

Project partners

Project products are developed through a European partnership and the utilization of international expertise. All project offerings are provided in four European countries.

The involved partner organisations are:

- ➔ k.o.s GmbH (Germany)
- ➔ ABB Training Center GmbH & Co. KG Heidelberg (Germany)
- ➔ Austrian Institute for Research on Vocational Training (Austria)
- ➔ Institute of Entrepreneurship Development (Greece)
- ➔ Polish Association of Construction Industry Employers (Poland)



Project management lies with the k.o.s GmbH.

Contact

Detailed information about the project is available at:

➔ www.startapp-project.eu/

Here you will find free downloads of project products and information on project offerings and a calendar of events.

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The project is a two-year Strategic Partnership for Vocational Education and Training, to be completed in 2016. It is funded by the EU programme ERASMUS+ and implemented at the initiative of the EU Commission and the National Agency of the Federal Institute for Vocational Training. The project is supported by the Berlin Senate Department for Integration, Labour and Social Issues.



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Erasmus+ Programme
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Nationale Agentur
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NABİBB
BILDUNG FÜR EUROPA

Starting with Apprenticeship.

Sustainable strategies for recruiting
young people interested in
in-company training



Profile

Successfully finding apprentices and retaining them as skilled employees – how can it work?

The project supports small and medium sized businesses (SME) in intensifying their commitment to in-company training. To that end, this project provides solutions for the recruitment of young people interested in on the job training. Here the focus is on methods of acquisition, selection and integration of trainees during the first phase of their staff membership in the company.

Over the course of the past few/several years, stipulations for the recruitment of apprentices have increased significantly. Changes in demographics and in educational careers as well as the resulting skills shortages are the main causes. Increasingly, companies are unsuccessful at acquiring young people for in-company training. At the same time, there is a significant number of people each year interested in on the job training that remains without a vocational training placement.

Apart from matching issues, insufficient recruitment strategies are often responsible for these problems. This project therefore seeks to tackle this issue. It supports companies in successfully adapting recruitment strategies and methods in accordance with its own current framework. The focus here is on the optimisation of planning, implementation and evaluation of apprentice recruitment.

The project develops solutions that facilitate both the integration of young people in in-company training and their retainment as future skilled employees. SME also obtain support for promoting in-company training as an attractive vocational education option.

Project Offers

The project develops practical support for SME. This entails:

- ➔ an information brochure that illustrates the importance of in-company training,
- ➔ a European good practice manual presenting excellent examples of trainee recruitment gathered in four European countries,
- ➔ an orientation kit describing innovative methods, strategies and tools of apprentice recruitment,
- ➔ an introduction to standards and key components that ensure successful recruitment of apprentices.

Information events and workshops support the dissemination of project products along with downloads provided on the project website. All project products are free of charge.

Project offers are predominantly targeted at management, human resources and training personnel in SME. They are further addressed at other stakeholders in in-company training such as social partners, political decision makers and representatives of vocational schools and educational research.

Objectives

The primary focus of the project is optimizing recruitment methods and strategies of people interested in on the job training. The following objectives are interconnected:

- ➔ More enterprises provide high-qualitative apprentice positions for young people.
- ➔ In-company training as appealing training option is strengthened.
- ➔ Access for young people to in-company training is improved and the transition into working life is facilitated.
- ➔ The integration of young people in in-company training is improved and thus, drop-outs are prevented.
- ➔ Enterprises benefit from the advantages provided by in-company training and benefit especially from the recruitment of skilled employees.
- ➔ Awareness-raising among key stakeholders about the social relevance of in-company training and work-based learning is promoted.