

Generation



BUILDING PATHWAYS

TO ECONOMIC MOBILITY IN EUROPE

May 2024

WELCOME MESSAGE FROM EUROPE COO

At Generation, we foster viable pathways to economic mobility for our vulnerable and underrepresented learners.

In 2023, the European labour market faced significant disruptions triggered by higher interest rates, geopolitical events and AI which added uncertainty to existing challenges driven by the twin green and digital transition. Despite these market challenges, this past year brought **remarkable growth across Europe with over 15,000 graduates placed into jobs since 2015**.

Aligned with the European Year of Skills initiative to bridge market gaps, Generation uses a skills-based approach to shape a diverse and well-equipped future workforce that meets employer demands. Our training programmes seize green job opportunities, unlock the untapped potential of older workers, and meet the growing demand for digital professionals. We continue to invest in our teams and in our operations. Our data-driven approach ensures rigorous analysis and regular sharing of learnings, best practices, and innovations among our countries in order to boost efficiency and increase impact.

Looking ahead, we focus on continuing to offer quality services to learners, expanding our programme portfolio, and improving our operating model for long term sustainability. We are determined to create a positive impact in people's lives and contribute to building a skilled, resilient, and inclusive workforce in Europe.



MINH HUY LAI
Europe COO

WELCOME MESSAGE FROM GLOBAL CEO

At Generation, we are on a mission to provide people with training and life-changing careers, while helping companies find the talent they need.

Amid Europe's rapid green and digital transformation, upskilling and reskilling have emerged as key priorities to shape the workforce of the future. Our Generation network in Europe actively contributes to achieving this goal by preparing, placing, and supporting underrepresented individuals into life-changing careers that would otherwise be inaccessible. In 2023, across France, Ireland, Italy, Spain, and the UK, **we successfully trained and placed over 3,900 graduates in high-demand sectors**, including healthcare, tech, and the green economy.

We take pride in serving a diverse community of graduates, with 41% women and 64% without a university degree, the majority being from underserved communities. Our data driven approach yields strong results, with 81% securing a job within 180 days post training and earnings almost doubling.

We express immense gratitude for the opportunity to do this work and the commitment of our funders, employers, graduates, and network colleagues. We invite you to join us in building pathways to economic mobility for all Europeans and breaking down systemic barriers to meaningful employment in Europe.



MONA MOURSHED
Global CEO

WE BELIEVE IN THE POWER OF EMPLOYMENT TO CHANGE LIVES

WHO WE ARE

Launched in 2015, Generation is a **global nonprofit network** that supports people to achieve economic mobility.

Aligned with our global mission, our European network aims to **transform education to employment systems** to prepare, place, and support people into **life-changing careers** that would otherwise be inaccessible.

OUR TEAM IN EUROPE



MINH HUY LAI
COO, Europe



DAVID TIMIS
Global Communications
& Public Affairs Manager



DANIEL SOLDAN
Europe Strategy & Special
Projects Associate



OUR IMPACT IN EUROPE

Since our launch, we have delivered impact that is...

1

BROAD

Expanding our reach and supporting a rapidly growing number of beneficiaries...



15,872
graduates



79
cities



2,500
employers, from start-ups and SMEs to Fortune 500 companies



20,160
learners enrolled

2

DEEP

...facing barriers to employment, for whom we enable life-changing careers and income outcomes...



8,644
job placements



81%
job placement within 6 months of graduation



1.2-3.8x
increase in income 12-18 months post-training, varying across programmes and countries



75%
of our employed graduates are within jobs 'very related' to the completed programme

3

DURABLE

...with sustained benefits to their well-being and economic mobility.



86%
of our alumni are currently engaged in paid work 2-5 years after graduation



57%
are able to save money 2-5 years after graduation



82%
can meet daily financial needs 2-5 years after graduation and 95% of employed alumni earn above a living wage

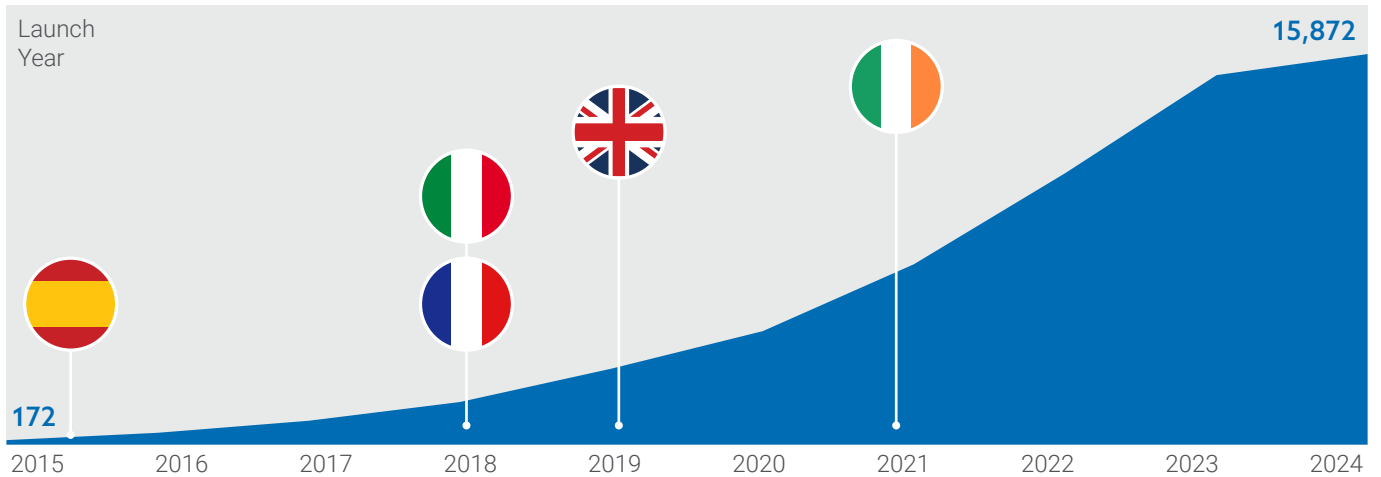


84%
feel confident in their ability to achieve their professional goals 2-5 years after graduation

EUROPEAN GROWTH OVER TIME

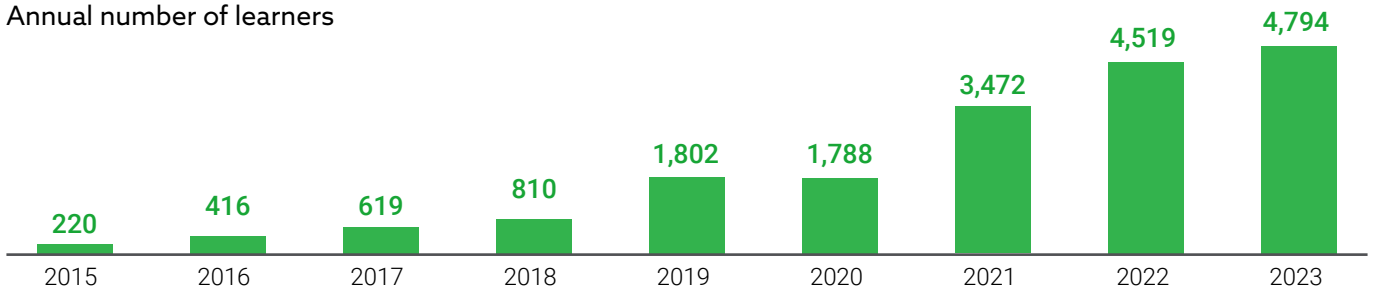
Our rapid regional expansion, spanning 79 cities across Europe, has cumulatively reached over **15,000+** graduates:

Cumulative number of graduates since launch



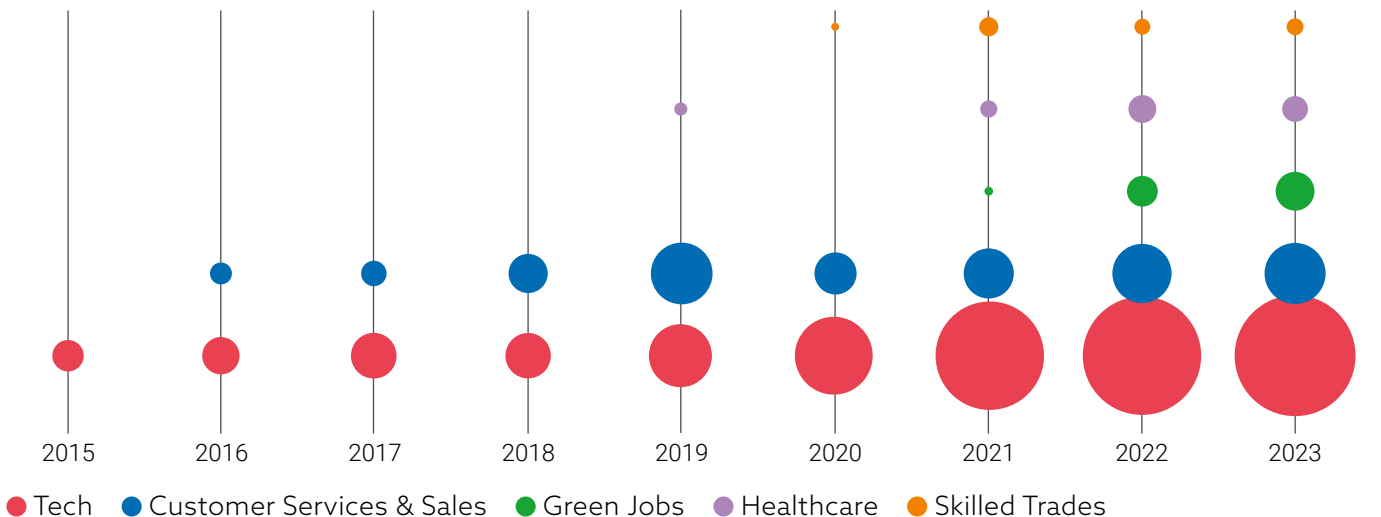
The number of learners we support has **grown continuously** every year:

Annual number of learners



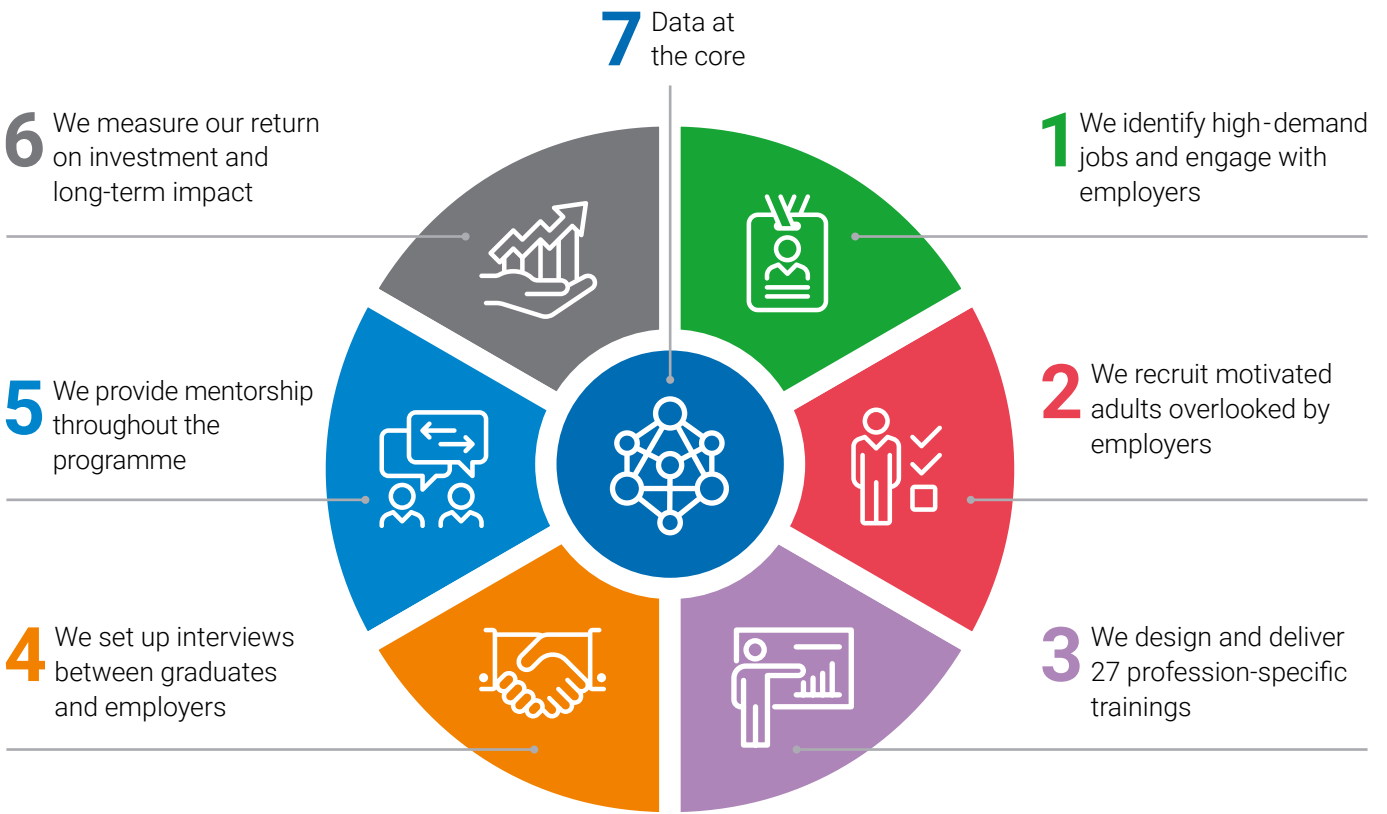
Our programme portfolio has evolved, especially in the **Tech sector**:

Annual number of learners enrolled by sector



OUR APPROACH

Our seven-step holistic methodology is used by every Generation programme



“

Our methodology is grounded in a skills-based approach, aligning programme development with employer and labour market needs.

We equip learners with the essential technical, behavioural, and mindset skills for career success. ”

Minh Huy Lai, Europe COO

WHO WE SERVE

We are committed to inclusivity. Since our launch we have served

20,000+ LEARNERS

from diverse groups.



OUR LEARNERS ARE MOTIVATED

individuals who have typically overcome a series of obstacles rooted in systemic inequities.

LEARNER PROFILES

41%

of learners identify as female



88%

are unemployed



64%

do not have a university degree



32%

struggle to meet daily financial needs or receive financial assistance



84%

are below 30 years old



10%

are responsible for dependents



OUR LEARNERS TYPICALLY FACE SEVERAL OF THE FOLLOWING DEMOGRAPHIC OR SITUATIONAL BARRIERS:



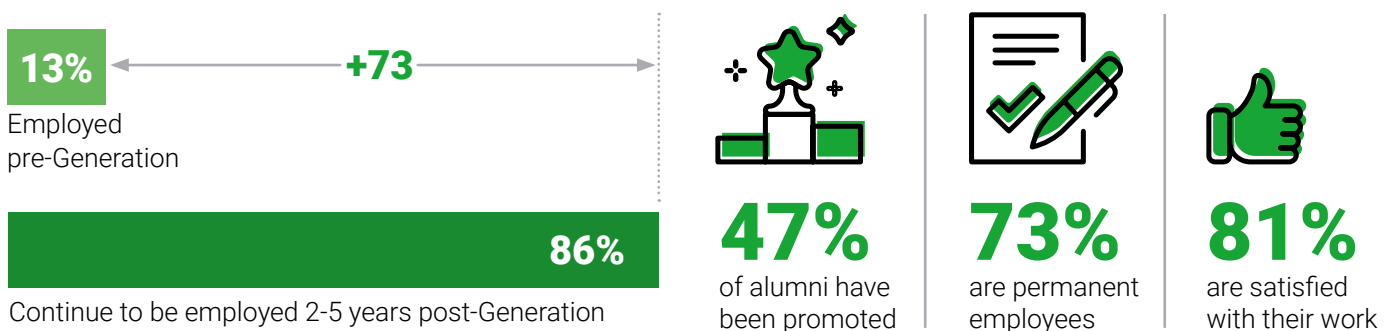
- Individuals from ethnic minority backgrounds
- People with disabilities
- LGBTQIA+ community members
- Refugees / asylum seekers
- Single parents
- Individuals experiencing homelessness
- Care givers
- Non-native speakers

HIGHLIGHTS FROM OUR ALUMNI SURVEY IN EUROPE

Alumni who graduated 2-5 years ago report positive outcomes in employment, financial health, and well-being

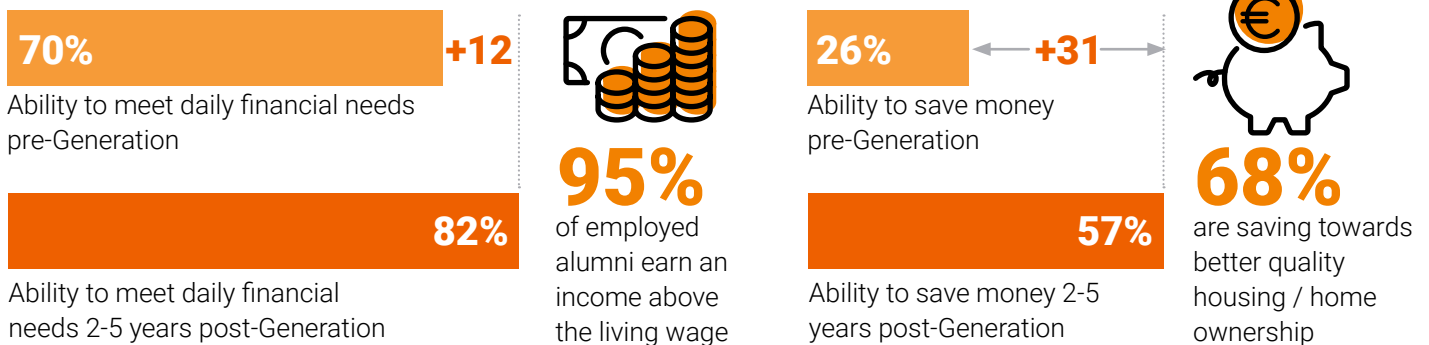
EMPLOYMENT TRAJECTORY

Our graduates continue to be employed and advance in their careers



FINANCIAL HEALTH

Our graduates not only improve their ability to meet daily financial needs, but can save for the future



WELL-BEING



Source: Global Alumni Survey 2023 results. The figures presented above are based on a sample of 867 alumni who graduated from our European programme 2-5 years ago.

OUR GRADUATE STORIES

Our graduates are motivated individuals working hard to build sustainable careers



From setback to success: Jack's transition into a tech career

After losing his job due to injury, Jack transformed his career with Generation UK's bootcamp in Leeds. Graduating in March 2023, he is now an infrastructure Consultant at Netcompany, working on significant IT projects.



“I feel more confident in the tech environment than I ever thought I would.”



Breaking barriers: Satabdi's rise in cybersecurity

Satabdi enrolled in Generation Ireland's IT Support with cybersecurity, received continuous support, including mentorship and mock interviews, overcoming initial interview challenges. She successfully secured a job in the tech sector.



“I was able to upscale my talents and secure a job I really wanted.”



Turning the tide: Gianmarco's shift from warehouse worker to java developer

Gianmarco, once unemployed with brief stints as a warehouse worker, transformed his life with Generation Italy's Junior Java Developer course. Upon completion of the programme, Reactive Almagiva recognized his potential, offering him a position.



“Thanks to Generation, I joined a prestigious company. This course has been a turning point in my life.”



Empowering green paths: Aracelys' journey in the renewable energy sector

In between hospitality jobs and periods of unemployment, Aracelys joined Generation Spain for the Solar Panel Installation programme. Breaking into the male-dominated sector, she seized the opportunity, and secured a stable job in the sought after field of green energy.



“This training can open the doors to better job opportunities.”



Navigating change: Emmanuel's pivot into sustainable mobility

At a career crossroads, Emmanuel was looking to pivot towards sustainable mobility. He embarked on Generation France's Bicycle Repair Technician programme, where he received training and expert support to reshape his CV. Today he is part of Decathlon's cycling and mobility department.



“Generation's impact goes beyond a simple career transition. They instilled in me the courage and determination needed to achieve my goals.”

OUR THOUGHT LEADERSHIP

We undertake in-depth research to support workforce system transformation



KEY QUESTION ADDRESSED:

How can we make entry-level tech roles accessible to more people?



Key takeaways from our extensive global survey involving **8 COUNTRIES AND 5,000+ PARTICIPANTS:**

- Current hiring practices hinder employers in finding and recruiting entry-level tech talent, limiting the size and diversity of talent pools
- Our recommendation is for employers to reassess their hiring practices and pivot towards skills-based recruitment, ensuring a more efficient and inclusive process

Download the full report here



Research supported by:

The Hg Foundation

MetLife Foundation

CLAYTON
DUBLIER
& RICE

BANK OF AMERICA



Winner of the **3rd Annual Anthem Awards** by the International Academy of Digital Arts and Sciences, in the category of Diversity, Equity, and Inclusion.



KEY QUESTION ADDRESSED:

What challenges do midcareer and older workers face in securing employment?



Key takeaways from our field-based research involving **7,000+ PARTICIPANTS:**

- Ageism is the primary barrier to employment for midcareer and older workers
- An age-performance paradox shows how the performance of older workers consistently matches or exceeds that of their younger counterparts
- We propose practical interventions to unlock the untapped potential of midcareer and older workers

Download the full report here



Research supported by: Google.org

CLAYTON
DUBLIER
& RICE

AWARDS AND RECOGNITION

We have been recognized for our social impact work by a wide range of leading organizations



2020
2021



Digital Skills AWARDS SPAIN 2020

Recipient: Generation Spain
Award: Digital Skills Award
Category: Digital Market

fundación / **Magtel**

Recipient: Generation Spain
Award: 1st prize of Magtel Foundation awards for our contribution to upskilling women in the technology sector

2022



Recipient: Generation Italy
Award: 1st prize of the Digital Revolution Awards
Category: Learning and Development



Recipient: Generation Ireland
Award: Analytics & AI Awards 2022
Category: Diversity and Inclusion

2023



European Institute of Innovation & Technology

Recipient: Generation Spain
Award: 1st prize for our Robotic Process Automation Programme in the European Institute of Technology's Deep Tech Talent Awards
Category: Advanced Engineering and Manufacturing



Recipient: Generation Ireland
Award: Tech Impact Award at the Diversity in Tech Awards for promoting inclusion in entry-level jobs

Recipient: Generation UK
Recognition: one of the Top 100 UK Social enterprises in the NatWest SE100 Index

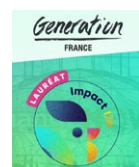


European Institute of Innovation & Technology

Recipient: Generation Ireland
Award: 2nd prize for our IT Support and Cybersecurity programme in the European Institute of Technology's Deep Tech Talent Award
Category: Information Technologies and Connectivity

2024

Recipient: Generation France
Recognition: one of the top 120 most promising impact companies in France, featured in the Impact 40/120 index



OUR PARTNERS

We work with a diverse range of private and public partners and collaborators

PUBLIC SECTOR

SPAIN

- Agencia para el Empleo – Madrid
- Ajuntament de Barcelona
- Ayuntamiento de Segovia
- Escuela Organización Industrial
- Fundación Estatal para la formación en el empleo
- Fundación INCYDE
- Madrid Futuro
- Ministerio de Derechos Sociales y Agenda 2030
- Ministerio de Industria, Comercio y Turismo
- Ministerio de Trabajo y Economía Social

- Servicio Andaluz de Empleo

UNITED KINGDOM

- Department for Education
- Glasgow & Edinburgh City Councils
- Greater London Authority
- Greater Manchester Combined Authority
- Jobcentre Plus
- West Midlands Combined Authority

IRELAND

- Educational and Training Boards
- Intreo
- Skillnet

ITALY

- Fondazione Cassa Depositi e Prestiti
- Fondo per la Repubblica Digitale
- Ministero del Lavoro e delle Politiche Sociali

FRANCE

- France Travail
- Région Île de France
- Seine Saint Denis – Le Département
- Ville de Paris

EUROPEAN UNION

- EIT Deep Tech Talent Initiative
- EU Pact for Skills
- European Social Fund Plus (ESF+)

PRIVATE SECTOR

- Admiral Group Plc
- Alixio
- Amazon Career Choice
- American Express
- Autodesk Foundation
- Bank of America Foundation
- Barclays
- BlackRock Foundation
- BNP Paribas
- BPI Group
- Capital City Partnership
- City Bridge Foundation
- Clayton, Dubilier & Rice (CD&R) Foundation
- Coca-Cola Foundation
- Enable Works
- Eni Plenitude
- Ernst & Young

- European Climate Foundation
- FactSet Charitable Foundation
- Fidelity Foundation
- Fondation Henri Lachmann
- Fondazione di Comunità Milano
- Fundación LQDVI
- Good Things Foundation
- Google Cloud
- Grande école numérique
- Impetus
- Indeed
- InfoJobs
- Intesa Sanpaolo
- JP Morgan Chase Foundation
- Keith Howard Foundation
- KKR
- Klépierre
- LinkedIn
- LSEG Foundation

- Macquarie Group Foundation
- McKinsey & Company
- Microsoft
- Octopus Renewables Infrastructure Trust
- Power Up
- Red Eléctrica Española
- Rethink Ireland
- Santander
- Shell
- The Hg Foundation
- Unibail-Rodamco-Westfield
- United Way España
- Verizon
- Workday Foundation
- Zurich Insurance Group

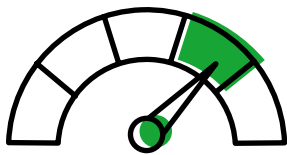
OTHER PARTNERS

- Accademia del Levante
- Accademia dell'Innovazione
- Agenzia Formativa Accreditata Regione Campania
- Alianza STEAM por el Talento Femenino del Ministerio de Educación, Formación Profesional y Deportes
- Ant srl
- Aslam
- Assocam Scoula Camerana
- Autogrill
- AWS re/Start
- Boolean
- Cisco
- Claner – Asociación de Energías Renovables de Andalucía
- CNOSFAP Rebaudengo
- Codigovzla.org
- Consorzio Elis

- Cruz Roja España
- Deloitte
- Digital Skills & Jobs Coalition Spain
- EU-US Trade and Technology Council
- European Heat Pump Association
- European Vocational Training Association
- Fondazione Adecco
- Fondazione per l'Educazione Finanziaria
- Fundación Once
- Galdus
- Gambero Rosso
- Grupo Paradigma
- Gymglish
- Iberdrola
- IBM SkillsBuild
- IES Puerta Bonita
- Ifoa
- Injuve
- Istituto alti studi mediterranei

- La Solive
- Lime
- Másmóvil
- Ma voie
- MF Consultant
- Nouvelle Attitude
- Obiettivo Business
- OECD
- Piazza dei Mestieri
- Salesforce
- Salesiani CNOSFAP Lombardia
- Sinervis Consulting
- SolarPower Europe
- Valore D
- VirtualMente
- WeWork
- Yookan

FEEDBACK FROM EMPLOYERS



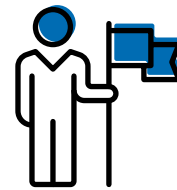
86%

of employers state that Generation graduates perform at the same or a higher level than their peers (no difference between tech and non-tech programmes).



85%

of employers would hire Generation graduates again. The value drivers that impact their companies the most are 'Access to a large pool of candidates', 'Hire motivated talent', and 'Reduce times/costs in the hiring process'.



93%

of employers believe Generation graduates have the same or higher retention than their peers.

SELECTED SAMPLE OF EMPLOYERS IN EUROPE



- Carrefour
- FootLocker
- Grupo Magtel
- Seidor
- Uniqlo



- Hastings Direct
- Infinity Works
- Netcompany
- Tata Consultancy UK
- Ten10



- Imagine
- MacroEvolution
- Marsh McLennan
- Storm Computer Technology
- Wriggle Learning



- Accenture
- Alten
- Capri srl
- Cisalfa
- Clayton



- Amazon
- Foundever
- H&M
- Naturalia
- Webhelp

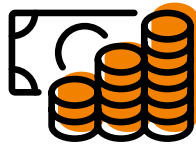
Source: Global Employer Feedback Survey October 2023 results, which includes responses from 161 employers across 15 countries including France, Italy, Spain, UK & Ireland.

LOOKING AHEAD

We remain committed to transforming education and employment systems by preparing, placing, and supporting people into life-changing careers that would otherwise be inaccessible. Over the next few years, we will continue to pursue this mission by focusing on four key priorities:



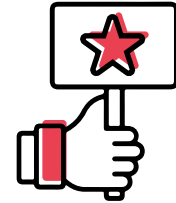
Expand our portfolio of programmes and extend geographic reach within existing countries



Diversify funding sources, with a focus on leveraging more public funding support



Optimize our operating model through strategic partnerships in order to scale more cost effectively



Maintain high quality standards and impact indicators, including graduation, placement and retention rates



Generation



generation.org
europe@generation.org

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