

Introduction into „Starting with Apprenticeship“ (StartApp)

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Starting with Apprenticeships (StartApp)

...is a project that supports enterprises, mainly SMEs, in finding and committing suitable apprentices



Key data

- ERASMUS+ funded
- Strategic Partnership in VET
- Project duration: 09/2014 – 08/2016 (24 months)



Partnership

- k.o.s GmbH (Germany) - lead
- 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)



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StartApp - Project Objectives

Optimizing recruitment methods and strategies of people interested in on the job training

- 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.



Times of Fairy Tales are over...



Fairy tale situation:

- Grimm's "The Wishing-Table, The Gold-Ass, and The Cudgel in the Sack"

Situation today:

- Young people aspiring other than VET careers
- Employers not engaging in VET or struggling to find apprentices

New Importance of Apprentice Recruitment

Demands towards apprentice recruitment have grown significantly

Modern apprentice recruitment must overcome current issues instead of contributing to them!

Apprentice recruitment must follow new rules and apply more/new instruments



Golden Rules of Modern Apprentice Recruitment (examples)

<p>Getting the basics right</p> <p>E.g.: First, make a strong impression as a training organization.</p>	<p>Changing outlooks</p> <p>E.g.: Open up to new applicant groups.</p>
<p>Try new approaches</p> <p>E.g.: Involve parents and teachers.</p>	<p>Thinking long-term</p> <p>E.g.: Commit future apprentices to the company at an early stage.</p>

Instruments of Modern Apprentice Recruitment

- There are many ways of attracting and committing young people as apprentices
- Examples are: trainee career website, company internships, training ambassadors, factory tours, school partnerships, welcome days or team building activities in the first days of training, parents night's



Five phases of apprentice recruitment



StartApp - Project Offers

One manual, two information brochures:

- an **Apprentice Recruitment Handbook** describing innovative methods, strategies and tools of apprentice recruitment
- a **European good practice manual** presenting excellent examples of trainee recruitment gathered in four European countries
- an information brochure that illustrates the **importance of in-company training**



StartApp - Project Offers

Apprentice Recruitment Handbook - coming soon:



StartApp - Project Offers



In-company training
GOOD REASONS FOR COMPANIES TO PROVIDE TRAINING



Recruitment of trainees
GOOD EXAMPLES FROM EUROPEAN COMPANIES



Recruitment Handbook

“Finding and retaining trainees. A recruitment handbook for small and medium enterprises”

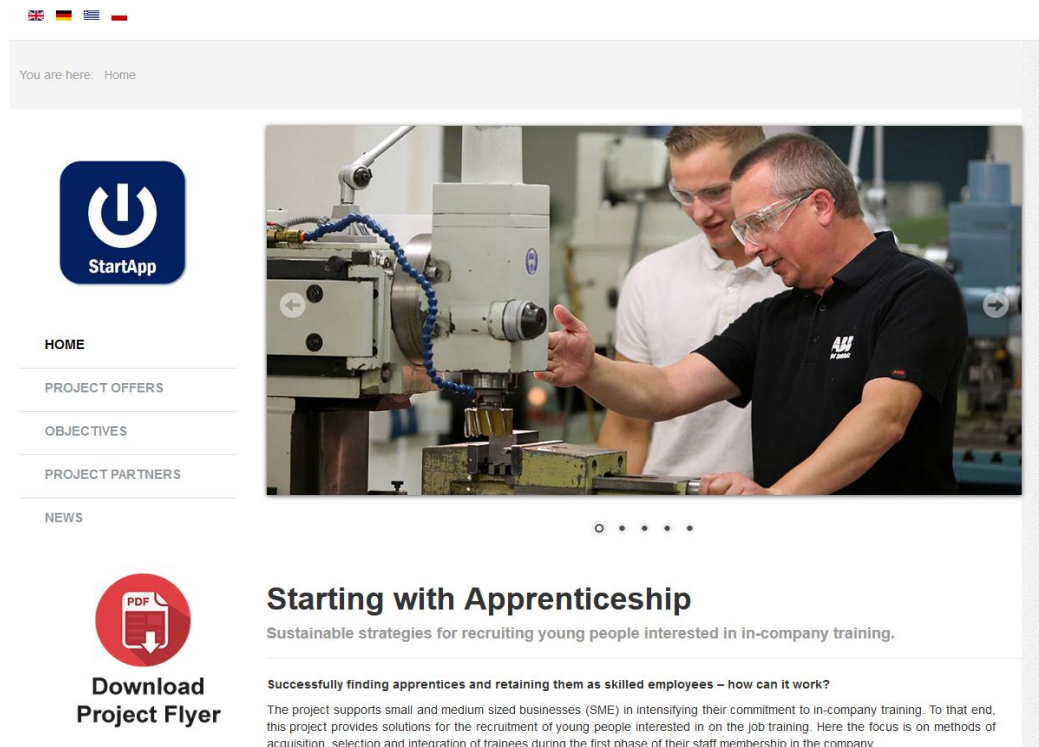
- (46) Instruments of trainee recruitment
- Instructions for implementing the instruments
- Fundamentals of trainee recruitment (e.g. How do I present my company as an attractive training organization?”, „How can I communicate successfully with young people?”, „Who are the trainees of the future?”)
- (20) Golden rules for trainee recruitment
- Conditions for trainee recruitment
- Indicators & instruments for measuring recruitment success

For more information...

Please visit our project homepage: <http://startapp-project.eu/>

Information available in:

English
German
Greek
Polish



The screenshot shows the StartApp project homepage. At the top, there are flags for the United Kingdom, Germany, Greece, and Poland. Below the flags, it says "You are here: Home". The main navigation menu includes: HOME, PROJECT OFFERS, OBJECTIVES, PROJECT PARTNERS, and NEWS. A large image shows two men in a workshop, one pointing at a machine. Below the image, there is a section titled "Starting with Apprenticeship" with the subtitle "Sustainable strategies for recruiting young people interested in in-company training." and a link to "Download Project Flyer".

Questions & Answers

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