

## Press Release: YouRock shortlisted for EU Social Innovation Prize

YouRock is an online skills discovery tool that helps young people to identify, evidence and promote their skills to employers. It has been shortlisted for the EU Social Innovation Prize 2014. The pan European prize is in its second year, and over 1250 projects entered this year's competition. Just thirty of these have been shortlisted, including YouRock.

The development of YouRock has been sponsored by Liberty Global the largest international cable company with operations in 14 countries. It has also been submitted to the Grand Coalition for Digital Jobs, an EC initiative to gather partners with a common aim to create digital jobs and job opportunities for Europeans. YouRock was entered for the Social Innovation Prize in December 2013, with the announcement today on Twitter that it has been shortlisted as the 30<sup>th</sup> semi-finalist.

YouRock founder and CEO Ian Clifford said "being shortlisted for the prize is a real honour. Diogo Vasconcelos, in whose memory the prize was set up, wanted to get people thinking about how social innovation could transform social need into new opportunities. I hope that YouRock would have really excited him because it responds to the pressing social needs of youth unemployment, and will help young people to discover the skills they may not realise they already have. In so doing it aims to transform their self-belief and confidence, and give them the vocabulary of employers."

Ian explained; "A young person may sell things on eBay, and this has a whole range of business or work skills hidden inside it. These might include entrepreneurialism, sales techniques and understanding customers for example. Often they don't perceive these skills as something they could use to build a career profile, or even know the language of business. There are many other examples of these hidden business skills, and YouRock will help its users to identify and record them to enhance their job prospects."

YouRock is in development now and will be launched in March 2014. A prototype profile was developed by young people at a hackathon in Lithuania in November 2013. Being shortlisted for the Social Innovation competition brings Ian Clifford a little bit closer to his dream of getting the free online service available in multiple languages for all of Europe's young people. "My aim is simple. I want to help young people into jobs across Europe. The prize fund would enable me to extend the reach of YouRock – more languages, deeper coverage, and more young people believing that they rock".

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### More Information

- EC Social Innovation Prize 2014 – <http://socialinnovationcompetition.eu> and [http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/competition/index\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/competition/index_en.htm)
- YouRock news and updates – <http://LatentSkills.com>
- Liberty Global PLC - <http://LibertyGlobal.com>
- Grand Coalition for Digital Jobs - <https://ec.europa.eu/digital-agenda/en/current-pledges>

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