



Program Objectives

Digital Skills for Youth (DS4Y) is a non-repayable contribution program which aims to combine valuable work experience and training related to digital skills for underemployed youth so that they can successfully transition and participate in the new digital economy.

The project aims to help underemployed youth enhance and develop digital and soft skills through training and valuable work experience that will successfully facilitate their transition into the workplace.

These internships will connect youth with small businesses and not-for-profit organizations where they will be able to learn new skills and apply them in a professional setting.

Internships will allow youth to acquire technical and soft skills using digital technologies and will support a range of organizations that are looking to engage in online activities.

The duration of a work experience will vary in order for the participant to obtain the skills identified during the assessment. The maximum duration for a participant is one year.

The objectives for the DS4Y program under the Career Focus program are:

- To increase the supply of highly-qualified people
- To promote the benefits of advanced studies
- To demonstrate federal leadership by investing in the skills required to meet the needs of the knowledge economy
- To facilitate the transition of highly skilled young people to a rapidly changing labour market

To this end, the DS4Y program will:

- Support underemployed youth (participants) with work opportunities that will provide them with the experience they lack to find career-oriented employment
- Provide participants with new or enhanced digital skills and knowledge and an opportunity to learn how to apply them in combination with soft skills (such as business and entrepreneurial skills, communication, problem solving, and teamwork)



How to Apply

Deadline

Employer applications are received on an ongoing basis. The call for applications is open until notice is given. Projects are to be undertaken until March 31, 2022.

Instructions

To apply for the DS4Y program:

1. Download the application form from the Pinnguaq website, pinnguaq.com/ds4y
2. Send the completed application form to ds4y@pinnguaq.com. Please seek confirmation that the application was received

Application forms are also available in Inuktitut and French.

Contacts

If you have any questions about the program or are experiencing any issues with the application process, please feel free to contact the Pinnguaq Association at ds4y@pinnguaq.com

Eligibility

Eligible Employers

Eligible employers can be small and medium businesses or not-for-profit organizations with up to 500 employees.

Eligible Participants

Interns hired by employers through the DS4Y program must meet the following criteria:

- Be between the ages of 15 and 30 years of age at the start of the internship
- Be legally entitled to work in Canada
- Be a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada
- Must not be in receipt of Employment Insurance (EI) during the internship
- Self-assess as underemployed, meaning they are employed below their level of education and/or hold part-time employment



EMPLOYER APPLICATION GUIDELINES

Eligible Activities

Eligible activities performed by youth interns meeting the eligibility requirements defined above can include (but are not limited to):

- Software and video game development
- Coding and app development
- Network troubleshooting
- Adaptive technologies
- Website development
- Web-enabled learning
- Social media campaigns and other content development

Eligible activities by the employer can include (but are not limited to):

- Providing participants with the necessary equipment, workspace, workplace-related training, and mentoring to enhance and maximize youth interns' experience
- Supporting youth interns in the development and implementation of work activities to provide participants with meaningful work experience and enhance their employability

Considerations for Employers

Through the application, the employer will have to demonstrate that they:

- Can provide valuable employment opportunities related to digital activities
- Have the appropriate administrative support and capacity to train and mentor the participants to enhance and maximize the participant's experience
- Will support the participants in the development and implementation of work activities to provide participants with a meaningful internship as described in their application
- Can promote digitization of their business and/or operational processes

Impact of COVID-19

- More reporting requirements
- Program officers will contact you outside of regular reporting for updates
- Recruitment and training may be more digital
- Plans should be discussed with Pinnguaq Association before interns are placed about health and safety, as well as impact if there is another stay at home order
- More financial support available



EMPLOYER APPLICATION GUIDELINES

Youth interns are to be recruited and hired by the employer. Employers will advertise work-placement opportunities (indicating the project description, application procedures, recruitment, selection, wages, and any other relevant information) through various communication tools. The advertisements will ensure adequate visibility is given to the Government of Canada by indicating that work terms are through the Digital Skills for Youth program.

The employer will take into account employment equity considerations in the hiring process, as determined in the Employment Equity Act. Consideration should be given for participation from the five designated groups: visible minorities, women, Indigenous people, official language minorities, and people with disabilities.

Eligible Expenses

The eligible costs which may be contributed to the employer are those direct costs identified below:

Youth Salaries and Benefits

Not-for-Profit and For-Profit organizations not more than 100% of the total salary and benefits to a maximum of \$22,500 per intern (this total includes any approved training described below). Employers are encouraged to top up wage contributions and training expenses from the program.

Costs Related to Youth Upskilling

In order to enhance the intern's work experience and improve their employability, the DS4Y program will fund up to \$4,000 per intern, inclusive of taxes, for upskilling. This will help the intern acquire new digital skills required to succeed in the digital economy such as:

- Coding, web development, digital media, and proficiency in the use of various software programs (digital skills)
- Other related soft skills (for example, communications, entrepreneurship, strategic thinking)

Whereas the total amount for training cannot exceed \$4,000 inclusive of taxes, training related to soft skills is limited to \$1,000 inclusive of taxes.

Other costs such as daycare, mobility costs, transportation may be eligible. Contact a program officer at ds4y@pinnguaq.com.



Ineligible Expenses

Notwithstanding that the following costs may be reasonably and properly incurred by the employer during the performance of project activities, they are considered ineligible costs to the project:

- Any costs incurred before the effective date of April 1, 2021
- Any costs incurred after the project completion date of March 31, 2022
- Salary costs for non-youth interns working for the employer
- Equipment costs, office supplies, and telecommunications fees incurred by the employer
- Accounting and consulting fees in connection with financial reorganization, security issues, capital stock issues, obtaining of patents and licences, and prosecution of claims against the Minister
- Losses on investments, bad debts, and expenses for the collection thereof
- Losses on other agreements
- Federal and provincial corporate income taxes, excess profit taxes, or surtaxes and/or special expenses in connection therewith
- Provisions for contingencies
- Amortization of unrealized appreciation of assets
- Fines and penalties
- Expenses and depreciation of excess facilities
- Unreasonable compensation for officers and employees
- Donations
- Dues and other memberships other than regular trade and professional associations
- Fees, extraordinary or abnormal for professional advice in regard to administrative or accounting matters, unless prior approval from the Minister is obtained
- Lobbyist fees
- Capital costs for the construction of a building or the purchase of land or buildings