# Activity 7. Youth Hub (ΝΕΜΟ)

1. **Learning outcome(s):** (list up to 3)
   * 1. Students get acquainted with STEM related companies.
     2. Students think about how to attract new employees to STEM related industries, and present an advice to the technical companies.
     3. Students think about how to attract more women in technical companies.
2. **Relation of activity with the STEM, gender inclusiveness and Entrepreneurship:** (text, not bullets, explaining the relation of the activity to 3 above)

The invited companies are all related to STEM, preferably with various objectives / core businesses. The companies present their cases, with a central question: "How to make a STEM career attractive?". Each company will present a specific case in this topic to get input from students. Examples of specific cases are ''How could we attract more women to our company? 'or 'What would motivate students to work at our company?' But any real case provided by companies themselves will do. While answering these questions it is actively encouraged to discuss gender inclusive approach to students. Students are directly involved in real live discussions together with STEM-companies.

1. **Indicate the area of focus:**

**☒ STEM**

**☒ Gender inclusiveness**

**☒ Entrepreneurship**

1. **Materials:** (including ppts, videos, hands-on material)

* Posters for each company and each sector
* Sticky notes
* Specific cases from each company, with the central question: how to make a STEM-related career attractive?
* Pitch from each company (a powerpoint or video).
* Flipovers for the students to make their presentation on.
* Optional: laptop or computer for students to do research on when working on their case.
* Several STEM-related companies are approached and asked to participate in this activity.

1. **Preparation:**Ask several STEM-related organisations to participate in this activity, such as production companies, chemical companies but also company specializing in research or science journalism or education.  
   In preparation to the activity, the companies make a case on 1 A4, with the central question: How to make a STEM related career attractive? While this is the central question, they are free to adjust the case to real subjects/problems from the company. Make sure they send it before the youth hub takes place, so that it is possible to give feedback. The participating companies send their powerpoint or video for their pitch (max. 5 min) in advance. Hang up posters of participating companies on the wall before the activity.
2. **Duration:** 190 (minutes)
3. **Target group:** 12-18 (student age)

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1. **Description of the activity:**

**INTRODUCTION** (5 minutes)  
During the introduction, stress the goals and learning outcomes to students and companies. Set some ground rules on the discussion.

**DISCUSSION** (10 min)

General question to students: What do you think about when you see these companies/fields of work?  
And how would you like to have such a company of your own?  
Make sure that the posters are on the wall for this activity. Students are asked to write on a sticky note what they think about when they see these sectors, and stick their note onto the posters. Briefly discuss the notes on every poster, and ask to elaborate if necessary.

**Pitches by the participating companies** (10 minutes)

The participating companies present a short pitch of max. 5 minutes about their company and about the case that they are presenting the students.

**Discussion round.** (10 minutes)

General question: What factors would motivate you to work at these companies?  
During this discussion round there are several posters on the wall, each with a name of the present companies. The students are asked to write on a sticky notes what would motivate them to work at these companies. Briefly discuss the results.

**Case round 1** (35 minutes).  
Divide the group in three smaller groups. Each group works on one case provided by a company. While discussing the students should make notes and work on presenting their opinions.

**Break** (15 minutes)

**Presentations case 1** (30 minutes)

The four groups each presented their advice to the companies (each presentation: 4 minutes presentation, 3 minutes time for questions).

**Case round 2** (35 minutes).

Divide the group in three smaller groups. Each group works on one case provided by a different company than case round 1. While discussing the students should make notes and work on presenting their opinions.

**Presentations case 2** (30 minutes)

The groups each present their advice to the companies (each presentation: 4 minutes presentation, 3 minutes time for questions)

**Final word** (5 minutes)  
Summarize the outcomes of the discussion. Ask companies to explain what will be their next step with the information the students provided.

**9. Link to curriculum:** professional orientation