



What is *Brug for alle unge*?

Brug for alle unge ("We Need All Youngsters") is a campaign whose aim is to ensure that a greater number of young people with a non-Danish ethnic background enroll for and complete a youth education programme.

History

The campaign was launched in December 2002 when The Ministry for Refugee, Immigration and Integration Affairs hosted a big youth hearing in Copenhagen. Here, young people contributed to formulating visions and strategies targeting youngsters with a non-Danish ethnic background. The campaign will continue until the end of 2010.

The Ministry for Refugee, Immigration and Integration Affairs is responsible for the campaign, which, at present, employs eight consultants and one administrative assistant.

The campaign is financed by the Danish state. In 2006 and 2007, the campaign has also received funding from The European Social Fund for a number of new initiatives.

Background

Studies into the challenges of integrating ethnic minorities into the Danish society have revealed that, when compared to their Danish counterparts, up to twice as many young ethnic minority Danes drop out of youth education programmes. This applies both to immigrants and to descendants of immigrants. The dropout rate of descendants equals that of immigrants, although they were born and raised in Denmark, and attended Danish schools.

The highest dropout rate is seen in the vocational training programmes, from which approx. 60% of young ethnic minority Danes drop out prematurely. Only a small number of those young people who drop out will enroll for and complete a new vocational training programme at a later stage. This is of course discouraging, both in relation to the youngsters' own opportunities and to the expectations and needs of the labour market.

Activities

One of the aims of the campaign is to ensure that young people with a non-Danish ethnic background and their parents become more aware of the opportunities available within the Danish educational system, and that they exploit these opportunities on equal terms with other youngsters. This goal is something the campaign continually works towards through creative and innovative initiatives.



At present, the campaign focuses on the following primary activities:

- Teams of role models
- Recruitment campaigns
- Education and business bazars
- A Task Force approach towards selected educational institutions
- Homework cafes and other volunteer-driven initiatives

The activities are carried out in close collaboration with relevant partners, including the Ministry of Education and selected educational institutions, voluntary organisations, actors on the labour market and municipalities.

The campaign activities have generally been well received by the target group and the collaborating partners. The campaign staff has acquired a considerable amount of experience in arranging activities aimed at strengthening the educational attachment of youngsters with a non-Danish ethnic background. Furthermore, the staff has built up an extensive network of partners within the educational system, among labour market partners and within voluntary associations.

Whenever an initiative appears to be successful, the campaign staff communicates the experiences to municipalities and educational institutions throughout the country, so that these experiences can be incorporated into local integration efforts.

Foreign organisations and authorities have shown great interest in the campaign. They wish to learn more about the work methods, objectives and specific efforts of the *Brug for alle unge* campaign.

For more information contact: info@brugforalleunge.dk