



Herzlich willkommen

Hos geldiniz

Bud'te srdečné vítaní!

Serdecznie witamy

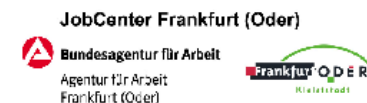
Bine ati venit

Hjertelig velkommen

Laipni lūdzam



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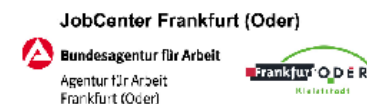


## Project Partners of Integra2010

- DAA (IT, New Media, Accountancy, Office)
- BBW (Technical /Industrial Field, Catering)
- ÜAZ (Construction Industry, Domestic Economy, Care)



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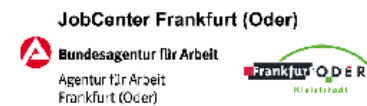
**int**tegra  
2010

**DAA**

**bbw**

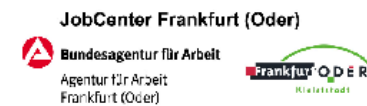


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## Innopunkt campaign

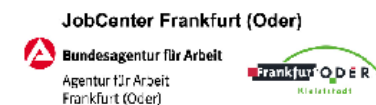
Trying to find new ways for placing formally low-skilled unemployed people into work and to ensure their sustainable employment.

## Region of action

Brandenburg (one of the 16 federal states in Germany)



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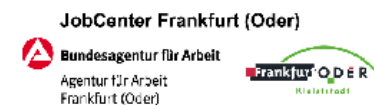


## Some specifics of this region

- Brandenburg is mainly an agricultural workplace
- Brandenburg is a low-income country
- High unemployment rate (16% - 18%)
- Due to the economic situation, small companies kept the number of employees low
- Skilled (young) workers leave Brandenburg



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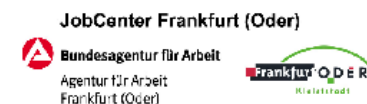


## Target group

- Formally low-skilled people, who have no secondary school qualification and/or no certified vocational training
- People who have a vocational training which is not officially accepted in Germany
- People who have been unemployed for a long period of time and devaluated their qualification



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## Main Goals

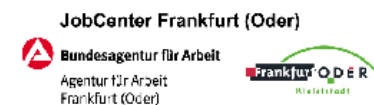
- Integration of formally low-skilled people into (mainly) simple jobs
- Creation of a supportive learning environment in companies
- Creation of a credit point system for the knowledge and skills of low-skilled workers

## • Running time of the project

01.12.2007 – 30.11.2010



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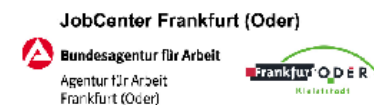


## Strategy

- Acquisition of participants (voluntary)
- Assessment of participants
- Acquisition of employers
- Installation of a company tutor
- Participants are supported by a project tutor and a company tutor
- Learning on the job (accompanied training process)
- Development of a credit point system



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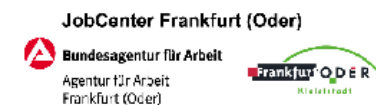


## New approach

Integrating experience and knowledge gained by institutions from other European countries



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**Thank you for your attention**

Anette Deharde-Rau (project coordinator)



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