

# Corporate Foundations for young people



The economic crisis has highlighted the vulnerability of young people in the Italian labour market, swelling the ranks of the Neet generation and worsening employment and career opportunities even for highly qualified young people.

In this scenario the Foundations step forward as key players in providing public support.

In 2013, the Fondazione Italiana Accenture, Adecco Foundation for Equal Opportunities, Fondazione De Agostini, Enel Cuore Onlus, Allianz Foundation UMANA MENTE, UniCredit Foundation and Vodafone Italy Foundation, coordinated by the Bracco Foundation, decided to work together, to put into place and give visibility to initiatives geared towards young people.

The corporate Foundations' projects show that there is a vast capacity for innovation and experimentation with new methods of getting involved in response to new needs and new solutions. Foundations can contribute with their knowledge of specific industries and areas thanks to the direct connections with the relevant companies, with expertise developed over many years, and in particular the ability to experiment with complementary and innovative methods compared to the measures taken by other public or private entities.

After an initial launch workshop, in November 2013, "Corporate Foundations for young

people: how to grow the nursery” was created, the first comprehensive survey devoted to the activities that corporate and family foundations dedicate to young people. The research revealed the figures and impact of the work undertaken by the foundations: from 2011 to 2014 forty-nine million euro was invested in 184 projects promoted by 49 foundations that involved, directly or indirectly, 56 thousand young people.

The results of the research, presented at the Casa Corriere at the 2015 Milan Expo, were the subject of reflection in a meeting in February 2016 at the Sala Buzzati in Milan.

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