

Database of Good Practice Policies and Initiatives	
Country	Germany
Level of Outreach	Local, Regional, National
Supported by	EU and National Agency
Field of Interest(s)	Energy Efficiency, Digitalization, Circular Economy, Promotion of the attractiveness of the Construction Industry
Organisation	
Name of organisation	Verband für Interkulturelle Arbeit - VIA e.V.
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Policy/Initiative Data	
Title of Initiative	BauBerufe Greening
Partnership details	BFW NRW gGmbH, Dachverband Ökobau NRW
Project Duration	01.10.2015 to 30.09.2019
Total Budget	€1,461,200.14
Description	<p>The project "Bau-Berufe-Greening" was funded by the Federal Ministry for the Environment, Nature Protection, Construction and Reactor Safety (BMUB) and by the European Social Fund (ESF).</p> <p>The project is to establish integration of ecological aspects into the specific training courses typical of the building industry, create greater awareness of ecological and sustainable building and greater integration of the target group into economic and social structures</p> <p>The project creates a classic win-win situation: for the target group, for the supporting institutions and the acting associations.</p>
Phases	n/a

Project Details	
Aim	The project aims to interest young people - explicitly also migrant youth - in building professions and to draw attention to ecological aspects in building. This is carried out by means of a travelling exhibition that is being set up at various locations in Germany.
Target groups	Parents, multipliers, people interested in building professions that go beyond the crafts, e.g. architect, site manager, dual studies.
Exchange of Experiences	
Outcomes 1	In BAU-BERUFE-GREENING (BBG), the two aspects "shortage of skilled workers in construction" and "sustainability in construction" were linked. The aim was to interest young people in building professions and to illustrate ways of practising environmental protection in construction. The central point of the project was a travelling exhibition which, after a year of preparation, travelled through several federal states and presented young people with and without a migration background with professions that practise ecology in construction. The focus was to be on the contribution of the individual trades to sustainable, future-oriented construction.
Outcomes 2	It was also planned to show the exhibition for a longer period of time in 10 training centres of the German construction industry and at other exposed locations in several federal states. On at least 120 exhibition days, German and migrant young people were to be presented with the possibilities of a professional future in the construction industry, with particular attention being paid to ecological aspects.
Outcomes 3	<ul style="list-style-type: none"> * Publication: "BBG - A project for the future" * Further training events for trainers in the Vocational Training Centers in Germany on the subject of "Sustainability in Construction" * Lectures, workshops, etc. at youth job fairs or ecological events, where the project staff and/or freelancers presented the project and promoted its contents * Selective joint appearances with other BBNE projects with different orientations
Policy/Initiative	
Skill gaps	n/a
Mis-matching of skills	n/a
Skills-Shortages	Combination of the two project focuses "lack of skilled workers" and "sustainability" in construction.
Training/ skills	One of the main aims of our exhibitions was to show young people how sustainability can be implemented in building professions. To this end, we brought together many aspects of sustainable development in the building professions and made them tangible by addressing all the senses.
Career moves	Encourage young people to take up employment or progress into the sustainable sector.
Mobility	n/a
Other EQF-Level	n/a
Transfer in Europe	n/a
Entrepreneurship Opportunities	n/a
Other	n/a