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INSTITUT FÜR  
BETRIEBLICHE  
BILDUNGSFORSCHUNG

# **Bridging the gap between universities and SMEs**

**How can SME become attractive for young professionals?**

Berlin, 24.11.2011



# Institut für Betriebliche Bildungsforschung



## ■ What do we do?

- We offer qualification and training
- We provide research and information
- We develop new concepts and solutions

## ■ How do we do it?

- By developing and carrying out projects, mainly with SMEs

## ■ Where do we work?

- Digitalization
- E-Mobility and energy
- Sustainability
- Qualification



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# Current problem



Shortage of skilled employees



# Addressing the problem



**Digitalization**



**Well equipped workplace**



**Online presence**



**Sustainability & social engagement**



**Good work environment**

# Addressing the problem



**Career growth / development**



**Interesting tasks**



**Training opportunities**



# Addressing the problem: activities

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- Addressing students at an early stage
- Addressing international students
- Carrying out teaching assignments
- Joint projects with universities
- Offering a variety of internships
- Offering student support activities during studies
- Pointing out opportunities for further training
- Promote gender parity and gender equality
- targeted personnel development and planning for young talent



## Shortage of employees as a whole

SMEs should:

show their strengths and opportunities



employer branding and marketing

consider how young people think and what they want



Changing values: generation Z+

be active throughout the whole education chain



early birds

# Some examples: projects







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