

Project Name	Vocational Training at Companies with an International Senior Management
	Joint project of INBAS GmbH with the Frankfurt am Main, Offenbach and Kassel Chambers of Trade and Commerce
Supported by	Ministry of Economics, Transportation and State Development of the federal state of Hesse and the European Social Fund
Project Duration	1 October 2004 to 30 September 2007

Project Objective

The Hesse Ministry of Economics, Transportation and State Development supports entrepreneurs of foreign descent who offer vocational training places in Hesse. The project aims at making additional vocational training places available at small and medium-sized companies who are run by non-German owners and is conducted in close co-operation with the working committee of the Hesse Chambers of Trade and Commerce. The Frankfurt am Main, Offenbach and Kassel Chambers of Trade and Commerce employ one special consultant each who is exclusively tasked with directly contacting and supporting companies. Affiliated Chambers of Trade and Commerce may be found in Hanau, Darmstadt and Gießen-Friedberg. All-in-all, 600 additional vocational training places are to be made available in the mentioned districts.

The “Integration through Education” service office is run by INBAS and supports the special consultants from the Chambers of Trade and Commerce in technical matters and in acquiring training places on the ground. The office is also in charge of evaluating and analysing the measure.

Key Issues

The technical support given to the Chambers of Trade and Commerce special consultants particularly includes the contacting of both migrants’ organisations and industry associations in order to sensitise the environment and to establish regional networks which may help acquire training places. Creating awareness among the general public, social institutions dedicated to migrants, the Federal Labour Agency, migrants’ organisations as well as among parents and young persons aims at improving the acceptance of the dual vocational training system in general and at finding young persons who are willing to take up vocational training at one of the newly created places. Winning over disseminators and contact persons, whose reputation and contacts grant access to the target groups, is regarded as an efficient tool.

Services Provided by the “Integration through Education” Office at a Glance

- internal co-ordination, planning and co-ordination of the activities
- development of new marketing strategies to contact companies which are to make vocational training places available
- recruiting, training and employment of scouts to acquire interested companies
- planning and organisation of the PR work to create awareness for the project
- evaluation and analysis of the project and its results
- transfer within institutions and organisations which focus on making vocational training places available (with a focus on the long-term success of the project)