

## **AGE MANAGEMENT - ADDRESSING WORKFORCE DEVELOPMENT IN SMEs**

The DP is focusing on demand-led workforce development provision through a network of competence centres, providing a range of supports to SMEs in organisational human resource development. There is a focus on three distinct sectors (trade professionals; services; tourism). It addresses the primary barrier of actually getting firms involved in workforce development by trying to first build closer relationships with firms (for example, at first addressing an immediate need or providing a free needs analysis). This it believes is also the only way to address disadvantage in the workforce - as the way to the employee is via the support or management/leadership in the company.

The DP is working in the context of the K.E.R.N region in Schleswig Holstein which is attempting to develop as a technology region. SMEs in the region are undergoing structural change, and human resource development is less of a priority due to financial and time constraints. The main aim of the DP is to develop demand-led workforce development provision in the region.

Activities of the DP are a mix of consultancy and advice, and planning tailored training with companies. To address the barrier of employer involvement in workforce development, the DP builds a closer relationship with companies through provision of free services, addressing immediate needs and sharing knowledge with the learning providers.

Main successes to date have been the project targeted at trade professionals (they are well-connected and face common issues) and a job rotation project, which has been adapted to address previous skills mismatches.

The DP identified that companies appreciate an approach which is based on problem solving, and which allows them to participate in the planning process, provides ongoing support, current information from experts and helps with costs.

### **DP information**

Member State: Germany

DP Identifier: DE-EA-49478

Link to [DP website](#)

Link to [EQUAL database description](#)

All comments and information should be emailed to [empl-equal-etg3@ec.europa.eu](mailto:empl-equal-etg3@ec.europa.eu)