

press release



CENTRUM VOOR WERK EN INKOMEN



CWI and Maxeda fight youth unemployment

-More than 1,700 young people have jobs through cooperation CWI and Maxeda-

Amsterdam, 18 March 2008. More than 1,700 young people without qualifications have found work thanks to a unique cooperation between CWI (*Centrum voor Werk en Inkomen* – centre for work and income) and Maxeda. This has easily exceeded the original goal of providing work experience for 1,000 unskilled young people up to 23 years of age, without qualifications.

The cooperation between Maxeda and CWI ran from 1 June 2006 to 31 December 2007, in the context of the project '2nd Chance Vocational Training'. In that period, a total of 1,709 young people started work at Maxeda: 679 young people were given – via CWI - immediate contracts at one of the operating companies, while 1,030 young people were taken on as interns. In total, 6,344 young people were referred to vacancies at Maxeda.

The cooperation ensued from an agreement reached in 2006 between the Taskforce Youth Unemployment of Hans de Boer (chairman of Taskforce) and Maxeda.

Tony DeNunzio, CEO of Maxeda: “With 11 store chains, almost 1,300 stores and 27,000 employees, Maxeda is at the very heart of society. With our philosophy of ‘A Passion to Serve’ we want to create added value for all our stakeholders. We are aware of our social role and we have gladly fulfilled that role through this project.”

Maxeda is the name of the largest non-food retailer in the Netherlands, with formats throughout Europe. The Maxeda formats that took part in the project are V&D, M&S, De Bijenkorf, Praxis, Formido and Hunkemöller. In addition, the former Maxeda formats Hema, Dixons and Dynabyte also took part in the project.

Placed per format:

La Place:	249	(including interns: 387)
V&D:	239	(including interns: 724)
De Bijenkorf:	26	
M&S:	13	(including interns: 87)
Hunkemöller:	8	(including interns: 90)
Praxis	22	
Formido:	17	

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Hema	90	(including interns: 229)
Dixons:	13	(including interns: 124)
Dynabyte:	2	(including interns: 3)

End of Press release

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