



Key points in brief

Traditionally, dual education and training in Germany has been critically important in supplying the next generation of skilled workers. For a number of years, however, this role of dual vocational education and training has been compromised by increasing difficulties in filling the training positions offered. These difficulties impact in particular on small and medium-sized enterprises although the degree of impact varies depending on the specific occupation.

Taking this as a starting point, the project considers the question of to what extent the varying problems, in specific occupations, relating to the demand for and the filling of trainee positions, are associated with company approaches to recruitment of the future trainees.

On the basis of exploratory and standardised surveys of small and medium-sized companies, it has been possible, for example, to uncover occupation-specific differences in the recruitment or acquisition methods used; these differences indicate a certain correspondence with the specific characteristics of the occupation in question. For example, companies seeking individuals interested in training in occupations of a technical (computer-based) nature rely increasingly on Internet-based acquisition methods. By contrast, a noticeably high importance is attached to personal relationships in occupations with a high proportion of customer contact.

The adjustment of recruitment behaviour to changed training market conditions is shown as tending to be more reactive across all occupations. Both the broadening of the acquisition methods used and the more targeted structuring of training that offers content in line with the interests of young people, are largely not addressed until problems concerning demand and recruitment have already become apparent. This appears to apply similarly to the opening up of training offers for individuals interested in training from groups other than those targeted to date. For example, those companies who receive too few, or even no longer any applications at all for the training positions they offer, appear more open towards young refugees as trainees.