

A TERRITORIAL ACTION PLAN FOR INTEGRATING MIGRANT WORKERS

The German ALBuM Development Partnership implements a comprehensive territorial action plan to promote diversity in SMEs in the region of Hannover.

The German city of Hanover, capital of Lower Saxony, boasts great cultural diversity: a quarter of its 520,000 inhabitants have immigrant backgrounds.

“A number of migrants, even second- and third-generation immigrants, have trouble in integrating into the labour market. Even those who have managed to get German citizenship are still excluded on a professional level due to their family name or because they had trouble getting degrees within the German school system,” explains Christina Bötzel, one of the three coordinators of the ALBuM project¹.

This project, which was launched in 2004, set out to integrate migrants in the labour market and to more efficiently reduce discrimination in employment. Christina Bötzel explains how it came into being: *“At the time, there were isolated projects that aimed to help migrant integration, but thanks to Equal, we were able to create a joint project that gathered the minority representative organisations, the municipal administration of Hanover and the educational structures. Over time, we wove a veritable network among these three sectors, which strengthens our action.”*

ALBuM's slogan is “Living intercultural strengths together!”, and with this in mind, they set up numerous training and qualification programmes, notably for immigrant entrepreneurs in the restaurant and trade sectors. These programmes were also designed for migrant job-seekers whose professional qualifications are often not recognised in Germany. Finally, the project brought together employment intermediaries and employers who wanted to integrate diversity into their day-to-day professional lives.

ALBuM's strong point is the creation of professional “tandems” made up of one person from a migrant representative organisation and a volunteer from one of the establishments involved in the project. These tandems accompany firms from the first job interview through to implementation of concrete measures to reinforce diversity.

[Extract from the [Portraits of Experience](#) that were provided as resource material for the EQUAL conference on [Acting against Ethnic Discrimination in Employment](#), in November 2007.]

See also the leaflet on [ALBuM – Living intercultural strengths together!](#) and the related [PPT-presentation](#).

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Link to [EQUAL database description](#)
[Transnational Partnership](#)

¹ ALBuM stands for **A**rbeitsprozessorientiertes **L**ernen und **B**eraten mit und für **M**igrant/innen (Employment-oriented Learning and Counselling with and for Migrants)