) in their regions/countries or somewhere else:

Social action/initiative	Who made it? Where it took place?	Who are/were the target group?	What problem did they want to solve/get wider attention to?	What was done/what kind of activity / event / campaign it was?	Did it succeed in its goal?
<i>e.g. Ice Bucket Challenge</i>	USA	Everyone	Get attention and money for the ALS	Action that went viral on social media	Yes
<b>Lithuania Loves Poland</b>	Lithuania	Politicians	Conflict between Lithuanians and local Polish	Videos, posters	Yes
<b>Je Suis Charlie</b>	France	Everybody	Protection of freedom of speech	Videos, protests	Yes
<b>Seat Belt Boobing</b>	Romania	Every car passenger	Romanians didn't want to fasten their seatbelts	Videos, photos	Yes
<b>Gay couple in Moscow</b>	Russia	Passers-by	Ignorance towards LGBT in Russia	Gay couple walking down the street in Moscow	Yes
<b>Book challenge in Moldova</b>	Moldovans on FB	Adults	Low reading rates	Sharing favourite books on social networks	Yes
<b>Encouraging the young to go to elections</b>	Lithuania	Youth 18+	Low interest in voting	Videos/debates featuring famous people	Yes
<b>Improve Everywhere</b>	New York and around	Everyone	Daily routine	Flash-mobs. The goal was to have fun	Yes (more than 100 events)
<b>Tree hugging</b>	Hanoi, Vietnam	Politicians	Plans to cut down city trees in Hanoi	Hugging trees and sharing those pics on social networks	Yes

The listing follows the same pattern as the previous one (volunteering opportunities). It was full of initiatives and social actions and, hence, had to be shortened after editing the e-booklet. Only the best known or the most explained entries were left for readers.

Afterwards, the participants had to list the 3 best ideas generated throughout this project for such **social actions/initiatives**. These may be found below (not in any particular order):

Social action/initiative	Where it would take place?	Who would be the target group?	What problem would it try to solve/get wider attention to?	What would be done? What kind of activity/event/campaign?
<b>Teach programming to unemployed</b>	Anywhere	Unemployed youth	Unemployment	Youth would be taught programming by companies and would have to work for them for a certain time
<b>Move, Sports</b>	Split, Croatia	Obese youngsters	Obesity	Jet ski & other water sports for obese youth

Snail challenge	Anywhere	Anyone	Lifestyles getting too fast	People would stop for a minute, start crawling like a snail and then upload those videos. Hence, calmer lifestyle would be promoted.
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Naturally, the aim was to inquire deeper. For that reason, the e-booklet followed up with a question about the best ways to advertise such social actions/initiatives. To be more particular the formulation was as following: “Best ways to market/advertise/increase the general popularity (amongst youth, target groups and/or wider public) of **new social actions/initiatives**?”. Answers are provided below:

- I. *Mouth to mouth; inviting friends to join*
- II. *Ads on social networks; interesting videos on YouTube*
- III. *Presentations in schools, youth centres and other places, where youth spends their time*
- IV. *Social campaigns online & offline*
- V. *Make workshops, showing how beneficial, moving or fun social initiatives are*
- VI. *Student magazines, flyers*
- VII. *Radio*
- VIII. *Friendly environment in such organisations; opportunities to meet other like-minded people*

#### Participants on the project

We liked the social experiment and it helped us to understand more about the reaction of people to various social problems in Lithuania.

### Tips for CVs, interviews, business planning

The third part of the E-booklet focuses on how to best prepare youth for challenging job interviews or coach them where and how to start in order to become an entrepreneur/self-employed.

To begin with, the participants had to consider what **kind of language** (e.g. *calm, passionate*) should a young candidate use during an interview? What about his/her **body language**? Here is a short summary of their answers:

*Formal; confident and professional, also polite and friendly. Try not to show that you are nervous; look the interviewer in the eyes. Don't be (too) emotional. Body language should be open; don't forget to smile.*

With the help of the project's activities, the participants were able to compile a list of challenging questions usually received during interviews in top-level companies. It is our belief, that this can not only help them but also most of the readers of this e-booklet in the future:

Challenging tasks/questions during the interview	How to behave during the task/how to answer the question?	What kind of learning activity would best prepare a young person for this task/question?
Private questions (e.g. about family, kids)	Be polite and say that it is private	Knowing the law
What are you weak points?	Stay calm, relaxed, be honest; may use humour / alternatively, turn them into strong points	Training, role-play, simulation



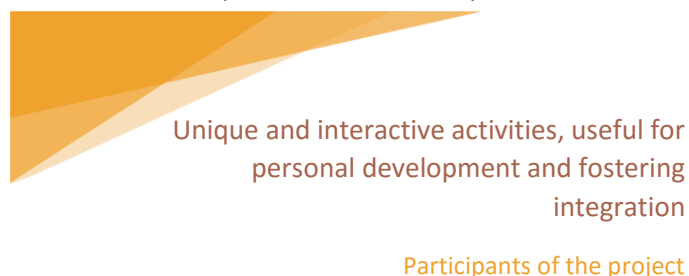
<b>What salary do you expect to have?</b>	Stay confident, and tell how much you think you are worth	Do a market research on average salaries
<b>Where do you see yourself in 3 years</b>	Be creative, use imagination	Role play
<b>'Sell me this thing'</b>	Being active / using humour	Workshops

Next, the e-booklet collected tips for making a great CV:

- A. *Make it stand out!*
- B. *Highlight your strong-points*
- C. *Make it short and clear (1 page)*
- D. *Make it suitable for the job you are applying to (adjust)*
- E. *Avoid grammar mistakes!*
- F. *Use chronological order*
- G. *If applicable, add volunteering experience*
- H. *If you don't have relevant experience, start with your relevant skills & abilities*
- I. *In the beginning one can write his/her career statement*

Entrepreneurship and, of course, knowledge of it is at utmost importance nowadays. Therefore, a succesfull youngster should have at least basic idea about it. As every enterprise starts with a business plan, it was necessary to include information on that. The participants, subsequently, were inquired on the main things that should be included in a **business plan**:

- DESCRIPTION OF THE PRODUCT/SERVICE
- BUDGET/FINANCE FORECASTS; CASH FLOW; NEEDED FUNDING
- GOALS; TIMELINE
- TARGET GROUPS; COMPETITION
- MARKETING TOOLS
- SWOT ANALYSIS



The **best methods/activities to teach youth** about entrepreneurship/owning a business:

*Workshops & simulations of having your own business. Meetings with entrepreneurs. Separate subject in schools. Special summer camps; internships*

## Extras

Lastly, the e-booklet contains some extras. In today's economy creativity is simply required. The participants of our project have also arrived to the same conclusion. Thus, it was decided to add few tips on how to stay creative. The list of tips/ideas may be seen below:

1. GROUP WORK
2. BRAINSTORMING
3. (PAPER CLIP) CHALLENGE

4. THINK OUT OF THE BOX
5. FORGET THAT YOU ARE AN ADULT
6. MAKE A MIND MAP
7. TAKE A NAP
8. GO FOR A WALK
9. PLAY WITH CHILDREN

As this e-booklet is compiled by the participants of 'Take Initiative to Rock Your Careers', it was wanted to hear their opinion on its dissemination. Last questions is as following: the best ways/channels (*e.g. seminars, some social action, FB*) to make this **e-booklet reach as many relevant parties** (*youth workers, young people, etc.*) as possible?

- Share it with friends
- Send it to other organisations
- Spread it around in various events, seminars, etc.
- Create a hashtag (#)
- Try to use well-known people
- Spam on social networks

## Participation in future projects

Further use of this e-booklet and/or activities of the project in question is allowed and encouraged. Should any questions arise, please contact us at: [info@activeyouth.lt](mailto:info@activeyouth.lt) or <http://activeyouth.lt/en>

For people willing to participate in similar projects, please either: a) inquire us ([exchange@activeyouth.lt](mailto:exchange@activeyouth.lt)); or b) follow this [Facebook](#) group & contact the admins upon new project notice.

Thank you for reading!



3: PARTICIPANTS OF THE YOUTH EXCHANGE

## Table of activities

1. The template for the filling of the e-booklet: <http://rockyourcareer.org/wp-content/uploads/2015/08/6xE-booklet-RYC.pdf>
2. Participants' current knowledge assessment on volunteering, EVS, social actions, CVs & businesses, etc. - <http://rockyourcareer.org/wp-content/uploads/2015/08/35xCurrent-Knowledge-assessment-RYC.pdf>
3. Information session on the topic of the project, prior to the inclusion of the results and the analysis of the current knowledge assessment. Included: a grouping activity, aimed to group together the like-minded people (to smoothen the teamwork and efficiency when coming up with the social initiatives) – <http://rockyourcareer.org/wp-content/uploads/2015/08/Info-session-grouping-RYC.pptx>
4. Interactive workshop, which simulates job interviews with their challenging tasks and questions - <http://rockyourcareer.org/wp-content/uploads/2015/08/Interview-simulation.pptx>
  - a. Templates used by participants for one of the tasks of interview simulation activity - <http://rockyourcareer.org/wp-content/uploads/2015/08/12xTemplates-for-interviews.pdf>
5. Activity to create an 'Own NGO'. This is designed not only to teach about any organisations' founding, but also to give some shell for the task groups, as well as to foster their creativity and team-building - <http://rockyourcareer.org/wp-content/uploads/2015/08/6xorganisation-RYC.pdf>
6. Template for planning the social initiatives/actions - <http://rockyourcareer.org/wp-content/uploads/2015/08/6xSocial-action-pitch-challenge-gedasedit.pdf>
7. Informative presentation for the pitch challenge - <http://rockyourcareer.org/wp-content/uploads/2015/08/6aPitch-RYC.pptx>
  - a. Information for initiative's pitch preparation. Also includes a sheet used by the boards to evaluate the initiatives pitched by the participants - <http://rockyourcareer.org/wp-content/uploads/2015/08/6xpitch-RYC.pdf>
8. Challenging situations given for the teams pitching their initiatives to answer: <http://rockyourcareer.org/wp-content/uploads/2015/08/1xSituation-pitches-RYC.pdf>
9. Presentation and the task given by the guest speaker from animal shelter 'Penkta Koja' - <http://rockyourcareer.org/wp-content/uploads/2015/08/PK-presentation.ppt>

## Created videos

1. Erasmus+ Youth Exchange "Take Initiative to Rock Your Careers" official video - <https://www.youtube.com/watch?v=QxEC5pktcaU>
2. Erasmus+ Social Experiment: Abuse against Homeless - <https://www.youtube.com/watch?v=tSZu1VDI5oA>
3. Erasmus+ Social Experiment: Reactions to LGBT - <https://www.youtube.com/watch?v=Hs--JjKhE9I>
4. Erasmus+ Social Experiment: Fighting Littering! - [https://www.youtube.com/watch?v=w\\_igwcs\\_TsI](https://www.youtube.com/watch?v=w_igwcs_TsI)
5. Erasmus+ Social Experiment: Religious Discrimination - <https://www.youtube.com/watch?v=SoCKGr7t2qE>
6. Erasmus+ Social Experiment: Testing Honesty - <https://www.youtube.com/watch?v=8DZb-0oFEFs>
7. Erasmus+ Social Experiment: Testing Honesty #2 - <https://www.youtube.com/watch?v=GDY5tBj-HeA>
8. Erasmus+ Social Experiment: Fighting Abuse - <https://www.youtube.com/watch?v=HFU8QQ7WIWE>
9. Participant's view - <https://www.youtube.com/watch?v=tUdLnYqm4nI>
10. Moments of "Take Initiative to Rock Your Careers" training course - [https://www.youtube.com/watch?v=zxVzwOe\\_5Kk](https://www.youtube.com/watch?v=zxVzwOe_5Kk)
11. Erasmus+: What is Volunteering for You? - <https://www.youtube.com/watch?v=MfXqzi1IgNw>
12. Take Initiative to Rock Your Careers (Slovenians' Trip) - [https://www.youtube.com/watch?v=\\_I9FVMf23tc](https://www.youtube.com/watch?v=_I9FVMf23tc)