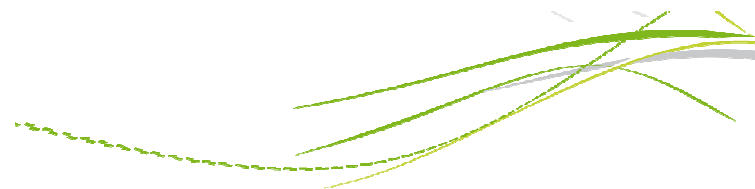




LET THE TALENT GROW, PUT THE ROOTS INTO THE FUTURE



www.campusmentis.it



Campus Mentis: THE PROJECT

WHAT IS CAMPUS MENTIS?

Campus Mentis is an organic action of **vocational training and career guidance** dedicated to the best under-29 graduates and undergraduates from all over Italy.

The project involves the provision of a range of services and activities with high added value through the **setting of residential campuses**, named "**Campus Mentis**", and **travelling campuses**, named "**Campus Mentis in Tour**", in different locations spread across Italy.

Campus Mentis is an Italian project promoted by the
Presidency of the Council of Ministers of Italy - Youth and National Civil Service Department
and carried out by the
Research and Services Centre "ImpreSapiens" of the University of Rome "La Sapienza"
in cooperation with the
European Parliament – Italian Information Office.

Campus Mentis it is part of the package "**Right to the Future**" of the **Presidency of the Council of Ministers - Youth and National Civil Service Department** addressed to the younger generations on issues of labour, housing, training and self-employment. More information can be found at www.gioventu.gov.it.

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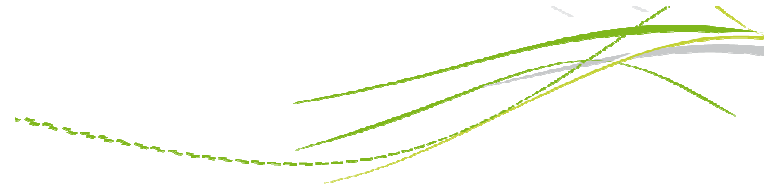
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Campus Mentis: THE PROJECT



OBJECTIVES

Campus Mentis is born as an experimental project aimed to give a **qualifying experience of professional and personal growth** to the young graduates and undergraduates.

Campus Mentis wants to **match demand and supply of labour, to direct young people in the choices** that can give them **more employment opportunities, training** them on the **most effective application**.

The purpose of the project is to offer to the participants a **free opportunity, staying in ad hoc organized campuses, to deepen their career path**, participate to **info-education sessions**, meet the **most important companies and employment agencies**, participate in **sports events and evening happenings**.

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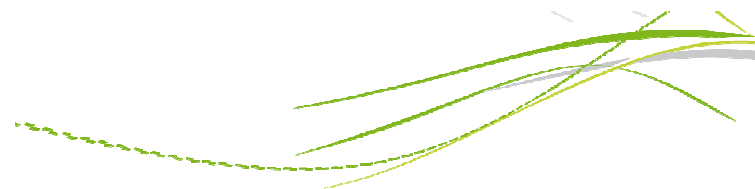
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Campus Mentis: BIRTH and GROWTH

ORIGINS: Global Village Campus 2009

In **2009**, thanks to the pilot project **Global Village Campus**, in partnership with the Research and Services Centre "ImpreSapiens" of the University of Rome "La Sapienza", **600 graduates under 30**, selected from universities around the country, participated in a unique experience of **5 weeks training**, guidance and encounter with **40 Italian and foreign companies**. In a residential environment for several days, 24 hours a day, were evaluated in formal and informal occasions by "head hunters" of the production world.



DEVELOPMENTS: Campus Mentis 2010

Given the results achieved with the first edition, the pilot experience was replicated in **2010** through the project **Campus Mentis**, which has seen **tripled** available positions, up to **1500 participating graduates** and **63 companies**, even **tripled locations (Rome, Catania and Padua)** for a total amount of **7 weeks of campus activities**.



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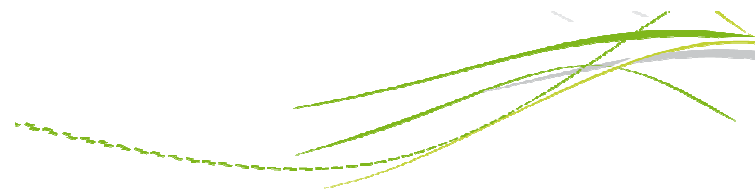


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Campus Mentis: BIRTH and GROWTH

TOWARDS 2014

The project continues its development on a national scale: the **3rd and 4th Edition** involved **about 3000 graduates** and **192 amongst companies, non-profit organizations and employment agencies**, supplying **10 weeks** of campus activities distributed into different cities (**Milan, Padua, Naples, Rome, Alghero**).

Moreover, “**Campus Mentis in Tour**” has started in **2012** with a **one-day-training travelling road show in 12 different Italian cities** and Universities.

The **5th Edition** has touched Northern Italy (**Lignano Sabbiadoro, Milan**).

The **on-going 6th Edition** will come in 2013 to **Bologna, Bruxelles and Rome** for a total of **9 weeks** of campus activities.

6 additional residential campuses and **24 additional travelling campuses** are **planned by 2014**, aiming to reach the overall involvement of **20.000 graduates in campus activities** and of **40.000 youngsters in career guidance activities**.

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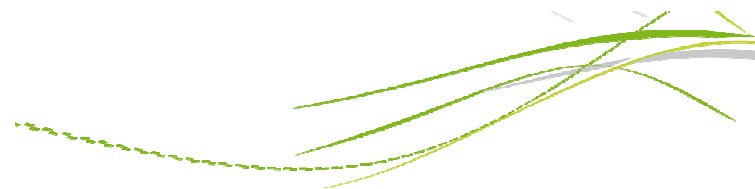
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Campus Mentis: APPLICATION

The application portal is always open at www.campusmentis.it.

Both **graduates and companies** can send their **application anytime by filling the proper online form**.

The applications are subject to screening and confirmation.

All the data concerning the participants are saved in a **database called "Mentis Arena"** (see details in the next pages).

Participating is free of charge.



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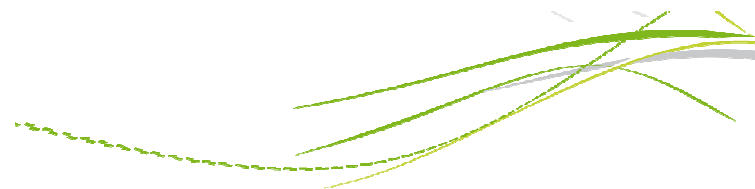


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Residential Campuses: ACTIVITIES

Participating to **Campus Mentis** means sharing a **totalizing experience**.

In a 3-days rotating shift, target groups of max. **150 young people**, selected according to a series of criteria advertised on the web portal, will take part in different campuses whose duration can vary from 1 to 3 weeks.

The career guidance actions cover a wide range of activities. Training courses are held where classroom-based activities take place. They mainly include:

- Job Training on **Europass CV, Business Game, digital profile, CV center, group assessment**
- **Open ceremonies, Awards ceremonies** and meetings with members of the **local and national Establishment**
- **Conferences, debates, seminars** concerning the changing sceneries of labour market, contract forms, social welfare
- **Thematic workshops**, e.g. about **Business Etiquette** and **Safe driving**
- **Company workshop**: companies present their business goals and organization and the professional profile they are searching for
- **Cocktail interviews**: informal individual interviews with companies' and employment agencies' representatives
- **Open Days**: 1 day a week the campus activities are open to external graduates and companies
- **Sports activities**: team making through physical training
- **Evening Events**: music, cabaret or theatre performances dedicated to the participant

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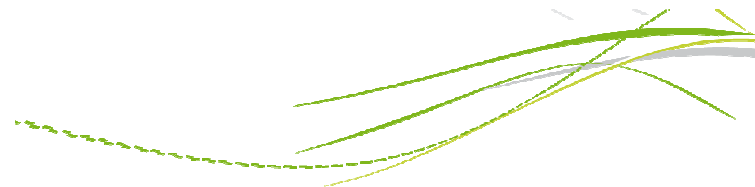


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ACTIVITIES - Opening Ceremony

An opening ceremony is held in the first day of every campus, involving the intervention by **members from the local university**, the **local and national establishment**. Also **companies** are present, together with the participating graduates and **media representatives**.



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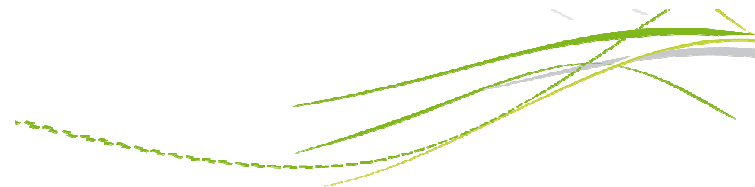


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ACTIVITIES - Conferences

Meetings with representatives from the world of **work and educational and professional institutes** for exchanging opinions and discussing matters concerning labour market, youth, new professional challenges and changing sceneries, new opportunities as well as special topics of interest for the target group.



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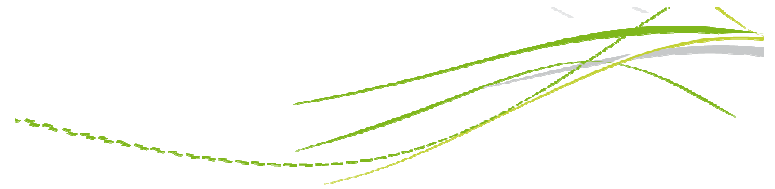
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ACTIVITIES - Company Workshop and Company Exhibition Area

Every company participating to Campus Mentis can:

- **have its own presentation** in exclusive areas, at scheduled time slots included in the **week's activities timetable**, to illustrate the candidates the **company goals, business ethics**, etc., and the **required professional skills**
- have a **dedicated booth to meet the candidates**.



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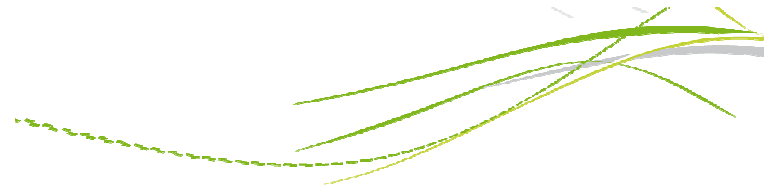


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ACTIVITIES - Cocktail Interviews

Informal individual interviews are held daily in order to:

- give the **participants** the chance to **get directly in touch with companies** for interviews where candidates can freely express their personality and their own natural way of being;
- allow **companies to meet and select the best candidates.**



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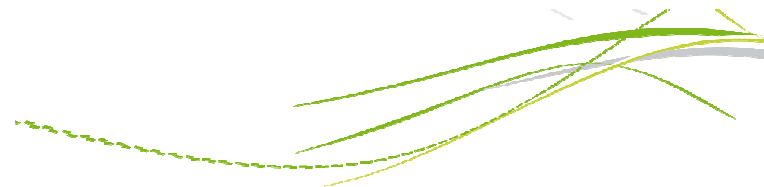


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ACTIVITIES - Open Day

The Open Day module, promoted and run separately with respect to the other campus activities, will give **external participants** the opportunity to take part in any of the activities being run during the Open Day event: **training activities, workshops and meetings where companies meet new graduates or undergraduates**, open to as many companies and participants as possible.



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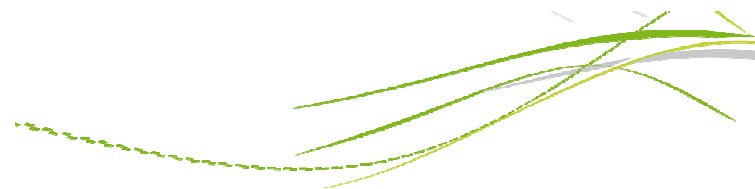
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ACTIVITIES – Sports Activities

Collaboration, teamwork and **team building** are key ingredients not only for the sporting universe, but also for the company context. The working environment can be compared to a large playing field, where winning the match is extremely important to cope with a market becoming more and more complex and competitive.



From this hint originates the need for **integrating classroom-based activities with field experience**, using sports activities as training moment. Participants are involved in those activities which reproduce actions, processes and mechanisms present in the company dynamics.

The **sports activities** are **diversified** on and off-Campus, as they bring out the best features of all the premises housing the campus. They are carried out thanks to the support of **professional Trainers specialized** in sports disciplines assigned to the project.



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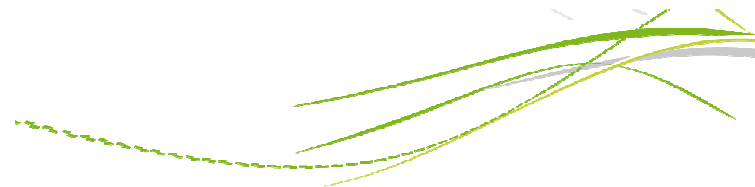


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ACTIVITIES – Evening Events

The campuses experiential training programmes include evening events, such as acoustic concerts or cabaret performances, aimed to create a positive networking among people who didn't know each other before joining the campus and useful to evaluate different aspects and aptitudes of the candidates.



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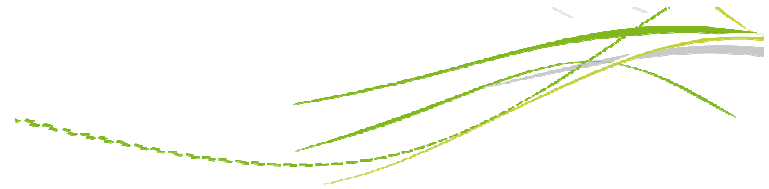


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ACTIVITIES - Experience & Evaluation Training

For the first time, during the campus in Alghero, a **dedicated sailing competition** named “**Mentis Cup**” was arranged as **innovative** form of **experience training** and assessment. The sailing challenge **involved 100 graduates**, divided into crews of 5 people each.

One **representative from different companies** was matched with every crew in order to **evaluate** the graduates’ behaviour and team dynamics aboard.

The participants were supported by precious advices and tips from the world famous Italian yachtsman **Mauro Pelaschier**,



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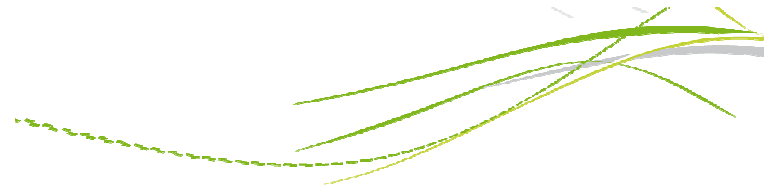


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ACTIVITIES – Contests and Awards

Participating to campuses can give candidates the opportunity **to meet contests requirements and specific initiatives implemented by the Companies, the Institutional parties or by the Partners** supporting the project. A jury of eminent persons from the corporate world and academic field evaluates the **best examination papers to acknowledge academic excellence** amongst the most talented students who posed the challenge.



In the course of the year **2010, prizes were awarded to** around 20 **young men and women** firstly during a ceremony in **Italy at Palazzo Chigi**, in the presence of the **Hon. Giorgia Meloni, Minister of Youth and the Prime Minister, Hon. Silvio Berlusconi.**

Awards ceremonies were held in **2010 and 2011 in Brussels at European Parliament**, in the presence of members of Parliament such as Hon. Marco Scurria, Hon. Carlo Fidanza and Hon. Debora Serracchiani.



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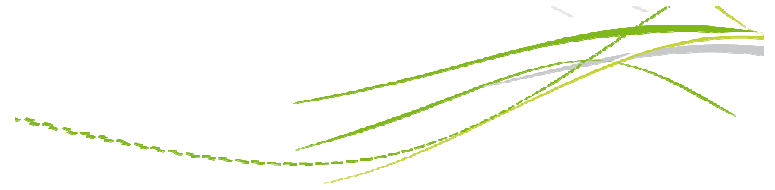
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Campus Mentis: TOOLS

MENTIS ARENA

What it is: Mentis Arena is a virtual space created to support the matching between the best talent from Campus Mentis and the most important national and international companies participating in the project. It's a property system, developed during activities, based on acquired issues and experiences, and released to increase matching between users.

How it works: through an innovative database - the heart of the Mentis Arena - Project Campus Mentis connects the two extremes that are rarely encountered. The focal point is to use a many-to-many diagram trying to maximize the chances of matching system.

Goals: the main purpose of Mentis Arena is to encourage contacts between young talents and business, regardless of their physical encounter. It provides the professional profiles of all participants at Campus Mentis for all companies, beyond the effective meeting at the campus.

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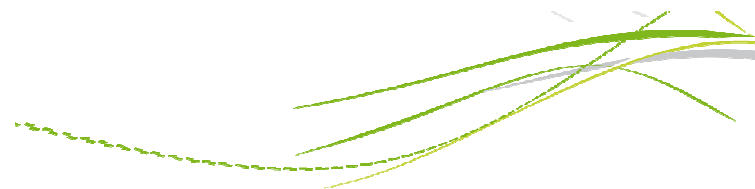
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TOOLS - MENTIS ARENA

Who can access: while recording Database Campus Mentis, all the candidates who passes the selections to participate in the campuses are also included in Mentis Arena. Only companies and partners participating in Campus Mentis and underwriting its agreements can take advantage of Mentis Arena.

Activities supports: operation and technical assistance of Mentis Arena are supported by the staff of Campus Mentis for the best results.

Duration: the duration of access to Mentis Arena is conditional on participation in campus and lasts at least a year. During this period, candidates and companies have plenty of time to meet.



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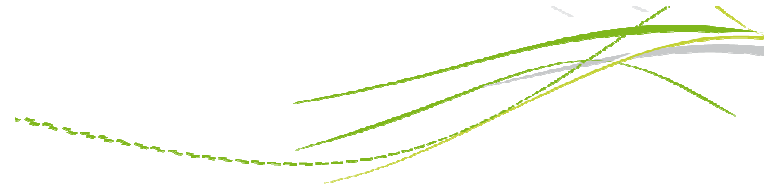
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Campus Mentis: EUROPEAN PERSPECTIVE

Campus Mentis can be considered an **Italian best practice**, a good example of collaboration amongst Establishment, Universities, and private Companies, aimed to supply worthy services and better employment opportunities to the most deserving youngsters.

The Campus Mentis project is continuously **growing with a European view** thanks to the **collaboration with the European Parliament - Information Office in Italy**:

- 1) **Awards Ceremonies** arranged in **Bruxelles in 2010 and 2011**, in the presence of members of Parliament such as Hon. Marco Scurria, Hon. Carlo Fidanza and Hon. Debora Serracchiani;
- 2) Campus Mentis **press conferences** hosted into UE Parliament Offices in Italy;
- 3) **Opening ceremonies and Seminars**, held in residential campuses by EU Parliament officials about the employment possibilities into UE Organizations.

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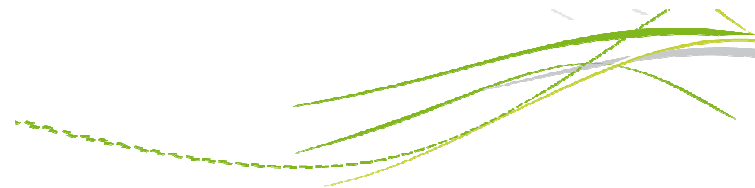
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