

 **odyssea**

Strategic Plan
2022-2024

Positioning Statement

Odyssea is a nonprofit organization that supports vulnerable young people with access to employment opportunities in society.

We provide tailored vocational and life-skills training along with employability services that bridge young people with the world of work, empowering them to realize their full potential.

Why we are here

Young people are the driving force of any society.

They are the most vibrant, dynamic and vigorous part of it.

They are the foundation of development and progress, the future shapers, and the fearless voices that move society forward. Young people make up over a quarter of the global population, yet they are often excluded from opportunities to learn and work, inhibiting their ability to sustain themselves and be productive members in society.

Worldwide, youth unemployment rates have not changed significantly over the last decade, nor are they expected to improve significantly in the next few years.

Today, **2 in 5 young people in Greece is unemployed** and **40% of young people between 16 and 34 years old are at risk of poverty or social exclusion**. Our country holds the highest youth unemployment rate in the EU. Even when one has a job, they often remain unable to provide the basics for themselves. In-work poverty in Greece is also one of the highest in Europe and is seriously affecting the physical and mental well-being of those who experience it. Young people with low levels of education, limited job experience, a lack of basic skills and access to skills training, are therefore trapped in unemployment and poverty.

We work with economically and socially vulnerable young people to help them gain the skills and confidence they need to get a job, realize their goals and aspirations, and become productive members in society. We ensure that they have access to employment opportunities, and empower them to believe in their own ability to shape their future and contribute to progressing their own life and their community.

Our Strategic Direction

Our vision

A world where **all young people thrive** by realizing their full potential.

Our mission

To ensure that young **people have equal opportunities in society** by harnessing the power of knowledge for employment and personal development.

Our values



Resilience

We nurture a person's ability to be strong, independent, and successful in life.



Compassion

We put ourselves in others' shoes to fully understand their needs and aspirations.



Integrity

Committed to our mission, we put our values at the heart of our work.



Innovation

We constantly challenge ourselves to be the best we can for the people we serve.

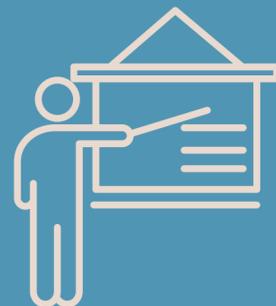
What makes us different

We follow
a data driven approach



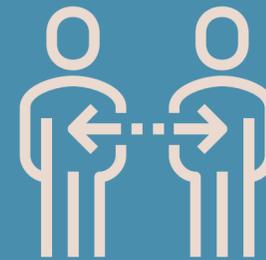
Using a rigorously data-driven approach, we guide our trainees and constantly improve our programs and services based on data we gather from the market, using digital tools and employability experts.

We offer tailor made,
intensive training programs



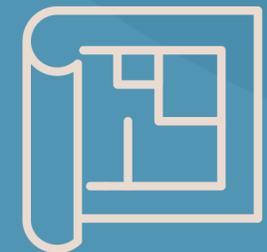
We adjust our programs to the needs of vulnerable youth and create realistic employment opportunities based on these.

We match talent
with the labor market



We directly link our graduates to our growing network of hiring companies.

We have
state of the art facilities



Our vocational training center creates work simulation spaces that bridge theory with practice.



Our Strategic Priorities

1. Personal development and empowerment

Our goal is to support socially and financially vulnerable young people to be confident and skillful so as to pursue fulfilling employment opportunities

We will work with young people who want to get employed, advance in their work and learn new skills for a new career path by providing them with the guidance and support that they need to achieve their goals.

We will focus on those that lack opportunities and we will create an enabling environment for them to learn and flourish, looking into their individual needs and aspirations so as to help them become strong and independent.

Through Odyssea, we aspire to support **6,000 young people**, giving them access to employment opportunities, providing tailored training, self-empowerment and orientation, so that they can be prepared to take on employment or self-employment opportunities to fulfill their goals.

Our Objectives:

1. Guide 6,000 young people to find a career path that matches their traits and their aspirations

We will offer advice and counsel to **6,000 young people** to help them understand their traits, so that they can find a career path that is fulfilling and reflects their individualities, with opportunities for advancement and improved working conditions.

2. Equip 1,200 young people with vocational and technical skills that will help them get a job

We will train **1,200 young people** across key market sectors, through intensive vocational and technical training, that are continuously informed by market needs to help young people get professional knowledge that they can immediately put in practice.

3. Empower 1,600 young people to build their self-confidence and self-awareness so that they can unlock their potential

We will provide soft-skills training to **1,600 young people**, focusing on building confidence, leadership and entrepreneurship so as to mobilize them to take ownership of their life and their future.



Our Strategic Priorities

2. Employability

Our goal is to enable socially and financially vulnerable youth enter the world of work

We will work with young people who are ready for employment, to guide and support them throughout the final stage of preparation for job application and to connect them with the market.

We will focus on young people who have gone through Odyssea's capacity building program and are empowered to pursue employment opportunities and those young people who have the skills to get a job but lack the opportunity to do so.

Through Odyssea, we will support **more than 3,500 young people** by connecting them with employers, preparing them to get a job and maintain it in the long-run.

Our Objectives:

1. Support 3,500 job seekers to prepare for job applications

We will support **3,500 young people** to prepare for job applications and help them succeed at interviews, providing appropriate training, advice and counsel.

2. Provide opportunities to 2,000 young people to connect with employers through an expanding network of hiring companies

We will link **2,000 young people with employers** through job fairs, other events and individual networking. We expect that within the next three years, 1,000 young people will find a job.

3. Provide guidance to young people to help them sustain their job

We will support young people who are recently employed through a one-year scheme of coaching and life skills training focused on resilience, teamwork and leadership, to make sure that they are able to keep their job and continue to develop professionally. We expect that within the next three years, **600 young people will keep their job for over one year.**



Our Strategic Priorities

3. Organizational development

Our goal is to build a sustainable, robust, efficient and well-coordinated organization

We will prioritize the sustainability of our organization with robust planning and significant investment in communications and fundraising, building a clear identity and increasing our engagement with partners and donors.

We will conduct a **three-year fundraising plan** and a communication plan that will help us increase awareness for Odyssea and attract funds. At the same time, we will aim for Odyssea to maintain its dynamic profile and entrepreneurial spirit, staying well rooted in Greek society and working as an inspired and well bonded team.

Our Objectives:

1. Build a broad revenue base

We will expand our pool of donors, opening new funding streams and investing in the capacity of the organization to pursue new funding opportunities, especially in the areas of institutional funding and major donor fundraising. We will also develop income generation activities that will be part of the funding model of the organization within the coming years. Within the next three years, **we seek to raise 2,455,219€** to support the operation of the organization and the successful implementation of our program plan.

2. Establish an inclusive, accountable and effective governance model

We will set up a **Board of Directors** that will help the organization implement its strategic plan and strengthen the leadership team, with enhanced ownership and a shared decision making process.

3. Build an efficient and inspiring organizational culture

We will ensure that staff are supported to perform to the best of their ability and are inspired to be part of a dynamic and continuously developing team. We will seek to develop well operated teams and the appropriate systems and processes to support them.

Resources

https://www.statistics.gr/documents/20181/12044283/elstat_publication_young_2018_en.pdf/4e9354b6-d953-4007-9215-16d50ea79158

<https://ec.europa.eu/eurostat/documents/2995521/14084165/3-10012022-AP-EN.pdf/53ac483e-71d9-3093-5bd8-12f1ea89683a>

<http://hdr.undp.org/en/content/youth-and-vulnerability-global-perspective>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4478662/>

<https://tradingeconomics.com/greece/youth-unemployment-rate>

<https://data.oecd.org/unemp/youth-unemployment-rate.htm>

<https://www.statista.com/statistics/266228/youth-unemployment-rate-in-eu-countries/>

<https://www.youthpolicy.org/factsheets/country/greece/>

<https://www.worldometers.info/demographics/greece-demographics/>

<https://ec.europa.eu/eurostat/documents/10186/10994376/EL-EN.pdf>

<https://www.adolescents2030.org/>

<https://worldpopulationreview.com/countries/greece-population>

<https://www.educationandemployers.org/research/career-ready-preparing-young-people-for-working-life/>

http://thesozofoundation.org.za/skills/?gclid=CjwKCAiA5t-OBhByEiwAhR-hmwfldHpMtpWfFDiW_U3NYgM4j-9PTiYfzsGPBDynrV9C0rBavA9f3BoCz30QAvD_BwE

<https://www.ymca.co.uk/youth-opportunity/comment/preparing-young-people-work-what-are-biggest-challenges>