

Action Plan, Component 3, PP2

Economic Development Corporation Vorpommern

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Introduction:

The rate of unemployment in Vorpommern has been declining for years. Meanwhile, the number of vacant positions in some sectors is on the increase. At the same time, it is estimated that by 2030 the population in the district of Vorpommern-Greifswald alone will have dwindled by up to 8.9 % and for the district of Vorpommern-Rügen by up to 15.3 %.

The shortage in skilled personnel is mainly felt in:

1. tourism/gastronomy
2. health/health care
3. maritime industry/energy industry, IT
4. service industry/trade

Conditions are also partially similar in the neighbouring German states. However, Vorpommern has an advantage in terms of its quality of life. The rates of unemployment in nearby regions of Poland are higher and wages lower. Therefore, recruitment of skilled personnel will mainly focus on neighbouring German states and from the neighbouring EU countries. The campaign aims to promote and raise awareness of Vorpommern as an attractive region in which to work (learn/study) and live (living) to the target group.

What has been done so far?

- In order to avoid a growing lack of professionals the Economic Development Corporation Vorpommern (PP2) made some market analysis in close corporation with the regional labour office. Furthermore PP2 developed a “Regional communication and marketing conception” as a base for attracting qualified employees for the region of Vorpommern (*for more information, please have look into the document, it is available as download on the internal website of www.sb-professionals-project.eu*). With this conception which includes the visual strategy as well as the marketing strategy PP2 could already realise some pilot actions in the cross border region of Szczecin. In September 2013 and also in June 2014 PP2 made advertisement with bill boards in the city of Szczecin and promoted the region of Vorpommern as a right place for working and living. At the same time PP2 promoted the recruiting day for initiative “Cleveres Köpfchen” (Główka pracuje!) which is organized by the labour office in Pasewalk. By the way PP2 would like to mention that this regional network was awarded ¹ on 22th of May 2014 as a best practice project by the federal ministry of labour and social.



Vorpommern
Życ i pracować w najbardziej słonecznym regionie Niemiec

Mecklenburg Vorpommern
Best of Northern Germany

KSZTALCENIE DUALNE
»Główka pracuje«
Targi edukacyjne w Szkole Salezjańskiej w Szczecinie
Ku Słońcu 124
14.06.2014 r., 10.00 – 14.00

Zapraszamy doradcę EURES z Pasewalku

www.germanys-sundeck.eu

Wirtschaftsförderung Vorpommern

¹ Image movie „Cleveres Köpfchen“:

<http://www.bmas.de/SharedDocs/Videos/DE/Artikel/Arbeitsmarkt/netzwerkfilm-greifswald.html>,

Press release : http://www.b4bmv.de/nachrichten/suedvorpommern_artikel,-Fachkraeftenetzwerk-gewinnt-Bundespreis- arid,137187.html

- Moreover PP2 visited several job fairs in the Germany (www.jobmessen.de) and informed about the region of Vorpommern.



- One important aspect was the close consultation to the labour office in Pasewalk and also to the regional EURES consultant who gave their experiences into the project and in the end in this action plan. The work became closer and more transparent.

What has been learned so far?

- There is no cross-border balance regarding the German-Polish Labour market – it is just one way, it goes from East to West. That is why the city of Szczecin looks skeptical to every activity which aims to recruit the potential professionals from the Szczecin area, so there is a great amount of sensitivity required.
- The language is the most problem, not only on the side of the employees but also on the side of the employers. In general the employers in the region of Vorpommern do not speak Polish and the main part does not speak English. Why? It was not learned in school time and it was not needed during the time of GDR. Russian was the first foreign language which was taught in school in former time. But the generation who attend school after 1989 are used to speak English and they grow up with internet and with a more international understanding. Another point to be mentioned; in the region of Vorpommern there are mainly SMEs with an average number of staff of round about 10 people. The region has not these big industries and mainly no export economy that is why the international focus is not so high as well as the communication in English. But nevertheless some of employers come

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now to the point that they really need to attract employees from abroad especially in the fields of tourism, health care and industry & handcraft because of demographic change.

- There is now a quite good connection and exchange of know how between the Labour Office and the Economic Development Corporation Vorpommern. This working base is essential for further common marketing activities like attending job fairs and doing some Public Relation together. There is a faithful working atmosphere which should be conserved and extended further more

What could be done as next step?

- The region Vorpommern seek for attracting further more young people from abroad and wants to promote the initiative “Cleveres Köpfchen”² which aim to win school leavers from the area of Szczecin in order to win them for an apprenticeship in the field of tourism or health care or handcraft. In these sectors the region Vorpommern really has lack of professionals. So that is the reason for planning further marketing activities together with the labour office Greifswald also after the project in order to increase the awareness of this opportunity for the employers.
- Another important issue besides attracting employees for the region of Vorpommern would be to develop a better welcome atmosphere, from our point of view the employer and the whole region need to become more international and also more open minded to be better prepared for these employees from abroad. Furthermore we think that there is a need of developing a kind of service office which would support the foreign workers regarding everything what has to do with the social life. It is not enough to gain them for job or for an apprenticeship they also need personal contact person who give assistance in finding a flat or medical care or solving transport problems or even translation questions and so on... Until now there is nobody who feels responsible or could handle this 24 hours job. The labour office would be glad if there could be developed such an office or agency which would work close to the EURES consultants. Consequently the Economic Development Corporation Vorpommern aims to develop a new EU project with this issue, maybe it could take place in the project SB-Professional 2.0 – therefore we would be open for discussions and further brainstorming meetings with potential project partners.

² www.cleveres-kopfchen.de