



EU4 YOUTH DAYS

2025

# Investing in Ukraine's Youth: The persp@ctive Project Story

narodna dopomoha.  
**UKRAINE**

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# ┌ Challenges

- Lack of occupational perspectives for disadvantaged youths
- Social and economic crisis caused by war
- High unemployment rates among young people
- High level of youth migration, which has dramatically risen due to the war





persp@ctive - Enhanced perspectives on the labour market through low-threshold access to digital and entrepreneurial competences for young disadvantaged people in Moldova and Ukraine

2023 - 2025

Implemented by NGO "Narodna Dopomoha Ukraine" - in Ukraine

Beneficiaries:

- disadvantaged young people in the target regions (Chernivtsi, Kyiv, Dnipro)
- counsellors/ trainers of cooperating organisations/ institutions



# Activities

## Developed Digital Tools

Created the "Digital Career" counselling approach and a management tool to assess and improve digital skills for job seekers.

## Established a Network

Formed the "YourSkills Ukraine" network to connect youth with resources, mentors, and job opportunities.

## Raised Awareness

Implemented campaigns to highlight the importance of digital skills and career counseling for young people's success.

## Provided Specialized Training

Delivered "persp@ctive Digit" training for essential digital skills and "persp@ctive Company" training for entrepreneurship.

## Trained Professionals

Conducted train-the-trainer sessions to equip local counselors and organizations with the skills to continue the project's work.

## Organized Events

Hosted regional symposia and a final conference to share best practices, connect stakeholders, and promote youth employability.



# Key results

Training: 30 job counsellors were trained in total.

Training for trainers: 19 trainers trained to provide "persp@ctive Digit."

Pilot trainings: 72 young people participated in "persp@ctive Digit."

Training for trainers: 20 trainers trained to provide "persp@ctive Company."

Pilot trainings + trial days: 51 young people participated in "persp@ctive Company," 32 completed trial days.

Implementation of trainings for organisations/institutions: 20 representatives.

Organisation & implementation of intra-regional symposia in Ukraine: 48 participants.

Development & implementation of awareness raising campaigns in Ukraine

Organisation & implementation of final conferences in Ukraine: 40 participants.

# Ukraine: Driving Impact Through Collaboration

- Intra-Regional Symposium: brought together 48 participants from various sectors (civil society, academia, public employment services, local government) to showcase project outcomes, facilitate matchmaking between organizations, hold thematic workshops (policy influencing, labor market trends, digital inclusion), and build a collective vision for future collaboration within the "YourSkills" network.
- Networking Training: involved under 20 representatives from NGOs, employment services, and educational institutions to establish strategic partnerships, engage in policy dialogues, participate in EU-funded initiatives, and strengthen their cross-border visibility.
- Final Conference: Held in Dnipro, it gathered 40 participants from municipal Humanitarian Departments, Employment Services, NGOs, partner institutions, and other stakeholders. It served as a platform to reflect on project outcomes, exchange good practices, facilitate dialogue between government, civil society, and the private sector, and strengthen intersectoral cooperation for sustainable support for vulnerable youth. Discussions focused on integrating digital and entrepreneurial competencies into public service provision.



# Feedback

Digital Skills Training Participant  
(Andriy, 16, Dnipro)

"I became genuinely interested in the digital field for the first time during this training. It was exciting to learn how to create simple websites, work with online tools, and make presentations. I never thought much about IT before, but now I want to explore it further. I've already started looking for online courses to continue my learning."

Entrepreneurship Training Participant  
(Irina, 15, Chernivtsi)

"I really enjoyed working in teams and coming up with our own small projects. It taught me how to plan, divide tasks, and listen to others. I realized that entrepreneurship is not just about money but also about ideas, teamwork, and responsibility. Now I feel more confident when presenting my thoughts to others."

Trainer Training Participant  
(Kseniya, Educator, Kyiv)

"The training provided me with many practical tools for working with teenagers. I learned how to apply interactive methods that help engage young people and make learning more accessible. It was especially valuable to exchange experiences with colleagues from other cities. Now I feel more confident in my role as a trainer and have more ideas on how to motivate children to develop."



# Lessons Learned: Ukraine - Key Takeaways

- Adapt & Localize: Be flexible with training formats (hybrid, online, offline).
- Prioritize Safety: Choose safe locations and have clear security protocols.
- Trauma-Informed: Acknowledge and address psychological needs.
- Engage Youth: Use interactive methods to maintain interest.
- Align to Market: Tailor skills to local job opportunities.
- Bridge Digital Divide: Ensure access to tech and support.
- Partner Locally: Collaborate for trust and relevance.
- Support Families: Involve parents/caregivers.

# Thank You!



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