

ChallengeX

How can we reach the long-time unemployed in Limburg through digital and offline channels in an enticing way that stimulates action?

Deadline: September 29th; 00:00h

Background

In Limburg there are still a lot of people that are living on welfare for many years, or even worse, are sitting at home without any benefits and without any future perspective. A small project team, sponsored by the local governments and VDL Nedcar, wants to assist people without a job and provide them with paid labour in order to give meaning to their lives and become financially self-supporting. Lieve Schouterden is leading the project leader.

In the past this project team has helped 1000 individuals acquire a paid job at VDL Nedcar. A creative and very personal communication approach helped the team to reach and motivate the long-time unemployed to act. A personal letter has been send in the name of VDL Nedcar to these people personally to ask them whether they are interested to join the labour force. All employees were offered a training to get ready to perform their job. These new workers are now building the new mini cooper hatchback and convertible in the factory in Born.

After this successful project we set a new ambition to reach and help the next 1000 long-term unemployed in the province of Limburg to get a new job.

The challenge

How can we reach the long-time unemployed in Limburg through digital and offline channels in an enticing way that stimulates action?

Relevant sub-questions to delve into: How do we reach the long-time unemployed effectively? How do we effectively communicate and resonate with this target group? How do we make sure we do this in a cost-effective way?

We are looking for effective and **innovative** ideas how to reach the target group, where we push the right buttons to stimulate the long-time unemployed to act.

We are looking for ideas that ...

- Can be realized on a limited budget
- Make use of both on and offline capabilities.
- Have a high impact regarding reach, awareness and action
- Fit with the needs and wants of the long-time unemployed

We advise you to do solid research and put yourself in the shoes of this target group, so that you can create recommendations that are effective. Think of a way to support the reason to believe that your ideas will work.

We also advise you to make the ideas very concrete. If you recommend to use an app, try to make it concrete. What elements should be on the app? How does it help to engage them to get a job? What are the key success factors?

You do not have to limit yourself to one idea. You can generate multiple ideas. In the end you will have to pitch your idea to the client in 10 minutes.

Deliverables

Present your ideas to us in a format of your choice, this can be powerpoint, prezi, a video, or any other medium that you think helps you to get your ideas across in the most optimal and concrete way. Please submit your final deliverable on the ChallengeX website.

The deadline is September 29th, 00:00h

Selection of the best ideas

A professional jury panel, where the client is also represented, will make a selection of the 10 best ideas. The top 5 ideas are invited to the final pitch event at the site of the client and present their ideas for the client and a judging panel consisting out 3-6 panel members.

What is in for you?

For participants we offer 3 workshops in *design thinking & consultancy training* and *pitch preparation*. The places are limited, so make sure you subscribe as soon as possible on the website to be eligible to participate in these trainings. The trainings are done by business professionals.

In addition, the winners will receive a certificate and significant exposure. The prize money to be awarded to the top 3 ideas are:

- 1st prize: 300 euro
- 2nd prize: 200 euro
- 3rd prize: 100 euro

Looking forward to your great ideas!

Yours,

ChallengeX team