



**EDINBURGH, MIDLOTHIAN
& EAST LOTHIAN**

Developing the
Young Workforce

INDUSTRY: VARIOUS

ACTIVITY: VIRTUAL EVENT

DYW UP2U

Delivered as a series of five webinars over one week, DYW Up2U aimed to inform young people about the options available to them into employment, training or higher/further education.

The content of the webinar series was developed to be relevant to a national audience of young people and was supported by a social media campaign highlighting both national and regional opportunities. DYW Up2U was delivered as both a stand-alone series of events and the culmination of the DYW Skills Academy.

Four out of the five webinars were delivered as interactive panel discussions highlighting a variety of post-school pathways including;

- Jobs & Apprenticeships
- College
- University
- Training & Volunteering

The final webinar was a motivational event encouraging young people to take their next steps. Each webinar provided an opportunity for the audience to hear from young people who have experience of the various pathways and from employers, partners and specialists that could offer wider insight into each pathway option.

DYW Up2U's aimed to ensure;

- Young people are more informed about the pathways currently available to them and what these pathways are like from a young persons' perspective and a specialist.
- Young people have a next step action to take away from the webinars "episodes" and sign posting campaign.

Each webinar panel was made up of employers, industry experts and young people whose insights provided the audience with an understanding of what the experience of each of the pathways profiled would be like and how they can get involved.

The webinars included 22 contributors across the four panel sessions. The panellists represented a broad spectrum of Scotland's growth and demand sectors including Construction and Engineering, Financial Services, Health & Social Care, Retail, Creative Industries and STEM. Also on the panel were representatives from key partners from within higher and further education, the third sector and Skills Development Scotland.

The DYW Up2U webinar series was successfully delivered and received positive feedback from young people, teachers, employers and partners.

The content of each webinar was considered informative and appropriate for the target audience and while the number of live participants was relatively low the number of subsequent views on YouTube has continued to rise on an ongoing basis.

The content of the webinars will continue to be relevant over the academic year suitable for viewing at key times for leavers and those considering next steps.

TO CONTACT DYW EDINBURGH, MIDLOTHIAN AND EAST LOTHIAN PLEASE EMAIL: DYW@EDINBURGHCHAMBER.CO.UK

YOU CAN ALSO VISIT OUR WEBSITE AT: WWW.DYW-EDINMIDEAST.COM

OR FOLLOW US ON SOCIAL MEDIA:



DYWUP2U

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OVER
800

Young People
Registered Nationally

WHO WAS INVOLVED?

Employers and Industry Experts from a broad spectrum of Scotland's growth and demand sectors, key partners from within higher and further education, the third sector, Skills Development Scotland and Young People

22

Panellists across
the four sessions

"I liked that we could ask questions if we had any, I think that that was a really helpful thing to have."

Young Person



"We were made very welcome and put at ease as I was quite nervous. Loved the experience and appreciate being asked!"

Panellist



90%

OF YOUNG PEOPLE WE ASKED SAID THE WEBINARS HELPED THEM UNDERSTAND MORE ABOUT JOBS AND APPRENTICESHIPS

66%

OF YOUNG PEOPLE WE ASKED SAID THE WEBINARS HELPED THEM UNDERSTAND MORE ABOUT UNIVERSITY

100%

OF YOUNG PEOPLE WE ASKED SAID THE WEBINARS HELPED THEM UNDERSTAND MORE ABOUT COLLEGE

66%

OF YOUNG PEOPLE WE ASKED FELT MORE MOTIVATED TO PURSUE THEIR NEXT STEPS AFTER ONE SMALL STEP

YOU CAN STILL WATCH THE VIDEOS, CHECK THEM OUT: www.dyw.scot/up2u.html