



# PARTNERSHIPS & COLLABORATIONS FOR SUCCESS

Europe Impact Report 2024-2025



# WELCOME MESSAGE FROM EUROPE COO

At Generation, we're passionate about collaboration and we believe that working together is the key to making lasting change.

While we can move faster on our own, we know that we can go further together. As part of Europe's skills ecosystem, we get that no single organisation can tackle today's labour market gaps on its own. That's why we're all about collaboration and partnerships!

This past year, we have strengthened partnerships at every level: working with funders to sustain and expand our reach, co-developing curricula with employers to ensure job relevancy and readiness, engaging alumni as ambassadors and mentors, and mobilising learners through civic and social media partners. We have also deepened collaboration with EU institutions, industry associations and education stakeholders to keep skills at the forefront of the European policy agenda.

We are very grateful to partners such as **The Coca-Cola Foundation** and **Bank of America** for their support of Generation's European Advocacy Agenda, including this report. Their support helps us advance solutions that create a skilled, resilient, and inclusive workforce across Europe.

These efforts are aligned with the **European Commission's Union of Skills** initiative covering adult and lifelong learning, vocational education and training, and skills retention.

As one of our core values is **Go Further, Together**, we remain dedicated to fostering partnerships that enable us to reach more learners, strengthen our programmes, and create lasting impact in this coming year.



**MINH HUY LAI**  
Europe COO

# WELCOME MESSAGE FROM GLOBAL CEO

At Generation, we are on a mission to transform education-to-employment systems to prepare, place, and support people into life-changing careers that would otherwise be inaccessible.

Amid Europe's green and digital transformation, upskilling and reskilling have emerged as key priorities to shape the workforce of the future. Our Generation network in Europe actively contributes to achieving this goal by providing people with training and life-changing careers, while helping companies find the talent they need. In 2024, across France, Ireland, Italy, Spain, and the UK, **we successfully trained and placed over 5,100 graduates in high-demand sectors, including healthcare, tech, and the green economy.**

We take pride in the durability of our impact in Europe where, 2-5 years after graduation, **86% of our alumni are engaged in paid work, 86% can meet daily financial needs, 61% are able to save money, and 86% feel confident in their ability to achieve their professional goals.**

We are very grateful for the opportunity to do this work and the commitment of our funders, employers, graduates, and network colleagues. We invite you to join us in building pathways to economic mobility and breaking down barriers to meaningful employment in Europe.



**MONA MOURSHED**  
Global CEO

# WE BELIEVE IN THE POWER OF EMPLOYMENT TO CHANGE LIVES

## WHO WE ARE

Launched in 2015, Generation is a **global nonprofit network** that supports people to achieve economic mobility.

Aligned with our global mission, our European network aims to **transform education-to-employment systems** to prepare, place, and support people into **life-changing careers** that would otherwise be inaccessible.

## OUR TEAM IN EUROPE



**MINH HUY LAI**  
COO, Europe



**DAVID TIMIS**  
Global  
Communications  
& Public Affairs  
Manager



**DANIEL  
SOLDAN**  
Europe Strategy  
& Special  
Projects Associate



**MICHAEL  
HOULIHAN**  
CEO, Generation UK  
& Ireland



**OSCAR  
PASQUALI**  
CEO, Generation Italy



**FATÈNE BEN-  
HAMZA**  
CEO, Generation  
France



**ESTELA DE LA  
CRUZ**  
Deputy CEO,  
Generation Spain



**RONAN  
HARBISON**  
Executive Director,  
Generation Ireland



**SALLA MAJURI**  
Global Partnerships  
Lead



**ALEJANDRA  
LABORDA**  
Global Partnerships  
Manager



**ELIZABETH  
CLARK**  
Global Partnerships  
Manager



**MANISH  
BINUKRISHAN**  
Global Partnerships  
Manager

# OUR IMPACT IN EUROPE

Since our launch, we have delivered impact that is...

# 1

## BROAD

Expanding our reach and supporting a rapidly growing number of graduates...



**25,134**  
learners enrolled



**81**  
cities



**4,000**  
employers, from start-ups and SMEs to Fortune 500 companies.



**19,917**  
graduates

# 2

## DEEP

...facing barriers to employment, for whom we enable life-changing employment and income outcomes...



**15,535**  
job placements.



**78%**  
job placement within 6 months of graduation.



**1.3-3.8x**  
increase in income 12-18 months post-training, varying across programmes and countries.<sup>1</sup>



**76%**  
of our employed graduates are in jobs very related to the completed programmes.

# 3

## DURABLE

...with sustained benefits to their well-being and economic mobility.



**86%**  
of our alumni are currently engaged in paid work 2-5 years after graduation.



**61%**  
are able to save money 2-5 years after graduation.



**86%**  
can meet daily financial needs 2-5 years after graduation and 85% of employed alumni earn above a living wage.<sup>2</sup>



**86%**  
feel confident in their ability to achieve their professional goals 2-5 years after graduation.

<sup>1</sup> For graduates previously employed.

<sup>2</sup> A living wage is a wage level sufficient to afford a decent standard of living for an individual, and, when relevant, for any dependents. It is approximately 40% above the local minimum wage.



# PARTNERING WITH OUR ALUMNI IN EUROPE

At Generation, our commitment to our learners does not end on graduation day. We bring our alumni together for networking events, volunteering, and professional development opportunities, to continue supporting them in their careers.

In turn, our graduates give back to future Generation learners by referring their peers to our programmes, recommending fellow graduates for jobs at their companies, serving as mentors for current learners, and advocating for our work in their communities. In several cases, Generation graduates have even come back to join the Generation team!

We invite you to meet some of our **19,900+ alumni** in Europe, who are part of our global alumni community of **133,800+ graduates** and counting!



**25%**

of eligible applicants to our programmes in Europe in 2024 came via word of mouth—often from alumni referrals



**71%**

of alumni in Europe still feel connected to Generation



**57%**

of alumni in Europe have progressed to a higher-level role by 2 years post-graduation

## MEET THE GLOBAL ALUMNI AMBASSADORS IN EUROPE

Alumni Ambassadors volunteer with Generation for a 12-month term, during which time they build friendships with peers worldwide, access training opportunities, enhance their skills, and serve as an advisory body to Generation.



**ALBERTO**

2024 cohort, Spain



**FAISA**

2024 cohort, UK



**SARAH**

2025 cohort, France



**LUISA MONICA**

2025 cohort, Italy



**GAIA**

2025 cohort, Italy



**JOSE ANTONIO**

2025 cohort, Spain



**CAROLINA**

2024 cohort, Spain



**NADIA**

2025 cohort, UK



**MURENDENI**

2025 cohort, UK

## TESTIMONIALS

“If I can return the favour by sharing my time and experiences, and showing what I've become thanks to the opportunity Generation has given me, that's the best part. It's like saying, 'You helped me, and now I'm helping you.'”  
— **Alberto** (Robotics Process Automation graduate, Spain)

“Being part of a movement that inspires hope and facilitates transformation is truly rewarding.”  
— **Faisa** (Sustainability Project Officer graduate, UK)

“It is satisfying to be able to lend a hand to each person you meet on the way after finishing the bootcamp.”  
— **Soul** (Digital Marketing graduate and winner of the 2024 Alumni of the Year Award, Spain)

# PARTNERSHIPS & COLLABORATIONS

At Generation, partnerships are at the heart of everything we do. We believe that by working together, we can create lasting impact and open more opportunities for the individuals we serve. Our core value *Go Further, Together* reflects our commitment to collaboration across sectors—because no single organisation can solve workforce challenges alone.

## HOW WE PARTNER FOR SUCCESS

### Learner Mobilisation Partnerships

We work with public employment agencies that refer job seekers, while media agencies, job portals, and private companies amplify our outreach. At the community level, NGOs and job boards help connect underserved populations to our programmes, ensuring access for those who need it most.

### Programme Development & Curriculum Design Partnerships

To ensure our training aligns with industry needs, we collaborate with employers, industry associations, and vocational education providers. Together, we co-develop curricula, refine learning content, and adapt training programmes to match real labour market demands.

### Delivery Partnerships (Instruction & Mentorship)

We partner with public and private vocational training providers, NGOs, and corporate training services to deliver high-quality instruction. Mentorship is a key component of our model, with experienced professionals, NGOs, and freelancers guiding learners through their career journey.

### Employer Partnerships

Securing sustainable employment for our graduates is our ultimate goal. We collaborate with employers—both local and national—to provide direct job placements and apprenticeships. Aggregators and staffing platforms help scale our reach, opening more opportunities for job seekers.

### Funding Partnerships

Our work is made possible through public and private funders who provide financial support in the form of grants. With the generosity of our funders, we serve learners at no cost to lift barriers to economic mobility. These partnerships allow us to expand our programmes and reach more learners across Europe.

### Advocacy & Ecosystem Partnerships

Beyond training, we engage in advocacy at the European level. Partnering with pan-European associations and initiatives, we work to elevate vocational education, promote skills development, and push for long-term impact measurement across the ecosystem.

**Together, these partnerships enable Generation to transform lives, strengthen industries, and build a future where every individual has access to meaningful employment.**



# HIGHLIGHT FROM FRANCE

## Building Careers in Healthcare: Generation France and DomusVi Partnership

In 2024, Generation France partnered with DomusVi, a leading provider of elderly care services, to train and place learners into essential healthcare roles. This collaboration equipped participants with the skills needed to succeed as hospital support technicians (Agents de service hospitalier) and home care aides (Aides à domicile)—two professions critical to France’s healthcare system.

### WHERE?



**MARSEILLE**

### WHEN?



**13 MAY–10 JUNE  
2024**

### WHO?



**15 TRAINEES\***

\*Half placed as apprentices (Agents de service hospitalier), half in full-time roles (Aides à domicile)

### A Hands-On Training for Real- World Impact

- ✓ 80% practical learning to ensure immediate job readiness
- ✓ Collaborative workshops, role-playing & real-life scenarios
- ✓ Personalized coaching to develop key soft skills
- ✓ Recognition from key stakeholders: Thibault Guilluy (MD, France Travail) and Pascal Blain (Regional Director, Provence-Alpes-Côte d'Azur) attended the launch

### A GROWING PARTNERSHIP FOR 2025

After a successful first cohort, Generation France and DomusVi will run another session in Marseille in 2025, reinforcing their commitment to building a skilled and dedicated healthcare workforce.

This partnership exemplifies Generation’s mission: transforming lives through employment by equipping people with the skills and confidence to thrive in high-demand jobs.

## HIGHLIGHT FROM IRELAND

# Generation Ireland & SOLAS: A Partnership for the Future of Skills and Employment

At Generation Ireland, we firmly believe in the power of partnership and collaboration as the foundation for driving meaningful social impact. One of the most significant milestones in our journey towards closing the skills gap and breaking barriers to employment has been our partnership with SOLAS, the Further Education and Training (FET) Authority and the network of 16 Education and Training Boards (ETBs) Network, responsible for the delivery of FET provision at local level.

.....

## HOW IT STARTED

**This partnership began with a shared vision to empower individuals from underrepresented communities with the skills needed to thrive in today's job market.**

Generation Ireland initiated the conversation with SOLAS, recognising the potential to drive real change by addressing employment barriers together. Our focus on

roles with skills shortages aligned with SOLAS' mission to prepare Ireland's workforce for the digital and green economy. In 2025, this collaboration helped us secure national funding, allowing Generation Ireland to expand its impact through the ETB network. We will now deliver targeted training in technology and green energy, preparing learners for sustainable careers.

## OUR IMPACT

Generation Ireland's bootcamps have already helped hundreds gain new skills, secure jobs, and break cycles of unemployment. And this is just the start. With support from the Irish public FET sector, we aim to expand our bootcamps and further collaborate with partners like Skillnet Ireland, IDA, Enterprise Ireland, and Turas Nua.

We were honoured to have SOLAS CEO Andrew Brownlee speak at the launch of our first social impact report, reinforcing our shared commitment to a more inclusive, skilled workforce. We look forward to deepening partnerships across the ecosystem to open more opportunities for underrepresented groups.



# HIGHLIGHT FROM ITALY

## Skilling NEETs for the Digital and Green Sectors

### Tech your Future TRAINING FOR DIGITAL CAREERS

Funded by the Digital Republic Fund (Ministry of Digital Transformation), this initiative provided 377 young NEETs\* (18–29 years old) with intensive, fully online training in high-demand digital roles:

- **Data Engineer**
- **Java Developer**
- **System & Cybersecurity Analyst**
- **Salesforce Developer**

\*Not in Education, Employment, or Training.

### OUR RESULTS

**WE ARE CURRENTLY ON  
TRACK TO ACHIEVE AND  
EXCEED OUR TARGETS:**



**13 cohorts** launched

**377 participants** trained

**208 job placements**

Each learner benefited from 530+ hours of technical and soft skills training, culminating in at least one guaranteed job interview with Generation's 800+ employer partners.



### Energia al Lavoro JOBS IN THE GREEN ECONOMY

In partnership with **Eni Plenitude**, this programme equips participants with the skills needed for the energy transition sector, addressing youth unemployment while meeting industry demand. This programme trained job seekers for roles as:

- **Photovoltaic Panel Installers** (8-week hybrid training)
- **Renewable Energy Sales Technicians** (5-week online training)

### OUR RESULTS



**2 cohorts** trained in  
**Photovoltaic Panel  
Installation and Renewable  
Energy Sales**

**52 participants** trained (28  
Installers, 24 Sales  
Technicians)

**25 placed so far** (52%  
Installers, 63% Sales  
Technicians) – placements  
ongoing

By bridging the skills gap in these sectors, **Generation Italy** is empowering the workforce of tomorrow and helping young Italians secure meaningful careers.



## HIGHLIGHT FROM SPAIN

### A partnership that transforms lives...

Since 2016, Unibail-Rodamco-Westfield (URW) and Generation Spain have successfully delivered training programmes together in the retail sector, positively impacting people seeking a better life.

**“What I value the most is the professionalism, attention, and care with which the training was provided. Thanks to my colleagues and teachers, who were amazing, and from whom I learned a lot.**

— **Beatriz López**, graduate of the Excellence in Point of Sale training.

**“For us, taking part in this event is an opportunity to find talent. The training that selected individuals receive in point-of-sale skills is essential for optimal performance. All the knowledge they gain aims for excellence and focuses on what matters most to us: the customer.**

— **Jesús López**, recruiter from Fnac's Human Resources team, has participated in numerous editions held at the Parquesur shopping center in Madrid.

**46**  
cohorts

**1,200+**  
learners enrolled

**86%**  
job placement  
at 180 days post-  
graduation

Employed at various  
**shopping malls** in  
Madrid, Barcelona  
and Valencia

### ...and will transform the future

The success of this collaboration is based on URW's active involvement in key steps of the Generation methodology, such as:

- Support in promotion and participant mobilisation
- Activation of the tenants from the beginning, which facilitates the selection of suitable candidates for the positions
- Provision of spaces for the development of activities in the shopping centers

#### WHOM WE SERVED

**97%** were **unemployed**.  
39% of them had  
been unemployed  
for over 6 months

**82%** were **young people**,  
aged 18-29 with  
difficulty accessing  
the labour market

**56%** **women**

**53%** could not cover  
daily needs or were  
receiving **financial  
assistance**

#### WHAT WE HAVE ACHIEVED

**793**  
**graduates placed in jobs** since  
the beginning of our collaboration

**87%**  
feel **confident** that they have  
the knowledge and skills  
needed to be **successful in their  
current roles**

**1.4x**  
**income multiplier** after their  
training at Generation\*

\*For graduates previously employed.



# HIGHLIGHT FROM THE UK

## A Year of Recognition & Measurable Impact

### Outstanding Ofsted Rating

We are extremely proud that Generation UK has been awarded an 'outstanding' rating by Ofsted (Office for Standards in Education, Children's Services and Skills) – recognising the transformational impact of our skills bootcamps and positioning us as leaders in the sector. The report **highlighted our commitment to creating aspirational and engaging learning environments**, where learners feel motivated, supported, and empowered to build new careers.

Our employer-driven curriculum equips learners with the technical and behavioural skills they need to succeed. **Ofsted praised our deep collaboration** with employers, ensuring our programmes meet industry needs while fostering confidence and resilience in our learners.

By partnering with Generation UK, employers gain access to diverse, highly motivated talent – creating **both business and social impact**.

“

Learners justly recognise the transformational effect that studying at Generation has on many of their lives.

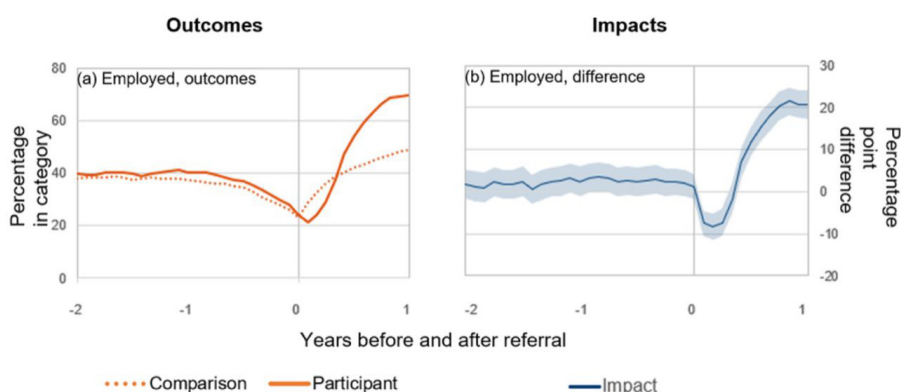
Trustees, leaders, and staff work very closely with employers and partner organisations to carefully design programmes to provide workers with the knowledge, skills, and behaviours that industries need.

— Ofsted Report

### DWP DATALABS: MEASURING LONG-TERM IMPACT

A recent evaluation by **DWP Datalabs** (UK Department for Work and Pensions) evaluated the employment outcomes of 1,000+ Generation UK learners (2019–2022) using government tax and benefits data. The analysis highlights:

- **Employment rates:** From **26% at programme start to 71% one year later**—mostly in full-time, above-living-wage jobs.
- **Reduced reliance on benefits:** **60% received job-seeker benefits** pre-programme; just **20%** did a year later after graduating from a Generation UK bootcamp.
- **Proven impact:** Compared to the control group, **Generation learners achieved significantly better job outcomes.**



This data-driven evidence reinforces our mission: **helping people break barriers to employment and build lasting careers.**

# A TESTIMONY FROM OUR PARTNER

“EIT Deep Tech Talent Initiative is the European Institute of Innovation & Technology (EIT) flagship programme to skill 1 million people within European deep tech fields during 2023-2025. In close cooperation with the European Commission, EIT has launched pan-European education programmes to **develop and retain a strong deep tech talent pool across all Member States, directly addressing the gap that exists for skilled labour**. Since its launch, the Initiative has grown exponentially, counting close to 450 Pledgers, including companies, universities, training providers, and NGOs all over Europe, with some 200 courses being available on the platform.

Generation has joined our Pledge in 2023 with a specific focus on training people from underresourced communities.

**Generation is among the most engaged Pledgers of our Initiative.** It has over ten courses on the Initiative's

platform, such as System and Cybersecurity Analyst, Cloud Computing Development, and Robotics Process Automation.

In 2023, two representatives of Generation, namely **Generation Spain** and **Generation Ireland**, were among the seven winners of the EIT Deep Tech Talent Initiative Training Prize, which awarded excellence in deep tech training education across Europe.

**In 2024, Generation won the Trainer of the Year 2024 Grand Prix “Above and Beyond” for training 7,751 talents in deep tech, which was awarded to Pledgers that trained the highest number of talents in 2024, in various categories. The prize recognised their hard work, dedication, and commitment to advancing deep tech skills and training.**

**NATALIE CERNECKA**

EIT Deep Tech Talent Initiative Manager



**We would like to thank EIT Deep Tech Talent Initiative for the collaboration and we are looking forward to contributing to the Pledge's target also in 2025!**



# OUR PARTNERS

We work with a diverse range of private and public partners and collaborators.

## PUBLIC SECTOR

### SPAIN

- Agencia para el Empleo (Madrid)
- Ajuntament de Barcelona
- Ayuntamiento de Segovia
- Escuela Organización Industrial
- Fundación Estatal para la formación en el empleo
- Fundación INCYDE
- Madrid Futuro
- Ministerio de Derechos Sociales y Agenda 2030
- Ministerio de Comercio y

### Turismo

- Ministerio de Trabajo y Economía Social
- Servicio Andaluz de Empleo

### UNITED KINGDOM

- Department for Education
- Glasgow & Edinburgh City Councils
- Greater London Authority
- Greater Manchester
- Combined Authority
- Jobcentre Plus
- West Midlands Combined Authority

### IRELAND

- SOLAS
- Educational & Training Boards
- Intreo
- Skillnet

### ITALY

- Invitalia
- Fondazione Cassa Depositi e Prestiti
- Fondo per la Repubblica Digitale
- Ministero del Lavoro e delle Politiche Sociali

### FRANCE

- France Travail
- Région Île de France
- Seine Saint Denis – Le Département
- Ville de Paris

### EUROPEAN UNION

- Cedefop
- European Training Foundation
- EIT Deep Tech Talent Initiative
- EU Pact for Skills
- European Solar Academy

## PRIVATE SECTOR

- Admiral Group Plc
- Alixio
- Autodesk Foundation
- BNP Paribas
- BPI Group
- Bank of America
- Barclays
- BlackRock Foundation
- Capital City Partnership
- City Bridge Foundation
- Clayton, Dubilier & Rice (CD&R) Foundation
- DomusVi
- Enable Works
- Eni Plenitude
- Ernst & Young

- FactSet Charitable Foundation
- Feltrinelli
- Fondation Caritas France
- Fondation Crédit mutuel
- Fondation EPIC
- Fondation Henri Lachmann
- Fondation Renault
- Fondazione di Comunità Milano
- Fonds Adelya
- Fundación LQDVI
- Good Things Foundation
- Grande école numérique
- H&M
- Impetus

- Indeed
- InfoJobs
- Infrastructure Trust
- Intesa Sanpaolo
- JP Morgan Chase Foundation
- KKR
- Keith Howard Foundation
- Klépierre
- London Stock Exchange Group Foundation
- LinkedIn Social Impact
- MAIF
- Macquarie Group Foundation
- McKinsey & Company
- Microsoft

- OctopusRenewables
- Power Up
- Red Eléctrica Española
- Rethink Ireland
- Santander
- Shell
- The Coca-Cola Foundation
- The Hg Foundation
- The Workday Foundation
- Unibail-Rodamco-Westfield
- United Way España
- Zurich Insurance Group

## OTHER PARTNERS

- Accademia del Levante
- Accademia dell'Innovazione
- Agenzia Formativa Accreditata Regione Campania
- Alianza STEAM por el Talento Femenino del Ministerio de Educación, Formación Profesional y Deportes
- Ant srl
- Aslam
- Assocam Scuola
- AWS re/Start
- Boolean
- Camerana Autogrill

- Cisco
- Claner – Asociación de Energías Renovables de Andalucía
- CNOSFAP Rebaudengo
- Codigovzla.org
- Collectif mentorat
- Consorzio Elis
- CRUI
- Cruz Roja España
- Deloitte
- Digital Skills & Jobs Coalition Spain
- European Climate Foundation
- European Vocational Training Association

- Fondazione Adecco
- Fondazione per l'Educazione Finanziaria
- Fundación Once
- Galdus
- Gambero Rosso
- Grupo Paradigma
- Gymglish
- Iberdrola
- IBM SkillsBuild
- IES Puerta Bonita
- Ifoa
- Impact Europe
- Injuve
- Istituto alti studi mediterranei
- La Plateforme

- La Solive
- Lime
- MaVoie
- MF Consultant
- Másmóvil
- Nouvelle Attitude
- Obiettivo Business
- Piazza dei Mestieri
- Salesforce
- Salesiani CNOSFAP
- Sinervis Consulting
- Valore D
- VirtualMente
- Yookan

# OUR ADVOCACY EFFORTS

In 2024, we deepened our engagement with **key European associations and initiatives**, strengthening our role in shaping workforce development policies. Through membership of **The European Vocational Training Association, EIT Deep Tech Talent Initiative, Pact for Skills, and Impact Europe**, we champion skills-based solutions that drive economic mobility.

## A Stronger Voice on the European Stage

Our experts spoke at **leading European forums**, including:

- UK Mission to the EU Green Skills Workshop
- World Employment Conference 2024
- AmCham EU on Diversity & AI
- The European Platform for Rehabilitation Conference
- CEPS A Workforce Transformed Forum

...and more. These platforms amplified our insights, connected us with policymakers and industry leaders, and reinforced Generation as a **thought leader in skilling and workforce transformation**.

### SHARING BEST PRACTICES TO DRIVE CHANGE

We contributed to **Cedefop's VET Toolkit**, showcasing how Generation's **mobilisation, training, and placement model** empowers NEET youth across Europe. By sharing our approach, we help shape effective solutions for bridging the skills gap.

### BRUSSELS: A HUB FOR COLLABORATION

In June 2024, our European leadership met with **EC policymakers and pan-European organisations** in Brussels, discussing strategies to equip Europe's workforce with **future-ready skills**. We returned in February 2025 to deepen these relationships, ensuring **Generation's impact resonates across the EU**.

## Together, we're building a skilled and competitive European workforce and contributing to the European Commission's new "Union of Skills" strategy.



# *Generation*

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EUROPE

**[www.generation.org](http://www.generation.org)**  
**[europe@generation.org](mailto:europe@generation.org)**  
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