

# „Employer empowerment to attract, transfer and keep young people in metal industries“

A strategic partnership project, funded by the European Union, in ERASMUS+ Programme



AttTrak Workshop in Alytus, Christine Schmidt, 21.09.2019



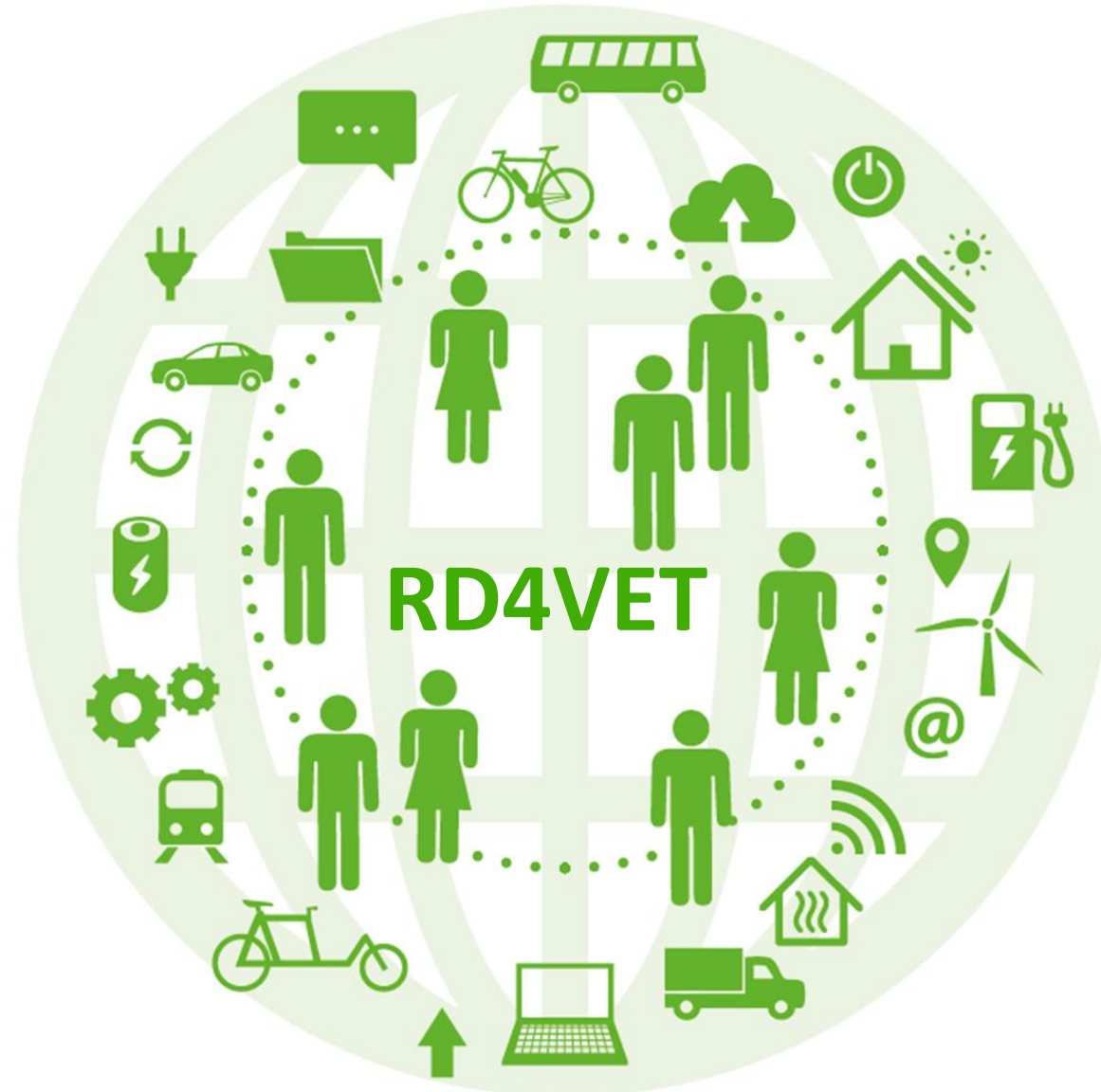
## Preview

---

- I. IBBF - VET – Analysis, Concepts, R&D, ongoing Projects
- II. Short overview about VET situation in Germany
- III. Impression of metal industry
- IV. Questions to be answered
- V. Answers, Examples, Suggestions

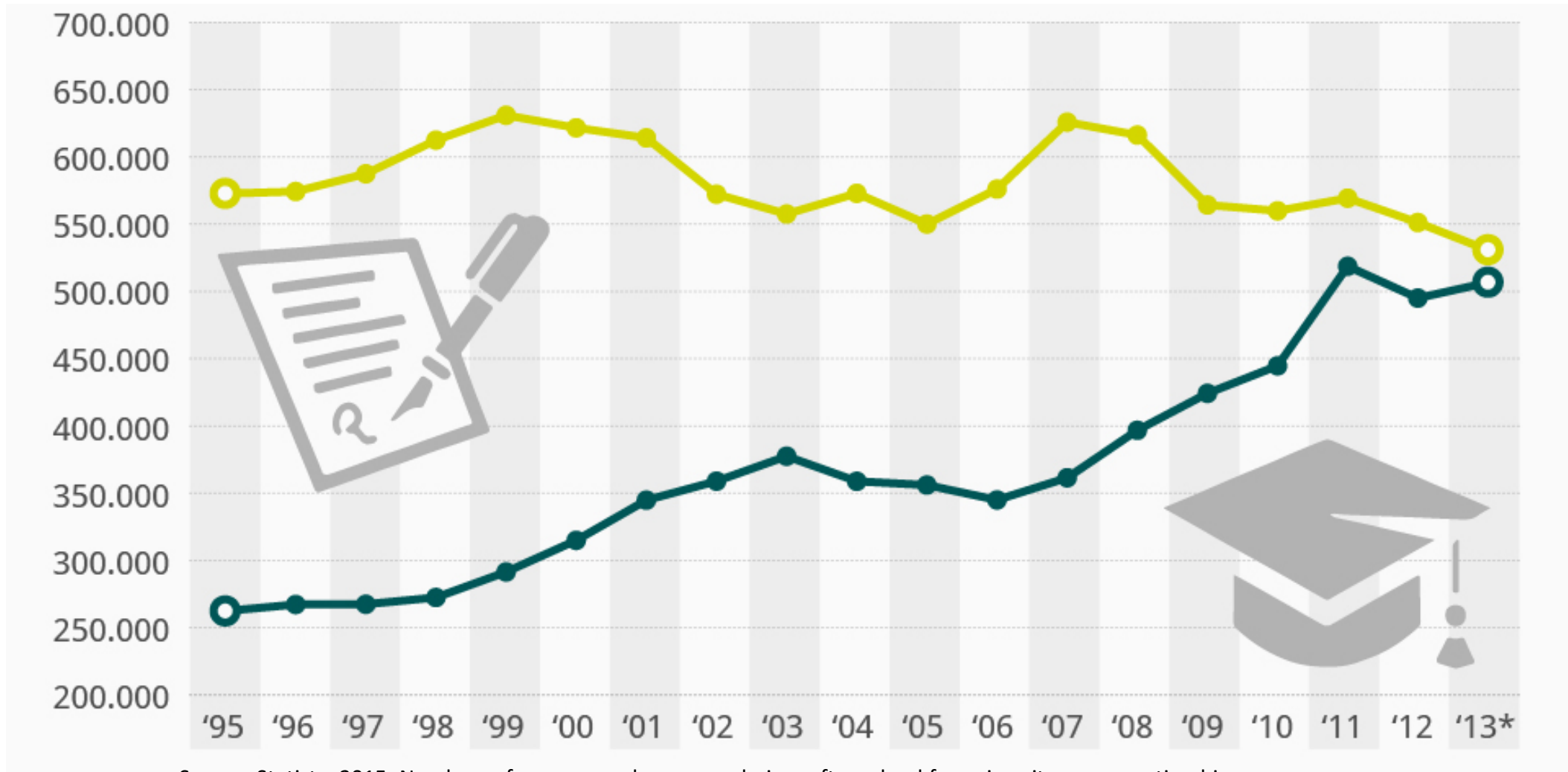
# ► I. IBBF: What we are currently working on

---





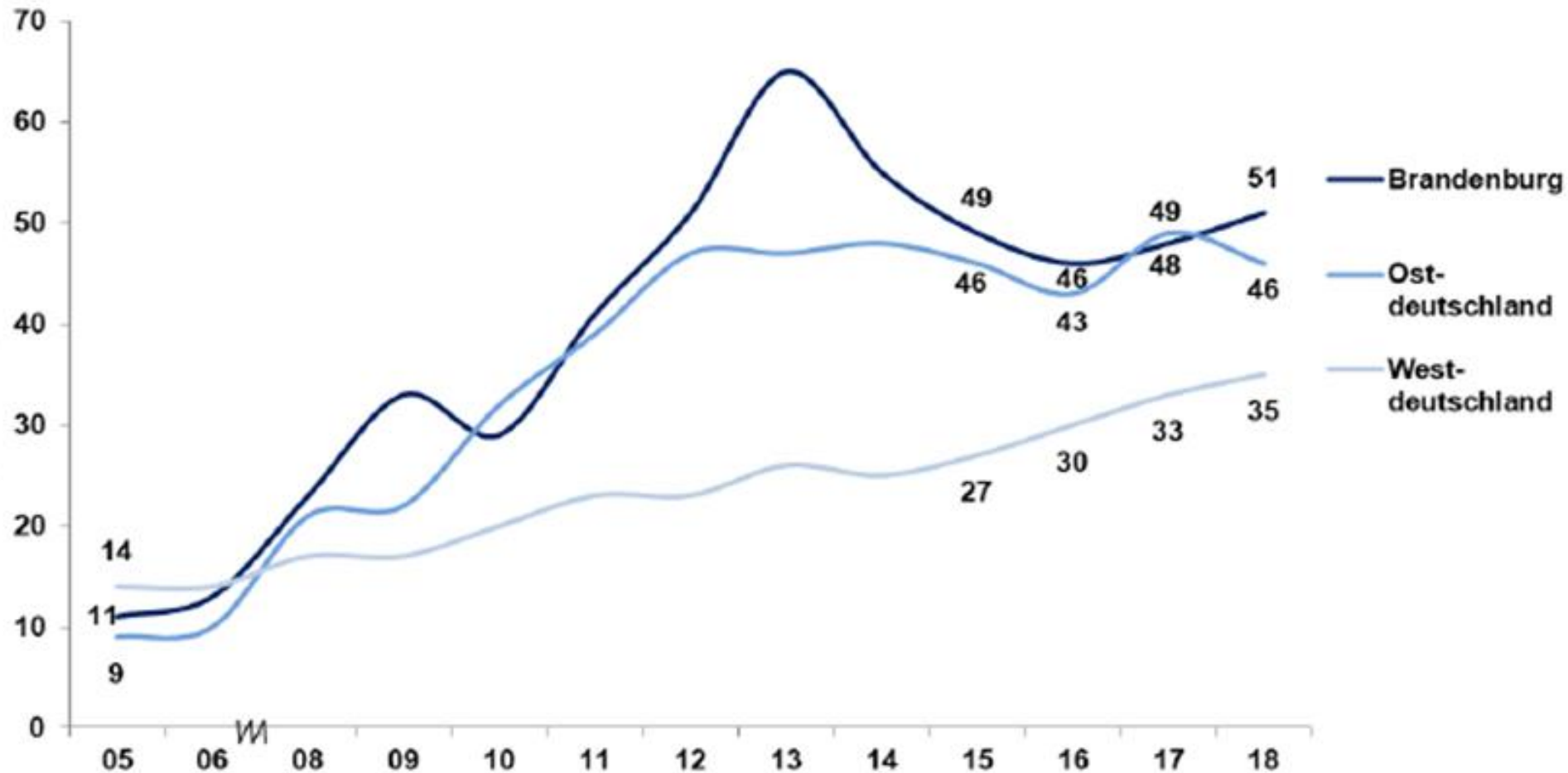
## II. Short overview about VET in Germany



Source: Statista, 2015, Numbers of young peoples career choices after school for university or apprenticeships



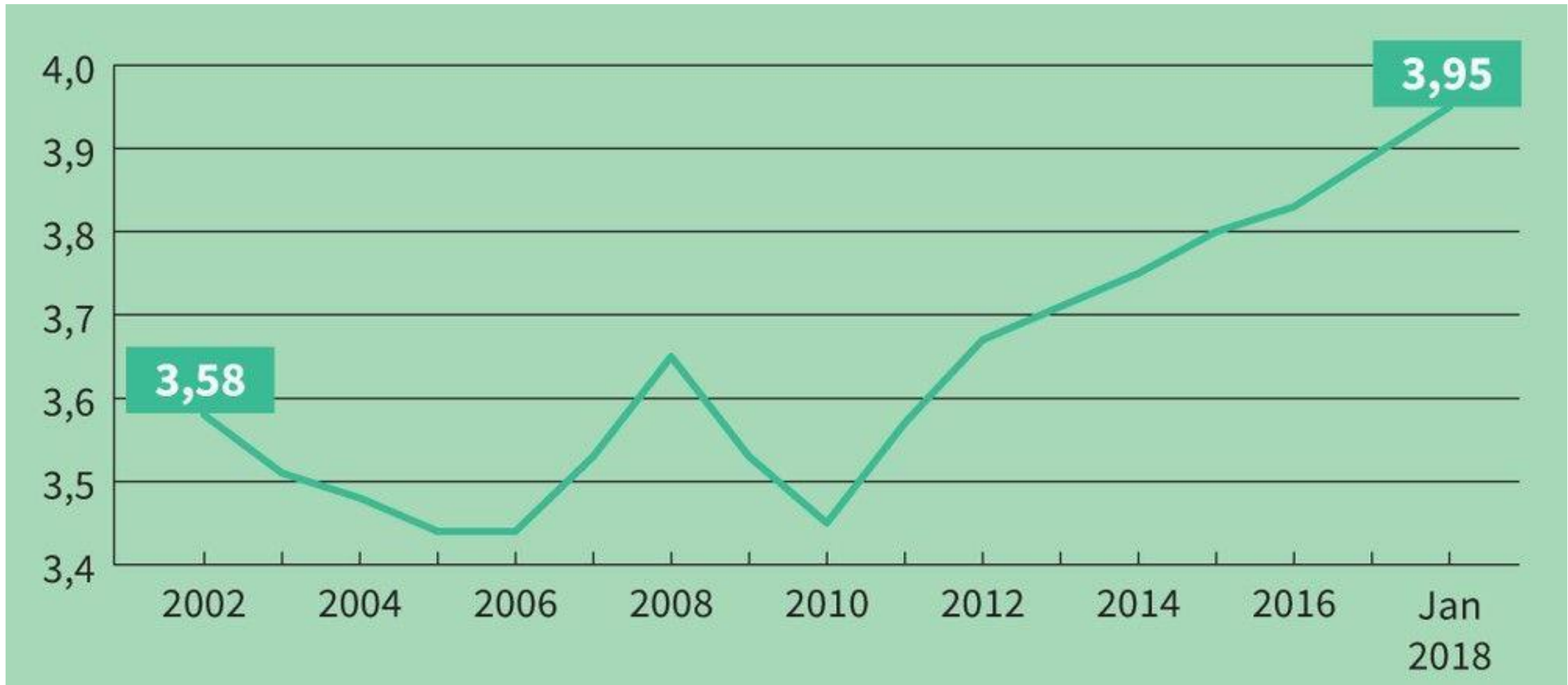
## II. Short overview about VET in Germany



Source: IAB, 2018, Percentage of not occupied apprenticeship places



# III. Metal industry in Germany



Source: Federal Office for statistics, 2018, Numbers of employees in the metal industries



## IV. Questions to be answered

---

1. **How could apprenticeship training attract** young people to work and seek career in metal industries?
2. **What factors of apprenticeship** as training form could be exploited for this purpose?
3. How could apprenticeship training enhance the choice of young people to seek for employment and career in their regions or countries of origin?
4. What factors and features of apprenticeship are helpful in this regard?
5. How could apprenticeship be used for the **successful integration of the foreign workforce** and recruiting migrant workers in the metalworking sector?
6. **What are the key preconditions** and factors of establishment and development of attractive and sustainable apprenticeship schemes and mechanisms in the metalworking sector?
7. **How to enhance and maintain the motivation of metalworking enterprises** and their employed trainers to share their know-how and skills with apprentices?

## ▶ V. Answers, Examples, Suggestions

---

1. How could apprenticeship training attract young people to work and seek career in metal industries?

**Youngsters want a workplace in their desired occupation.**

**This is their plan A. They have no plan B.**

**→ Offer alternative occupations.**

**→ Let them recognize their chances.**

**→ Invite them to your metal enterprise.**



## ▶ V. Answers, Examples, Suggestions

---

1. How could apprenticeship training attract young people to work and seek career in metal industries?

**They want good career prospects.**

**→ Offer different options for their future.**

**→ Show career pathways.**

**→ Support first steps.**

Unternehmen

Produkte

Service

Fahrzeugmarkt

Kontakt

Media



Jobs und Ausbildung mit Zukunft

**BESUCHEN SIE UNSER  
KARRIEREPORTAL**

[www.karriere-hueffermann.de](http://www.karriere-hueffermann.de)

## ▶ V. Answers, Examples, Suggestions

---

1. How could apprenticeship training attract young people to work and seek career in metal industries?

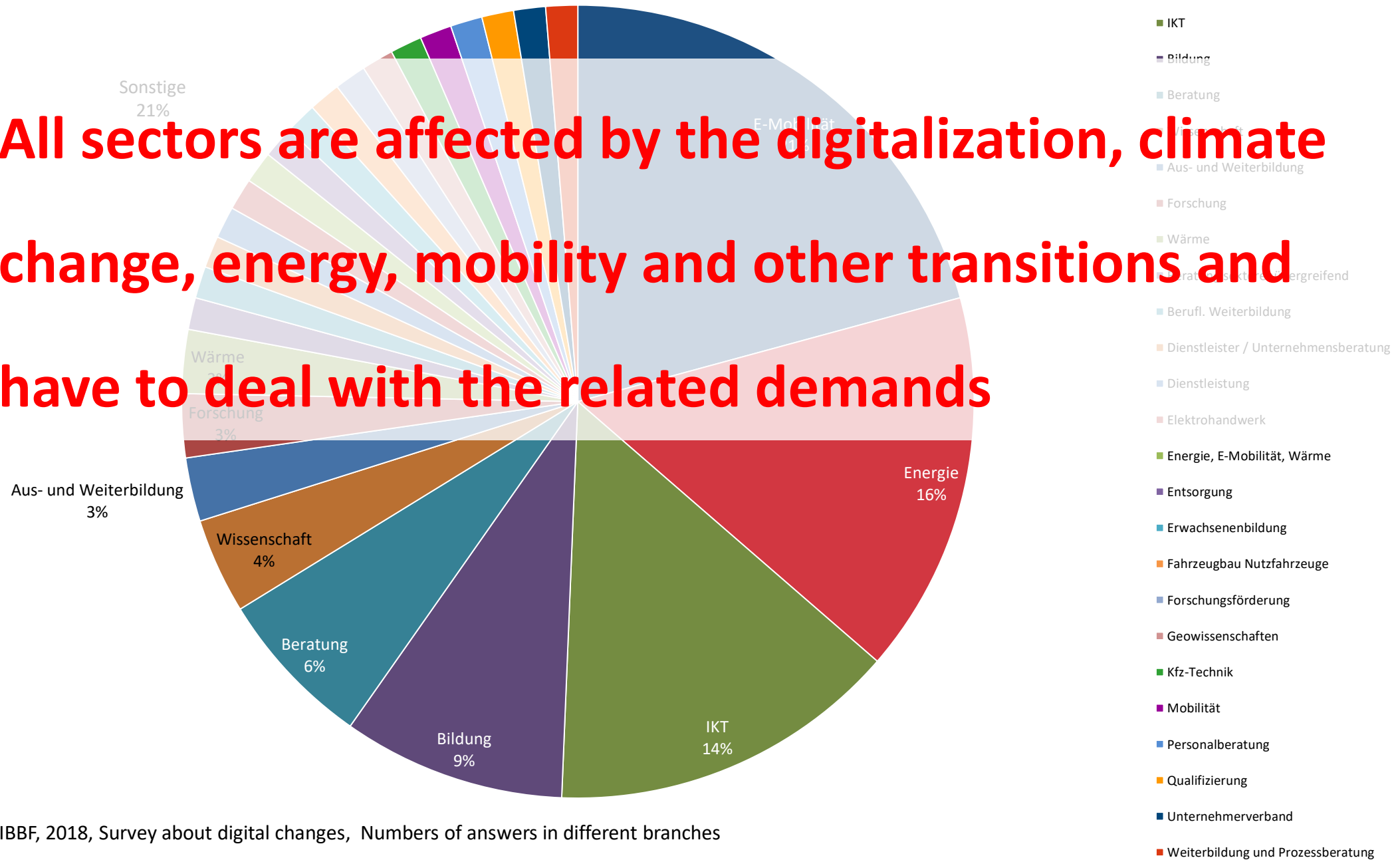
**They need a good salary as well as they want to work for a company with a good reputation.**

**→ Invite them to become part of a team.**

**→ Show your environmental engagement.**

**→ Speak about ongoing transformations.**

**All sectors are affected by the digitalization, climate change, energy, mobility and other transitions and have to deal with the related demands**



Source: IBBF, 2018, Survey about digital changes, Numbers of answers in different branches

## ▶ V. Answers, Examples, Suggestions

---

1. How could apprenticeship training attract young people to work and seek career in metal industries?

**They want to work close to the place of residence, friends and family. They shouldn't have to own a car.**

→ Adapt work start to the public transport.

→ Talk to transport company to improve.

→ Support the formation of carpooling.

## ▶ V. Answers, Examples, Suggestions

---

2. What factors of apprenticeship as training form could be exploited for this purpose?

**Young people are attractable during the apprenticeship by their peer group.**

→ Give them peer group guides.

→ Let them guide younger apprentices.

→ Make them responsible for recruiting.



# girlsatec.de



ANGEBOTE

VERANSTALTUNGEN

BOTSCHAFTERINNEN

DAS PROJEKT

KONTAKT



→ Probiere dich aus beim Feilen, Biegen und Löten!

Der Film

Das Projekt

Botschafterinnen

Technik Camp

Source: Website of the project Girlsatec in Germany

## V. Answers, Examples, Suggestions

---

2. What factors of apprenticeship as training form could be exploited for this purpose?

### **Apprenticeship must include**

- a respectful working atmosphere
- available contact person for difficulties
- enough time to try out and practice
- good learning and working conditions
- real work tasks



ÜBERSICHT

VIDEOS

PLAYLISTS

KANÄLE

DISKUSSION

Uploads

▶ ALLE WIEDERGEHEN



Maria, Sophie und Tomy -  
Mechaniker\*innen aus der...




Niklas und Robert -  
Handwerker aus der Prignitz



Lea -  
Zerspanungsmechanikerin...

Source: IBBF [You-Tube-Channel](#), Videos about role-models within the metal sector



3. How could apprenticeship training enhance the choice of young people to seek for employment and career in their regions or countries of origin?

**Youngsters prefer SME`s of their region.**

→ **Apprenticeship happens among SME`s**

→ **Collaborate with other SME`s**

→ **Be visible where you are**



## V. Answers, Examples, Suggestions

---

4. What factors and features of apprenticeship are helpful in this regard?

**Support a balance of men and women**

→ **Employ women**

→ **Organize mixed teams**

→ **Prepare gender equality**

→ **Speak about it**

## V. Answers, Examples, Suggestions

---

5. How could apprenticeship be used for the successful integration of the foreign workforce and recruiting migrant workers in the metalworking sector?

**It is possible – just in regional networks**

→ **Form educational landscapes**

→ **Support each person individual**

→ **Take care about yourself**

## V. Answers, Examples, Suggestions

---

6. What are key preconditions and factors of establishment and development of attractive and sustainable apprenticeship schemes and mechanisms in the sector?

**To increase the attractiveness of VET**

→ **inter-occupational competencies**

→ **constantly renewing of all occupations**

→ **digitalization must become mandatory**

→ **use sustainable development principles**



Source: UN 2015, Sustainable Development Goals, <https://news.un.org/en/story/2015/12/519172-sustainable-development-goals-kick-start-new-year>

## V. Answers, Examples, Suggestions

---

6. What are key preconditions and factors of establishment and development of attractive and sustainable apprenticeship schemes and mechanisms in the sector?

**To increase the attractiveness of VET**

→ Support and use OER Open Educational Resources

→ Invite vocational public to your webinar

→ Take part of MOOC`s, but take also care of “old” skills

## ▶ V. Answers, Examples, Suggestions

---

7. How to enhance and maintain the motivation of metalworking enterprises and their employed trainers to share their know-how and skills with apprentices?

**If you want your enterprise staying alive, you have to engage in apprenticeship - to find staff and one day a successor**

**→ How do you want to be seen in 20 years?**

**→ Which traces do you want to leave?**





# V. Answers, Examples, Suggestions

## Examples of solution offers for SME`s:

Apprenticeship-Attractiveness-Check, <https://aac.ibbf.berlin/>


Competence development in national, EU and international projects

Longterm observations of VET engagement effects [documentary](#)

Online-surveys of ongoing and future developments



R&D about Employee, team and organisational developments

Scientist4Future engagement and support  **Scientists for Future**

Sustainable development: keynotes, support, workshops ...

## Contact:

**Christine Schmidt**  
**IBBF, Berlin, Germany**

+49 30 762 39 23 04

[christine.schmidt@ibbf.berlin](mailto:christine.schmidt@ibbf.berlin)