

Youth – Actor of Social Change

“Vores ansvar, vores mål -

Our Responsibility, Our Objective”

This document is part of a larger collection of examples of current policies for young people in Europe. The collection is an outcome of a European research project called “UP2YOUTH – Youth: actor of social change?”

The basic idea of the “current practice” collection is to see how current practices and policies relate to young people as active agents in shaping their lives. Therefore, our intention is not a collection of “good” or “best” practices. Rather, it includes also practices, which are interesting because of their relation to young people’s agency but which involve problematic aspects, such as restricted financial resources, a very thin spread, or no clear evaluation criteria. We have applied a searching pattern which asked for “strengths” and “weaknesses”. This explicitly opens space for your own evaluation, because also policies are included, which definitely do have weaknesses, but are highly interesting for specific reasons. Therefore we have to stress that the researchers did not evaluate these practices themselves.

The whole collection can be found at

<http://www.up2youth.org/content/view/192/60/>

Section	Indications of contents
Title of programme/ practice	Vores ansvar, vores mål (Our Responsibility, Our Objective)
Location	1) Denmark 2) Sealand and Jutland 3) 4 cities Copenhagen, Aarhus, Aalborg, Kolding
Main theme	Transition of young people with an ethnic minority or immigrant background
Practice/Programme	Integration of ethnic minorities in the labour market
Summary of programme/ practice	Since the beginning of the 90ies METRO only had one employee with an ethnic minority background. The wish was to have a staff of employees matched the customers of the company, which includes a bigger part of customers with an ethnic minority background. The single employee with an ethnic minority background began recruiting new employees from his family and among his friends, which led to another constellation of employees. The imperative for the project within METRO is to underline that an ethnic minority background does not hinder employment in the company. METRO makes an effort to tell Society how employees from ethnic minorities are a benefit for the company and that multiplicity is strength. This is done through articles, debates in media and by giving interviews.

Target	1) Target area: All of Denmark
	2) Target groups/issues/problems addressed: Both ethnic minority people and senior citizens are target groups of the efforts. Problems concern the prejudice or attitude towards having employees from ethnic minorities.
Objectives of programme/ practice	The Objective is to have a staff of employees matching the customers of the company, which includes a bigger part of customers with an ethnic minority background.
Content of programme/ practice	Advertising jobs (internal and external) underlining that ethnic minority employees are more than welcome.
Time scale	Permanent project
Programme/ practice design	1) Development of programme/practice: Initiative was taken by one employee with an ethnic minority background in the mid 90ies
	2) Decision-making actors and process: Integrated part of the company
	3) Management and leadership of programme: One main responsible for telling about the project.
	4) Implementation: Integrated policy
	5) Legal framework: Danish legislation
Resources involved	No explicit resources involved – every day praxis.
Evaluation	1) Evaluation process : no
	2) Results/ impact of programme: METRO has 246 employees with an ethnic minority background including 32 nationalities. This is 27.8 % of all employees. METRO has a very low degree of turnover of personnel.
	3) Difficulties encountered: None reported
	4) Assessment of programme/ action/ practice in terms of sustainability: Integrated effort, included in policy
Lessons to be drawn from programme or practice implemented	Nice example of an ordinary company taken on the responsibility of hiring a variety of people and to prove that good employees do not have to do with either religion, ethnic background nor age. Employees with an ethnic minority background are employed at all levels in the company. Two reasons for the initiative are given: Idealism and make a well functioning and effective business.
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