

„We Mean Business“ Implementation in BW Role model for the Danube Region?

„**MOBILITY**“ in EUSDR

BRATISLAVA; 5. Steering Group
Meeting PA 9

Model: „WE MEAN BUSINESS“

10./11.9.12

ERASMUS/ LEONARDO

Mobility-Agreement

Baden-Württemberg:

Economy – Chambers - Politics - Unions

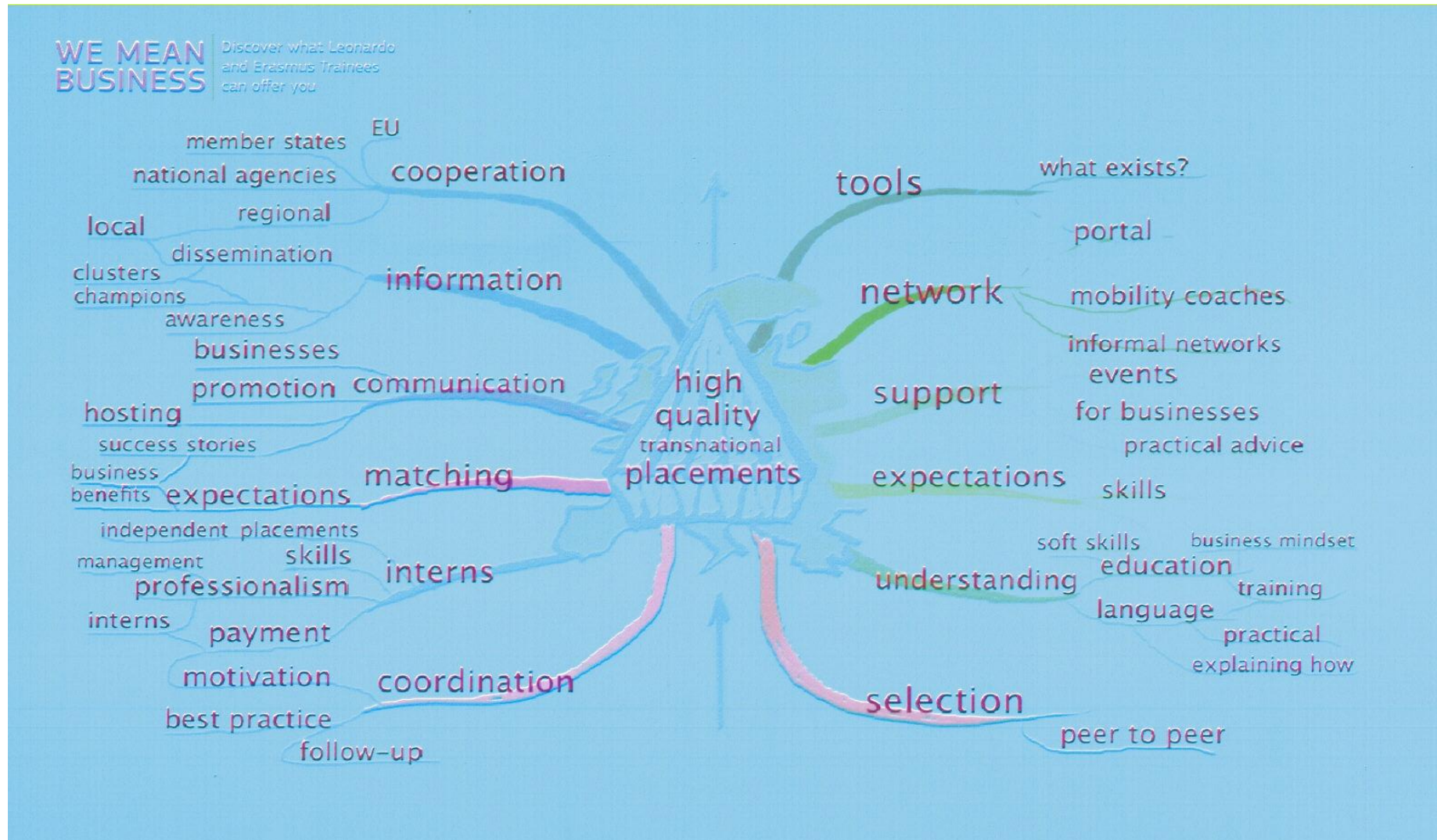


Impressions:



Needs / Suggestions

Matching: Offer / Demand



Benefits of hosting a European trainee

- Taking a Leonardo or Erasmus trainee from another EUSDR offers many benefits:
- Work with a wide range of well-suited trainees who meet your company's needs – without looking through hundreds of CVs.
- Benefit from Leonardo / Erasmus trainees' insights into their home culture, which can open doors to new markets and expand EUSDR- dimensions.
- See increased competitiveness & innovation, as trainees bring new skills, fresh enthusiasm and new perspectives.
- Road test potential future employees.
- Bring a European flavour into our teams; new cultures, languages and working methods.
- Benefit from a modern, outward looking image for the company.

Facts & Figures

- Leonardo : Each year 2007-2011 provided grants for 75.000 people to travel to another country to study, train or work, supporting a total of 375.000 mobility visits over 5 years.
- Increasing interest from host organisations and enterprises. During the academic year 2009/10, out of a total of 35,561 Erasmus placements, 27.000 were hosted in enterprises, which represents a 25% year-on-year growth. The enterprises varied greatly in type and size. 45% were small, 35% medium-sized and 20% were large.
- Leonardo : More and more VET students and companies are getting involved in placements. 85,000 more people took part in a Leonardo in the past 5 years than from 2000-2006
- Leonardo: Germany, UK and Spain were the top three destination countries for individuals taking Leonardo 2007-11, attracting between them 45% of all participants. Most participants came from Germany, France and Italy.
- Leonardo : Placements were organised in a wide variety of VET fields, from accounting to veterinary care. Most popular fields: natural sciences, law and skills for the hotel, restaurant and catering trade.

Common activities:

- Info-Campaigns in schools, VET-schools, universities, companies (+ SME's) LEONARDO /ERASMUS
- (Further-) Development of Guidance-systems (service points)- complete support for target groups (trainees, instructors, companies etc.)
- Information for VET-schools & companies about VET-Internships (or parts of dual training) abroad
- Increasing of the cooperation of all partners for locked EUSDR-networks
- Realisation of common Info-Events for teachers, trainers, instructors and company-partners, chambers, unions etc.



Rolf Schumacher
Ministerium für Finanzen und Wirtschaft
Baden-Württemberg

Klaus Lorenz
Ministerium für Kultus, Jugend und Sport
Baden-Württemberg

Stefan Küpper
Landesvereinigung Baden-
Württembergischer Arbeitgeberverbände e.V.

Maik Zigann
Deutscher Gewerkschaftsbund

Dr. Stefan Baron
Baden-Württembergischer Handwerkskammertag

Dr. Martin Frädlich
Baden-Württembergischer Industrie- und
Handelskammertag

Dr. Heike Kummer
Daimler AG

Elisabeth Moser
Landesakademie für Fortbildung und
Personalentwicklung Esslingen

Esslingen, den 11. September 2012



DAIMLER



Common Call for Seminar

MOBILITY in VET & EU-Danube-Regions

2014

25 -50 participants

Target group: partners of operation level in
providers & executive of mobility

Objective: development of structural
mobility-partnerships

„WE MEAN BUSINESS“ 10./11.9.12

National Event in Stuttgart/Esslingen

<http://we-mean-business.europa.eu.>

[http://lehrerfortbildung-bw.de/lak/akademien/2012/16 es/index.html](http://lehrerfortbildung-bw.de/lak/akademien/2012/16_es/index.html)

<http://www.goforeurope.de/>



Baden-Württemberg

MINISTERIUM FÜR KULTUS, JUGEND UND SPORT



Contacts

Ministry of Education, Youth, Sport
Rolf Ackermann / Furthereducation
Tobias Kazich / VET
Postfach 103442
DE 70029 Stuttgart

Phone: + 49 711 279 2456
Email: rolf.ackermann@km.kv.bwl.de

Phone: + 49 711 279 2721
Email: tobias.kazich@km.kv.bwl.de

Thank you!



Baden-Württemberg

MINISTERIUM FÜR KULTUS, JUGEND UND SPORT

