

Database of Good Practice Policies and Initiatives	
Country	Germany
Level of Outreach	National
Supported by	EU and National Agency
Field of Interest(s)	Promotion of the attractiveness of the Construction Industry
Organisation	
Name of organisation	Berufsförderungswerk der Bauindustrie NRW gGmbH
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Policy/Initiative Data	
Title of Initiative	Talents4Construction
Partnership details	Promoter: BZB, Partners: GZS, VSRC, IF Center
Project Duration	01.10.2018 to 31.03.2020
Total Budget	€43,725.00
Description	<p>The project is located in the context of VET in construction mainly and to some extent in VET in general. The context is furthermore defined by the areas and scopes of works of the partners, i.e. VET in the narrow sense and implicit increase of the recruitment of talents and experts as well. Also the scientific approaches as well as the didactical methods introducing and further developing of work-based training (e.g. dual systems in VET). The context of transition phases in VET (in general and in particular in construction) define the work program and the professional exchange of experience in this project.</p> <p>Talents4Construction is to bring together professional exchange of experience in a number of ways;</p> <p>Employer Branding: Innovative ways to bind employers to the company and to optimize the satisfaction of aspiring professionals (apprentices) by increasing the external and internal relationship, using examples from other branches.</p> <p>Boomerang Hiring: HOW and WHY to install new positions for ex-employees. What does an employer has to consider, to create and to offer new chances for experts who have decided to come back. Are there any different approaches in construction branch necessary than in other branches (e.g. economics, insurances, automotives).</p> <p>Network-Recruiting: How to convince employees' friends, family members or other peer group members to start a career in the construction branch.</p>
Phases	n/a

Project Details	
Aim	The aim of this exchange of experiences is to find and to optimize the ways to find and recruit new would-be experts for the construction sector. The consortium intend to find new approaches and ways to support stakeholders, member firms and vocational training service providers by finding, matching and holding young talents. Following three main topics are essential to be worked on:
Target groups	OUTSIDE TARGET GROUP: HR experts, CEOs as well as decision makers of member firms INSIDE TG: VET-Centers, HR experts, trainers as well as counselors for apprenticeships and advanced education
Exchange of Experiences	Professional exchange of experience among the project partners, questionnaires with third parties. Combine collective experiences and innovative approaches which will lead to deeper developments of outcomes to be produced within further strategic partnerships after this project.
Outcomes 1	Short term impact in all partner countries consist of the identification of the most appropriate content for the project topics through exchange of experience among the project partners, questionnaires with third parties. This will lead to findings, needs and thus innovative approaches for developments within the construction branch.
Outcomes 2	Within the last ten years the number of experts in construction is decreasing and this trend is still continuing. Talents4Construction intends to promote at European wide and sustainable start-up discussion and practical approaches for concerned SMEs and other parties in a way to support the reversal of this process
Outcomes 3	The project will speed up the further-developing of partners' performances inside their VET-systems - at least when the three topics of the project are considered. A number of existing projects have been active in each country in terms of innovation development, joining these projects together will help to find and to optimize ways to find and recruit new would-be experts for the construction sector in form of exchange of good practices.
Policy/Initiative	
Skill gaps	Boomerang Hiring: HOW and WHY to install new positions for ex-employees
Mis-matching of skills	TALENTS4CONSTRUCTION deals with the lack of junior staff in the European construction sector. Network-Recruiting: How to convince employees' friends, family members or other peer group members to start a career in the construction branch?
Skills-Shortages	Based on several surveys to be installed and sent to stakeholders, member firms and relevant boards, the consortium is invited to work out relevant answers and approaches in order to improve the sectors' shortage of young people.
Training	n/a
Career moves	Employer Branding: innovative ways to bind employers to the company and to optimize the satisfaction of aspiring professionals (apprentices) by increasing the external and internal relationship
Mobility	n/a
Other EQF-Level	n/a
Transfer in Europe	n/a
Entrepreneurship Opportunities	Establishing a pool of further companies in order to attract further junior staff with "Swarm Recruitment". Companies are planning or already have co-operations with educational institutions in order to attract junior staff. Believe that "matching bots" (websites that compare companies and candidates with algorithms) will be the future. SMEs need support in employer branding strategy.
Other	n/a