



# CREATIVE WORLD OF HANDCRAFT

## 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.



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## 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.

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TO ACT**



## 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.



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## 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.

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# 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



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# RANGE OF JOBS: CREATIVE ARTS AND DESIGN JOBS

- Bookbinder
- Media / graphic designer
- Photographer





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## 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 development 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)

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

# 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



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Bookbinder



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Media / graphic designer





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Photographer



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Meat processing technician / butcher



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Fruit production technician



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Cook



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Confectioner



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Stove setter / tile setter



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Painter





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Metal technician





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Upholsterer



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Carpenter



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