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# Creative Apprentice Worlds

A new approach for career orientation



Mit Unterstützung von Bund, Land und Europäischer Union



Europäischer  
Landwirtschaftsfonds für  
die Entwicklung des  
ländlichen Raums  
Hier investiert Europa in  
die Qualität der Gebiete





**PUPILS**

**COMPANIES**





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# key success factors (1/2)

## PLANING

- Inclusion of the target groups in project design
- Seeking to understand the needs of target groups
- Ensuring that the project fits the school and companies

## EXECUTION

- EXPERIENCE!
- The way how the boxes spark curiosity (product innovation)
- First Mover (Build trust/confidence/multiplikator)
- Road-Show at the school with companies close by
- No costs for schools or companies (Funding: LEADER)
- Take feedback and adapt, ongoing development of the program



# key success factors (2/2)

## NETWORKS, COOPERATION AND PARTICIPATION

- Network of the 15 styrian LEADER-regions
- Connect with teachers and schools
- Cooperation with political representatives
- Participation on fairs and events
- Social Media, press articals, websites, material for public relations

## HUMAN FACTOR

- Inspiring project team (HAVE FUN 😊)



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