



**Organization for Security and Co-operation in Europe
Secretariat**

EF.NGO/21/05
24 May 2005

ENGLISH only

Conference Services

Please find attached the presentation by Mr. Kurt Strohmayer, IBLF's Youth Career Initiative to the Side Meeting – Anti-Trafficking Programme, 13th OSCE Economic Forum, Prague, 23 -27 May 2005.

YOUTH CAREER INITIATIVE

at the



JW MARRIOTT.
BUCHAREST GRAND HOTEL

Marriott's involvement in the community

- ◆ We feel we have a special responsibility and role to play in helping our communities thrive. We want every Marriott community to be a better place to live and work because we are there.
- ◆ Our philosophy inspires us to be good corporate citizens; we are committed to getting involved in our communities.
- ◆ We have a tradition of supporting programs that put education and workplace training within the reach of individuals who face barriers to finding a workplace.



Youth Career Initiative Program

The program

- ◆ YCI enables international hotels to provide a six months education program for high school graduates from disadvantaged backgrounds.
- ◆ The program is designed to empower young people by providing them with the necessary life and vocational skills to expand the choices and options in their lives.
- ◆ Each program is tailored to suit the country and the needs of its youth.

Youth Career Initiative Program

The Host

- ◆ **JW Marriott Bucharest Grand Hotel** was the first Marriott hotel in Europe to launch the Youth Career Initiative Program on **August 30, 2004**, in collaboration with Leaders, the local NGO in the role of in-country coordinator
- ◆ Program ended in March 2005, encompassing 24 weeks of theoretical and on the job training



Youth Career Initiative Program

The Participants

- ◆ The first year “pilot program” enrolled a smaller group of participants, 6 fresh high school graduates, based in Bucharest, aged 18-19 years, from disadvantaged backgrounds who were enrolled in this education program aiming to help them make empowered decisions regarding their professional career and increase their employment opportunities.



Youth Career Initiative Program

The investment

- ◆ JW Marriott Bucharest Grand Hotel project team designed an education program, including theoretical education and practical training within all areas of the hotel
- ◆ Human Resources representatives were involved in the interviewing as well as UNICEF in the selection process, following the Marriott selection criteria
- ◆ Once enrolled in the program, hotel ensured the medical checks for all participants in order to meet local legal requirements
- ◆ One meal per day offered in our cafeteria and we provided the uniform for each department



Youth Career Initiative Program

Achievements – On the Job Training

- Participants rotated through 15 different departments of the hotel, (F&B, Accounting, Front Office, Sales, Human Resources) for periods of 2 or 3 weeks, according to the designed schedule.
- The education program enabled participants to gain transferable life skills, learn about work and standards in an international hotel operation, increase their confidence through exposure to a customer orientated environment



Youth Career Initiative Program

Achievements – On the Job Training

- Participants shadowed experienced associates in each departments and had the chance to practice the acquired skills under the supervision of their coaches
- More than 75 Marriott associates from different operational areas committed to the role of on-the-job coaches for YCI students - a rewarding experience for both parties



Youth Career Initiative Program

Achievements – Sample On- the- Job Training Schedule

Employee	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24
801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801	801
802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802	802
803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803	803
804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804	804
805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805	805

Youth Career Initiative Program

Achievements – Theoretical Education

- ◆ Was provided through weekly training sessions of 2-3 hours, representing in total approximate 40% of the total training hours of the program
- ◆ Sessions were delivered by hotel management team, including all supervisory levels, from department heads and executive committee members to line managers and supervisors



Youth Career Initiative Program

Achievements – Theoretical Education



- ◆ In total **30 managers and supervisors** donated 2 or 3 hours per month to facilitate training sessions to YCI students

Youth Career Initiative Program

Achievements – Theoretical Education

YCI Classroom Training Schedule
February 2005

Monday	Tuesday	Wednesday	Thursday	Friday
	8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services
11 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	12 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	13 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	14 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	15 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services
16 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	17 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	18 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	19 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	20 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services
21 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	22 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	23 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	24 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	25 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services
26 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	27 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	28 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	29 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services	30 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services 8:00-10:00 Practical Training Guest Services

The training plan is integrated in the already existing Marriott training materials and courses on subjects such as:

- Hospitality skills
- Customer service excellence
- Problem solving skills
- Telephone etiquette
- First Aid Basics
- Marriott operational standards and procedures

Youth Career Initiative Program

Achievements – Sample List of Topics

#	Subject/Topic	Department/Agency/Institution	Faculty
1	Sales & Marketing - Department Overview	Sales & Marketing	Director of Sales
2	Basics of Hotel Sales	Sales & Marketing	Account Manager
3	Basic Negotiation Skills	Sales & Marketing	Sales Manager
4	F&B Orientation	F&B	Director of Restaurants
5	Table Set up Standards	F&B	Restaurant Manager
6	Restaurant Service Standards	F&B	Director of Restaurants
7	Delegation Training	F&B	Restaurant Manager
8	Event Management - Department Overview	F&B (Event Management)	Senior Event Manager
9	Widener - Department Overview	Widener School	Executive Chef
10	Dead Food, Safe Food	F&B / Kitchen	Sanitation Supervisor
11	Wine & Food Pairing	F&B / Stewarding	Chief Steward
12	Food Office - Department Overview	Food Office	Assistant Food Office Manager
13	Food Office - Operation Standards	Food Office	Food Clerk / Sous-chef
14	Stewardess on a specific destination	Food Office	Guest Relation Manager
15	Housekeeping Department Overview	Housekeeping	Housekeeping Supervisor
16	Housekeeping Standards	Housekeeping	Housekeeping Supervisor
17	Security - Department Overview	Security	Director of Security
18	Food Allergies	Security	Director of Security
19	Accounting - Department Overview	Accounting	Director of Financial Assistant
20	Budget Basics	Accounting	Director of Finance

Special courses were designed in order to provide participants soft skills such as:

- Communication
- Career planning
- Code of Conducts
- Preparation for job interviews
- Negotiation skills
- Budget Basics
- Time Management
- Teamwork

Youth Career Initiative Program

Achievements

- ◆ English classes were conducted on a weekly basis by one of our staff member certified as English teacher; in total we provided **48 training hours** per participant



Youth Career Initiative Program

Family spirit at the JW Marriott Bucharest

- ◆ The YCI students were actively in several internal events organized on special occasions for our associates, such as the traditional JW Marriott Bucharest Halloween Pumpkin contest, the Christmas Kids Party



Youth Career Initiative Program



Youth Career Initiative Program

Partnerships

- ◆ Students were enrolled in computer courses provided by ECDL Romania (European Computer Driving License), in total **120 hours per participant**
- ◆ Other companies in Bucharest supported the program as sponsors, offering their services and products: **Xerox Romania, Amway Romania, BIC, Antilopa Romania, Daniel Ray.**

Youth Career Initiative Program

Graduation ceremony

- ◇ 1st Graduation Ceremony was held on April 15, 2005 at Grand Ballroom of JW Marriott Bucharest Grand Hotel
- ◇ Honored guests joined the ceremony as well as the British Ambassador **Mr. Quinton Quayle** to Romania, the Ambassador of the United Nations **Mrs. Soknan Han Jun** and the director of the program **Mrs. Lyndall de Marco** as well top business people involved also in charity projects
- ◇ Outstanding Media exposure

Youth Career Initiative Program

- ◇ Since completion of the program **3 of the 6 graduates** were employed in the following departments of the hotel:
 - ◇ Reception
 - ◇ Concierge
 - ◇ At Your Service
- And one person received a scholar ship to university in Athens.
- ◇ They definitely add value to our staff through their intensive training and global outlook of all hotel areas

Youth Career Initiative Program Graduation ceremony



Youth Career Initiative Program

Future outlook

- ◇ Second session at JW Marriott Bucharest Grand Hotel will start again in the summer of 2005 for up to 10 young people, having the same intention to mobilize all resources in order to direct to make the participants aware of all hospitality business aspects
- ◇ Discussions were initiated with Hilton, Sofitel and Crowne Plaza hotels from Bucharest for potential commitment to implement same program in the following period.

Future international outlook

The program will also be piloted by Marriott International in Brazil in three locations thanks to a very strong involvement of OSCE & IBLF Mrs. Lyndall de Marco Sao Paulo, Rio de Janeiro Sauipe and we are sure, many more Hotels in different countries will follow!

REGIONAL YOUTH CAREER INITIATIVE PILOT

BURUNDI

Youth Career Initiative pilot
A pilot Youth Career Initiative (YCI) programme is currently underway in Burundi at the JW Marriott Bucharest Grand Hotel, in which the students are taking part. **Alina Buzatu**, in country co-ordinator, has worked with **Ekaterina Simion** and **Sandra Niu** of the



Hotel's Human Resources department in developing curriculum and training sessions for the students. Several local Bucharest companies have donated their employees' time as well as practical items such as hygiene products and writing materials. The programme will also be piloted by **Marriott International** in Brazil and by **Stanford Hotel & Resorts** in Poland. YCI is designed to empower young people by providing them with the necessary life and vocational skills so that they may have choices and options in their lives. It achieves this by bringing together organisations from the private, public and non-profit sectors to collaborate and create needs-focused education programmes in countries around the world.
Contact: **Sara Miley**
Tel: +44 (0) 207 467 2028
Email: sara.miley@marriott.org

Thank you
