

## PRESS RELEASE

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### WorldSkills Leipzig – experiencing the diversity of the world of work with all five senses

JOBSTARTER and the “Educational Chains Initiative” at the world’s largest vocational education and training event

The best 1,100 young skilled workers in the world will all be converging on Leipzig from 2 to 7 July 2013 as they bid to become champions at the WorldSkills Competition. There will also be plenty of opportunity for the audience to experience an exciting and interactive programme of events. A special JOBSTARTER adventure trail – “Try five! Five senses for your future” – will raise the vocational orientation awareness of young visitors by enabling them to see, feel, smell, taste and hear just how diverse the selection of training occupations is.

JOBSTARTER projects from the region will be there to man the various stations along the trail of the senses. Katharina Kanschat, Head of the JOBSTARTER programme, is delighted at the prospect: “The young people will be able to familiarise themselves with modern training occupations via the medium of play. This is real hands-on vocational orientation”. The adventure trail will form an integral part of “JobCity”, a joint stand to be operated by the JOBSTARTER in conjunction with the Federal Employment Agency (BA), the Chambers of Industry and Commerce (IHK) and the Chambers of Crafts and Trades (HWK) of the State of Saxony. The WorldSkills Leipzig 2013 is receiving funding from the Federal Ministry of Education and Research (BMBF), from the Ministry of Economics, Labour and Transport (SMWA) of the Federal State of Saxony, from the European Social Fund (ESF) and from various stakeholders within trade and industry.

A varied show programme to take place on the stage of the joint stand will also convey information in an entertaining way. The “Educational Chains Initiative” will contribute to the “infotainment” on offer by covering every aspect of work, training and careers and aiming at young target groups in particular. A quiz entitled “Guess with VerA” will provide participants with a chance to team up with volunteer training mentors from the “VerA” project to test their knowledge of training and work. There will also be analysis of potential involving activities such as walking on ice floes, constructing towers and transporting raw eggs safely into a nest across carpet tiles. Those taking part in these practical competence checks will be able to learn more about their own particular talents and strengths. Experts from the vocational training support company ASG Sachsen will be on stage to explain why such tests are useful within the vocational orientation process.

The Federal Ministry of Education and Research information campaign “Vocational training – practically unbeatable” will also be represented at the WorldSkills. At the initiative’s stand in Hall 1, there will be a games console, on which young people can try out the “WorldSkills” app and compete against one

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another. At a mobile stand they can obtain information and advice on initial and continuing training. For more details on the information campaign, please visit [http://www.praktisch-unschlagbar.de/information\\_in\\_english.php](http://www.praktisch-unschlagbar.de/information_in_english.php).

You can visit JOBSTARTER and the “Educational Chains Initiative” at the following stands.

- Joint “JobCity” stand, Hall 1, Stand 01A01
- Stand of the Federal Institute for Vocational Education and Training (BIBB) at the joint didacta stand, Hall 1

Further information (in German) on the activities of JOBSTARTER and the “Educational Chains Initiative” at the WorldSkills is available at [www.jobstarter.de/de/4799.php](http://www.jobstarter.de/de/4799.php) and [www.bildungsketten.de/de/1292.php](http://www.bildungsketten.de/de/1292.php).

For more information about the WorldSkills venue, go to [www.worldskillsleipzig2013.com/en/](http://www.worldskillsleipzig2013.com/en/).

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#### Programme information

##### JOBSTARTER

The Federal Ministry of Education and Research (BMBF) uses the JOBSTARTER programme as a vehicle for funding a comprehensive initiative aimed at improving the training place situation of young people. The JOBSTARTER projects deploy a specific provision of services to companies in order to increase the number of company-based training places on offer. The programme is partially financed by the European Social Fund (ESF) and implemented by the JOBSTARTER Programme Office housed at the Federal Institute for Vocational Education and Training (BIBB). Over 280 projects have already received funding. JOBSTARTER projects have succeeded in acquiring more than 62,000 training places thus far.

##### “Educational Chains Initiative”

“Qualification and connection – educational chains until the completion of training” is a Ministry of Education and Research (BMBF) initiative. A special career entry support programme forms part of the initiative and is jointly implemented by the Federal Ministry of Labour and Social Affairs (BMAS) and the Federal Employment Agency (BA) in conjunction with the federal states. The programme “Supporting vocational orientation in inter-company vocational training centres and comparable VET centres” (BOP) is being managed by the BIBB on behalf of the BMBF. The Educational Chains Service Agency is housed at the JOBSTARTER Programme Office.

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