

# Finding and Retaining Apprentices

## - A Quality Model for European Enterprises

The EQAVET Forum: EQAVET supporting skills development

Further developing Quality Assurance in VET (Part I)

Brussels, 07.12.2016

Dr. Anja Lietzmann, k.o.s GmbH Berlin

---

## Finding apprentices like in Grimm's fairy tales?

Grimm's "The Wishing-Table, The Gold-Ass, and The Cudgel in the Sack" – does not provide solutions for today's challenges

...which are:

- **Image issues:** enterprises and young people are not sufficiently aware of the benefits of VET & don't find it sufficiently appealing to get involved

For companies that want to train apprentices:

- **Marketing issues:** How to make young people aware the company is a training company, and how to make them apply?
  - **Selection issues:** How to find suitable apprentices?
  - **Committing issues:** How to make apprentices stay with the company during their training and beyond as skilled workers?
-

## Increased importance of recruitment

Many of these issues are connected to **recruitment issues** – and can be overcome by:

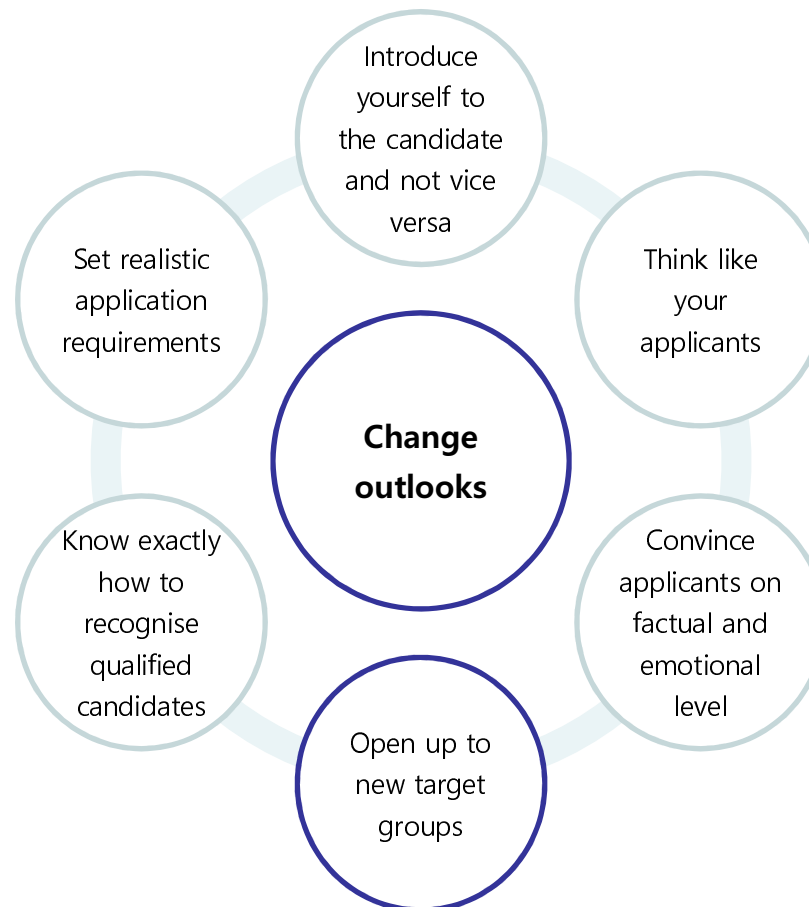
- **Modernising** apprentice recruitment
  - Applying **new rules and instruments** to apprentice recruitment
  - Considering recruitment as an important **quality** field of apprenticeships – and raising the quality of apprentice recruitment
-

## Quality standards – golden rules of modern apprentice recruitment I



---

## Quality standards – golden rules of modern apprentice recruitment II

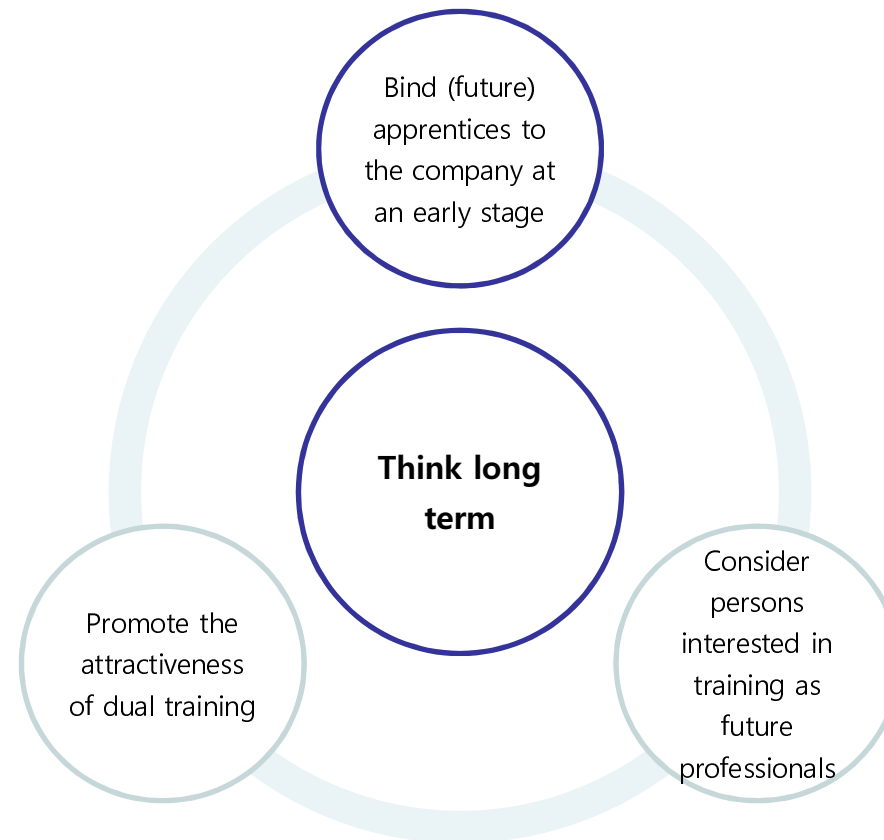


---

## Quality standards – golden rules of modern apprentice recruitment III

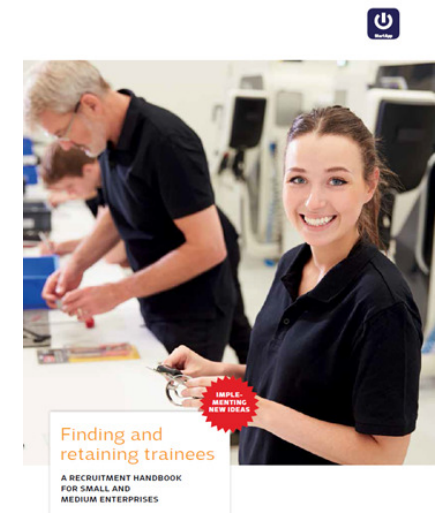


## Quality standards – golden rules of modern apprentice recruitment IV



## A model for business practices

- Project Starting with Apprenticeships [www.startapp-project.eu](http://www.startapp-project.eu)
- Handbook “Finding and retaining trainees”
- Reached out to around 73,000 people across Europe and beyond, amongst which nearly 600 enterprises and other relevant multipliers were trained in the recruitment model in workshops
- Honoured as European ‘good practice’ by CEDEFOP & EAFA
- Please contribute to further dissemination \*





## Q & A

Contact:

Dr. Anja Lietzmann  
k.o.s GmbH  
Am Sudhaus 2  
12053 Berlin  
Germany

T +49 30 2887 565 10  
F +49 30 2887 565 21

[info@kos-qualitaet.de](mailto:info@kos-qualitaet.de)  
[www.kos-qualitaet.de](http://www.kos-qualitaet.de)

---