



Skilled Workers for Your Company

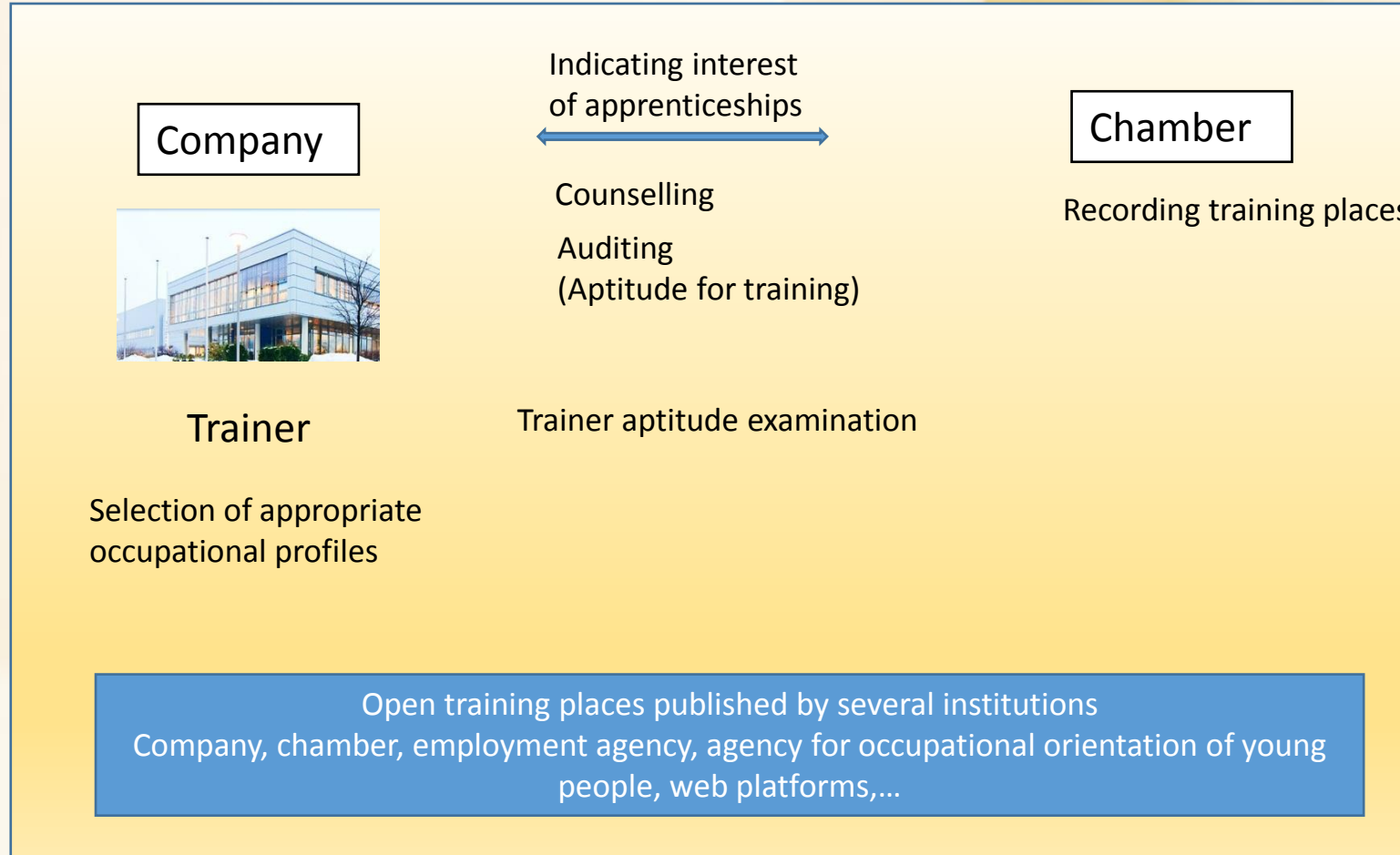
Apprenticeships are the king's road!



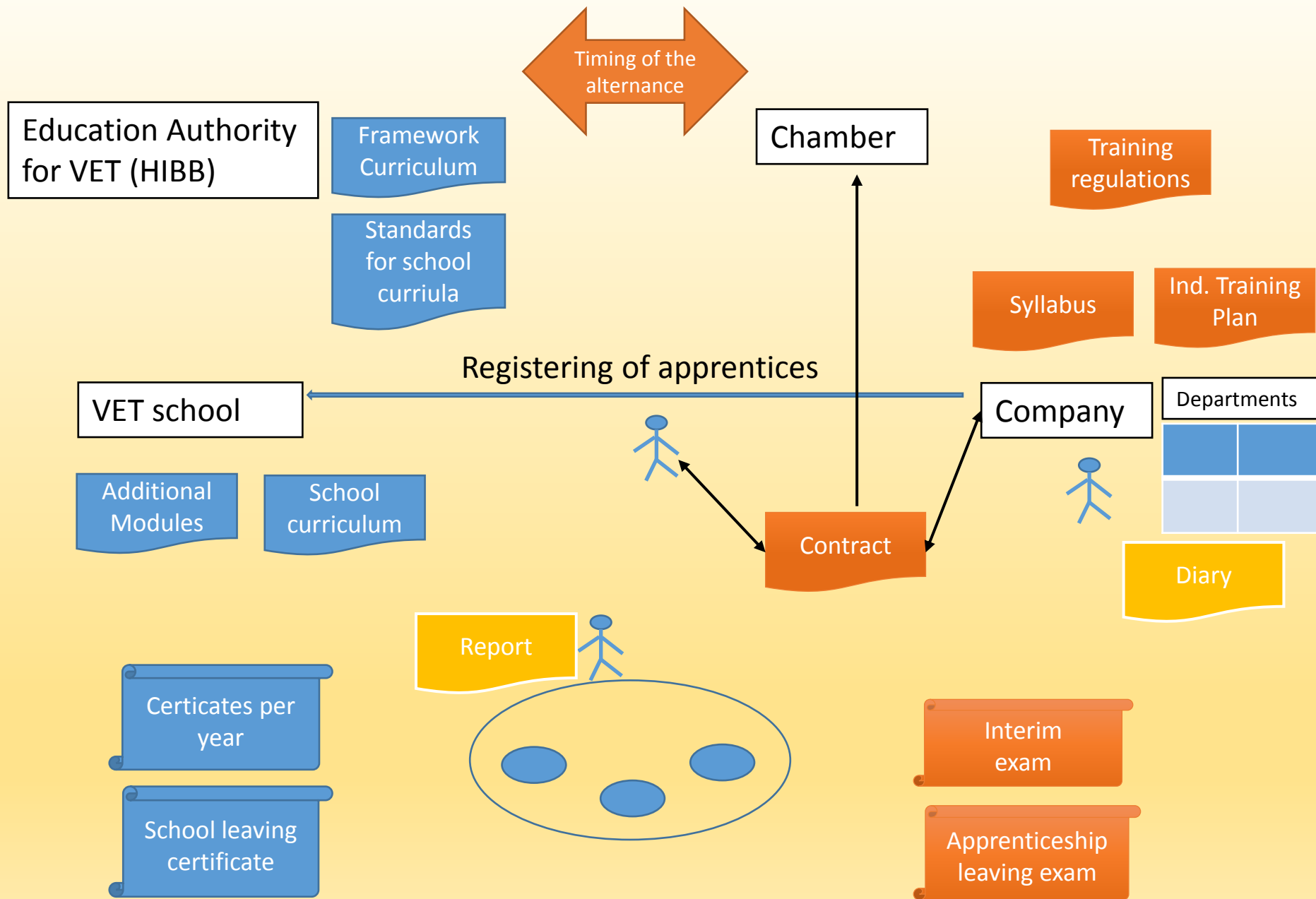
Co-funded by the Erasmus+ Programme of the European Union



Dual VET in Germany



Apprenticeship process



Apprenticeship process – dual collaboration

Education Authority
for VET (HIBB)

VET school

School board

Companies

Members

Principle and representatives of

- teachers : 3
- employers: 3
- trade unions: 3
- students: 2

Strategic Aims

LOK

Learning site
cooperation

Members

- Teachers
- Trainers

Operational Aims

Roadmap for SET APP

- Needs Analyzes and Target Groups
 - Chamber, Companies, Training Provider, VET Colleges, Employer's Associations
- Identificaton of the Starting Point
 - Regional View, Interested VET School, Agreement on Measures
- Collection and Development of Appropriate Tools
- Signing the Territorial Pact
- Developing Materials
- Conducting Events

Background in Hamburg

Preliminary Remarks

Germany has a fully developed dual System with huge amounts of support tools and institutions. Usually we help other countries that start with dual VET. But there is one area that is worth to be improved: The transition from school to work for weak pupils.



dual
VET

←
*occupational preparation
(dual form)*

school of general education

25% of one grade
(weak pupils)
don't get an
apprenticeship
contract

Our Campaign for Apprenticeships

Especially small businesses show a high level of social responsibility. That means, they are often prepared to take in pupils not having the best marks at school.

On the other hand, for small and medium-sized enterprises training compared to large companies is associated with significantly higher costs. To enable these small companies for offering apprenticeships we collected or developed a variety of tools. More precisely we identified **two target groups**:

A)

Companies that have continuously taken in interns but never offer apprenticeships up to now

B)

Companies that offer apprenticeships but can't find applicants, because well educated pupils normally apply for famous enterprises or University, but not for an apprenticeship in SMEs

Solution: Territorial Pacts

- One Big Territorial Pact – Signed by The Ministry (Senat) Leading To a New Institution ->Youth Agency – few years ago
- Local Territorial Pact With Three Partners and Associated Institutions
 - GRONE Netzwerk
 - Experienced as Training Provider Especially in the Field of Supporting Weak Apprentices
 - Arbeit und Leben Hamburg
 - Mobility Agency and therefore in extrem close contact with companies
 - VET School Hamburg-Eimsbüttel
 - Engaged Colleagues in the Field of Vocational Education in dual Form (AV dual)
 - Associated
 - Chamber, HIBB, Youth Agency, Network School-Economy

Stakeholder Involvement TP I

The Aim of The TP:

Nobody Should Get Lost!

Territorial Pact - Hamburg
Involved Partners

	Territorial Pacts	Stakeholder Selection		
Political Level	Ministry	Trade Union	Employer Association	
National	Senat			
Region				
Administrational Level	Education Authorities	Job-Center	Labour Agency	District Office
Region	HIBB	teamarbeit.hamburg	Arbeitsagentur	Jugendamt
District				
Operational Level	VET School	Training Provider	Training Provider	
Region				
District				

The First Territorial Pact (High Level)

Stakeholder Involvement TP II

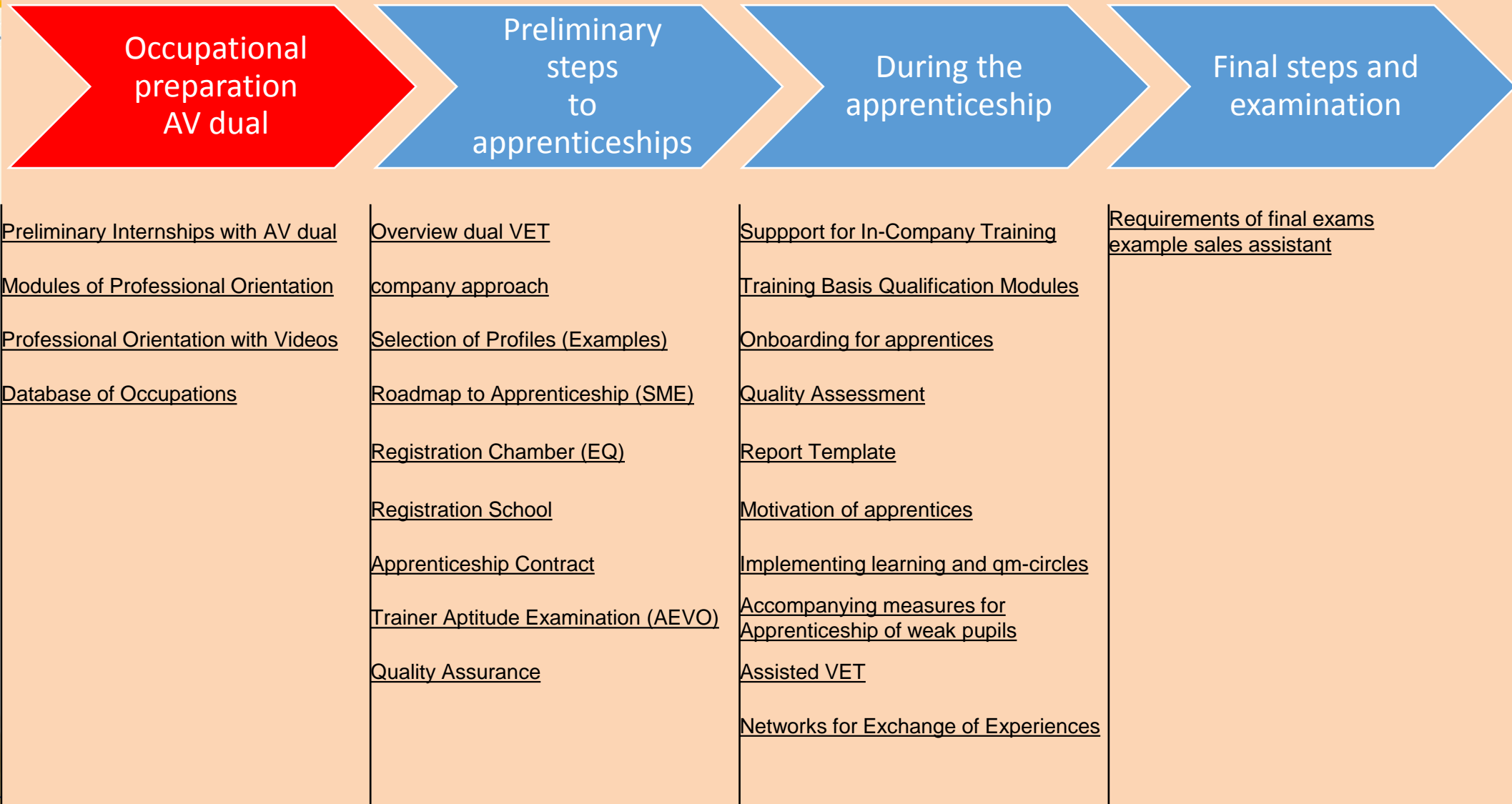
The Aim of The TP: Generating Apprenticeship Training Places in Small Companies

Territorial Pact II - Hamburg
Involved Partners

	Territorial Pacts	Stakeholder Selection	
Political Level National Region	Ministry	Trade Union	Employer Association
Administrational Level Region District	Education Authorities	Chamber	Labour Agency District Office
Operational Level Region District	VET School <i>BSW Hamburg-Eimsbüttel</i>	Training Provider <i>Gron e Netzwerk</i>	Training Provider <i>Mobilitätsagentur</i>

The Territorial Pact

Overview of the German Toolbox for VET



Conference with 30 Employers HIBB, Labour Agency and 5 Apprentices

Welcome



Moderation



The Manager



Speaker of the YA



Two Success Stories out of Five
30 Minutes Panel Discussion



Figures of Dissemination

- Conference With 25 Heads of Department of AV dual (Occupational Preparation in Dual Form)
 - Each of These VET Schools Reaches About 300-400 Small Sized Companies
 - Teachers as Multipliers Getting Pencels, Flyers and Notebooks and Guidelines to Approach Companies
- Minimum Scope of That Campaign is 1500 Small Sized Companies



Thanks for your attention !

Gunnar Binda – Martina Borgwardt – Katrin Busche



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