

A NEW MODEL FOR CAREER ORIENTATION

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INITIAL SITUATION & REASONS

- Shortage of skilled labour: skilled craftsmen companies in particular have problems finding suitable apprentices.
- Drastic decrease in the number of apprentices in Styria
 1980: 36,000 / 2010: 19,000 / 2016: 15,000
- Image problems with craftsmen's work: Not enough knowledge about future perspectives of skilled craftsmen.
- There are no careers lessons in schools in Austria.





TARGET & TARGET GROUPS

- Strengthen competence in making a careers choice
- Presentation of a choice of careers (there are about 250 craftsman careers in Austria)
- Practical and laid-back ways to try out different craftsmen's jobs
- Establish personal contact with skilled craftsmen and their companies.
- New careers advice programme for 12 to 14 year old school pupils.





ACTIVITIES & RESULTS

- Offer free careers advice to primary schools and comprehensives in all of Styria.
- Range of jobs in 24 mobile mini workbenches (workboxes) with the most important tools, material and information
- Get to know the typical job techniques by making example pieces relative to the career.
- Get to know people, who have experience in the diverse careers.





ACTIVITIES & RESULTS

- Road show Styria 2014-2017: about 80 visits to schools, where a total of 5,000 pupils met around 500 firms and companies
- Co-operation with 15 local action groups in Styria
- Occasionally finding apprenticeship positions for future apprentices in rural areas.





RANGE OF JOBS: CREATIVE CULINARY & GASTRONOMY JOBS

- · Cook or chef
- Confectioner / Baker
- Meat processing technician / butcher
- Restaurant specialist



RANGE OF JOBS: CREATIVE MATERIAL MANUFACTURING

- Carpenter
- Painter and coating technician
- Stove setter / paver and tile setter
- Upholsterer / decorator
- Metal technician
- Hairdresser and wig maker
- Builder
- Carpenter (for building houses)
- Florist



RANGE OF JOBS: CREATIVE ARTS AND DESIGN JOBS

- Bookbinder
- Media / graphic designer
- Photographer



RANGE OF JOBS: PRACTICAL PROBLEM SOLVING

- Agricultural machinery technician
- Car mechanic
- Roofer and tinsmith
- Electrical engineering technician
- Railway construction technician and train electrical engineer
- Installations and building technician



PROJECT DATA

- Project executing organisation: Regional delelopment agency
 Oststeirisches Kernland
- Expenditure to date: ca. 200,000 Euro
- Currently requested expenditure: ca. 200,000 Euro
- Funding: 80% of total expenditure
- Funding by the EU and government of Styria (Land Steiermark)



EXPENSES OVER 3 YEARS (IN EUROS)

		200.000 Euro
•	Evaluation	12.000
•	Training of creativity techniques	24.000
•	Expense allowance for skilled craftsmen	15.000
•	General supplies	18.000
•	Personnel expenses	78.000
•	Public relations work	15.000
•	Maintenance of workboxes	14.000
•	Transport expenses (forwarder)	24.000



SOCIAL INNOVATION

Structural properties of the innovation:

- Problem (What was the problem?): Shortage of skilled labour, image problem of craftsmanship, lack of practical careers orientation
- Place of origin (Where did the idea originate?): local campaign group workshops with regional craftsmen and school representatives
- Stakeholders (Which people co-operated?): Apprentices, businessmen, planners, teachers



SOCIAL INNOVATION

Process structure of the innovation:

- Invention phase: Modification of an existing idea about mobile presentation containers, construction of workable mini-workboxes
- Trial phase: Developing a road show, modification of the school schedule by including local craftsmen and women (improvisation)
- Implementation phase: huge demand by schools with a small budget

























Fruit production technician









Confectioner







































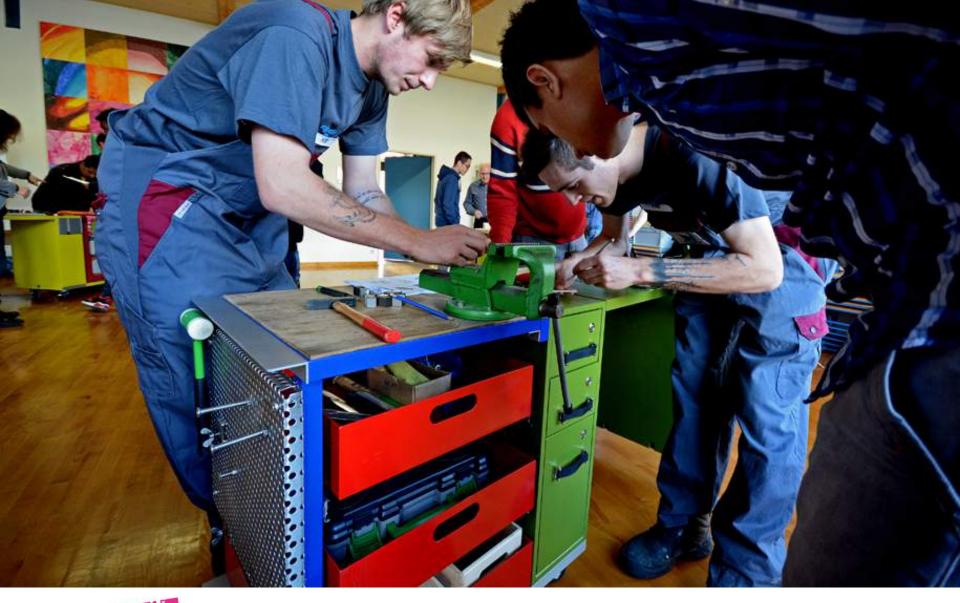






























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