



## Enhancing the attractiveness of apprenticeships in Private Security Services: the KÖTTER Group in Germany

**Promotion of VET positions:** Within the KÖTTER Group, in 2021, 90% of trainees concluded their initial VET successfully and 80% were hired with a permanent employment contract. The KÖTTER Group tries to engage with young people entering the job market in various ways:

- Traditional tools such as job portals and agencies
- Job fairs
- School visits and information events
- Cooperation with schools and close exchange with teacher
- Students "Speed Dating"
- Special company events and campaigns

### Examples of company activities and campaigns to win apprentices:

#### "JOBLINGE"

- JOBLINGE exists throughout Germany and is managed by an umbrella organisation as well as 9 non-profit limited companies.
- At JOBLINGE, business, government and private individuals join forces to support disadvantaged young people.
- The goal: real job opportunities and sustainable integration into the labour market and society.
- The initiative achieves far above-average success for the participants through custom-fit qualification, voluntary mentoring, and support during the training.
- Around 75% of participating young people are integrated in the labour market.
- Since 2016, JOBLINGE has been targeting young refugees with work permits with the "Kompassprogramm", which also provides vocational language qualification and training support.
- The KÖTTER Group has a longstanding cooperation with the JOBLINGE initiative: every year, young people from the initiative are recruited by KÖTTER in the various apprenticeship occupations.

#### Dialogue with Youth (Dialog mit der Jugend)

- The "Dialog mit der Jugend" event is organised by a regional initiative in North Rhine-Westphalia called "InitiativkreisRuhr".
- The initiative chooses three different schools in which students aged 15-18 have the opportunity to get to know companies on site.
- The KÖTTER Group participates in these school visits and invites students to the company headquarters. This includes the presentation of various company departments, a panel discussion with the company CEO, and a networking snack.

#### Other campaigns of the company:

- Girls' day: a nationwide action day for stereotype-free career orientation for girls.
- Apprentice Day (Azubi Tag): excursions with trainees.
- Professional individual promotion of talented trainees: financing part-time studies / scholarships; several cooperation actions with universities; financing of internships abroad.
- Diversity Charter (Charta der Vielfalt): the Diversity Charter, which companies can support, advances the recognition, appreciation and inclusion of diversity in the workplace.

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