

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

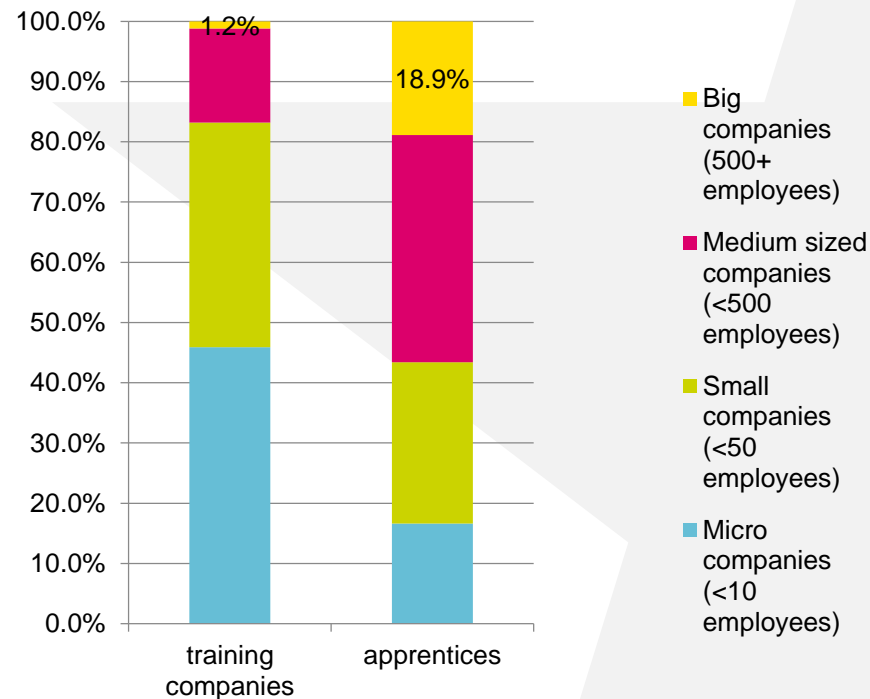
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# VOCATIONAL TRAINING IN GERMAN SME

- 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!**

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