

Framework for the engagement of small and medium sized companies in VET

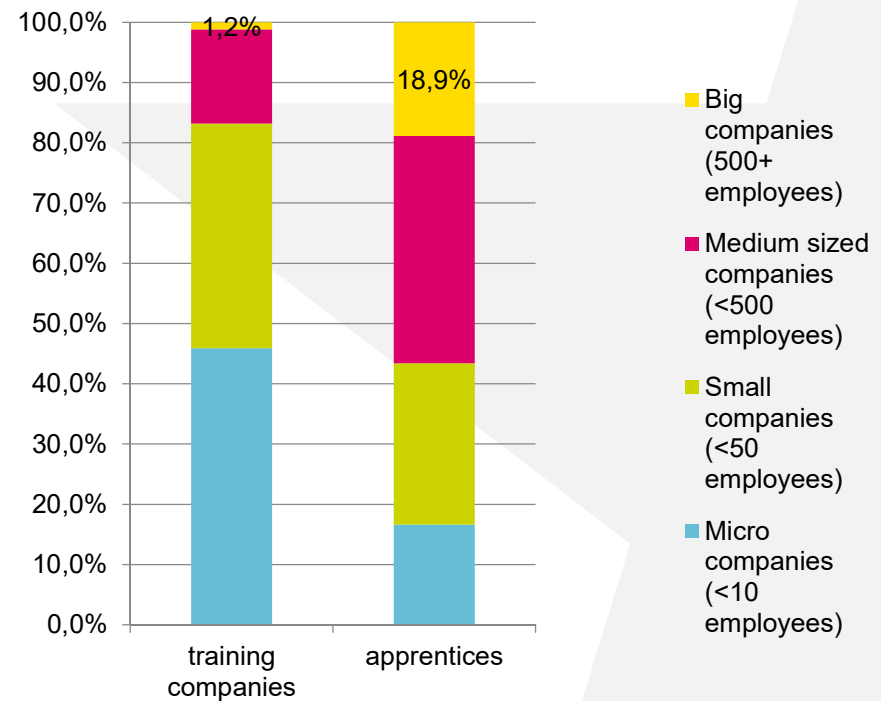
Sophia Grunert

**Eastern Partnership
2019 Forum on Work-Based Learning in VET**

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VOCATIONAL TRAINING IN GERMAN SME

- Big companies make only 1,2% of training companies in Germany
- 81% of German apprentices are trained in small and medium sized companies



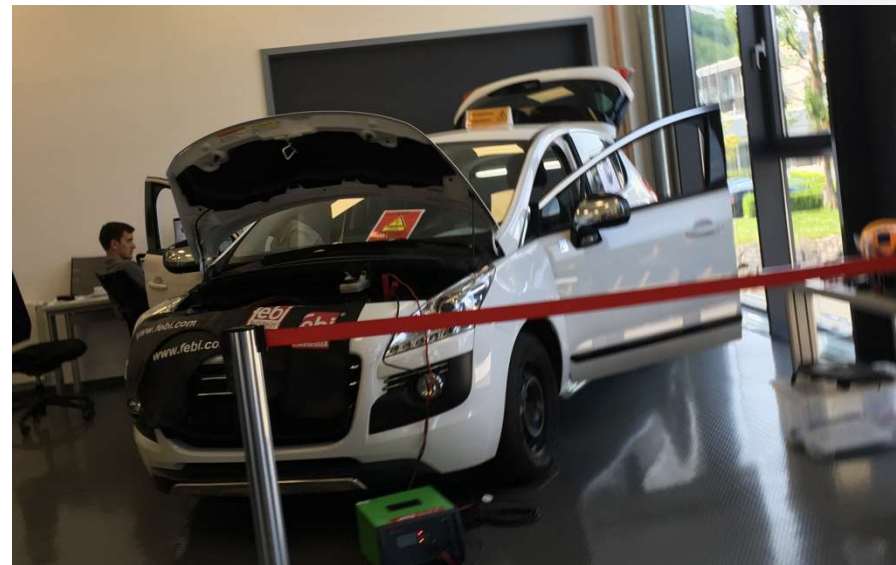
REDUCING THE DISADVANTAGES OF SMALL COMPANIES

- Specialisation / dependence on customer orders
- Low brand recognition
- Limited personnel



BROADENING THE SCOPE OF PRACTICAL TRAINING

Inter-company training



POOL RESOURCES FOR ADVERTISEMENT

- Image campaign
- Vocational orientation events
- Online portals listing free places
- Apprenticeship fairs



UP-FRONT INVESTMENT: TRAINER APTITUDE

- Having trainer aptitude increases likelihood of company to train
- Master craftsperson qualification contains trainer aptitude
- Master craftsperson qualification is required for 41 professions to own or found a company



ADVISORS AND SUPPORT

- Training advisors (“Ausbildungsberater”)
- “Fitting adjustors” (*passgenaue Vermittler*)
- Assisted VET



COMPENSATION FOR DISADVANTAGES MAKES VET WORK FOR SMALL AND MEDIUM SIZED ENTERPRISES

- Specialisation / dependence on customer orders
- Low brand recognition
- Limited personnel

**THANK YOU FOR YOUR
ATTENTION!**

Sophia Grunert

Head of Unit: SCIVET

Confederation of Skilled Crafts and Small
Businesses

+49 30 20619316

scivet@zdh.de



SOURCES OF PICTURES

Slide 2: Data from BiBB Datenreport 2018; visualisation ZDH

Slide 4: Inter-company training centre in Arnsberg, photo: Grunert

Slide 5: Image campaign of the skilled crafts sector 2019

Slides 3, 6 and 7: amh-online