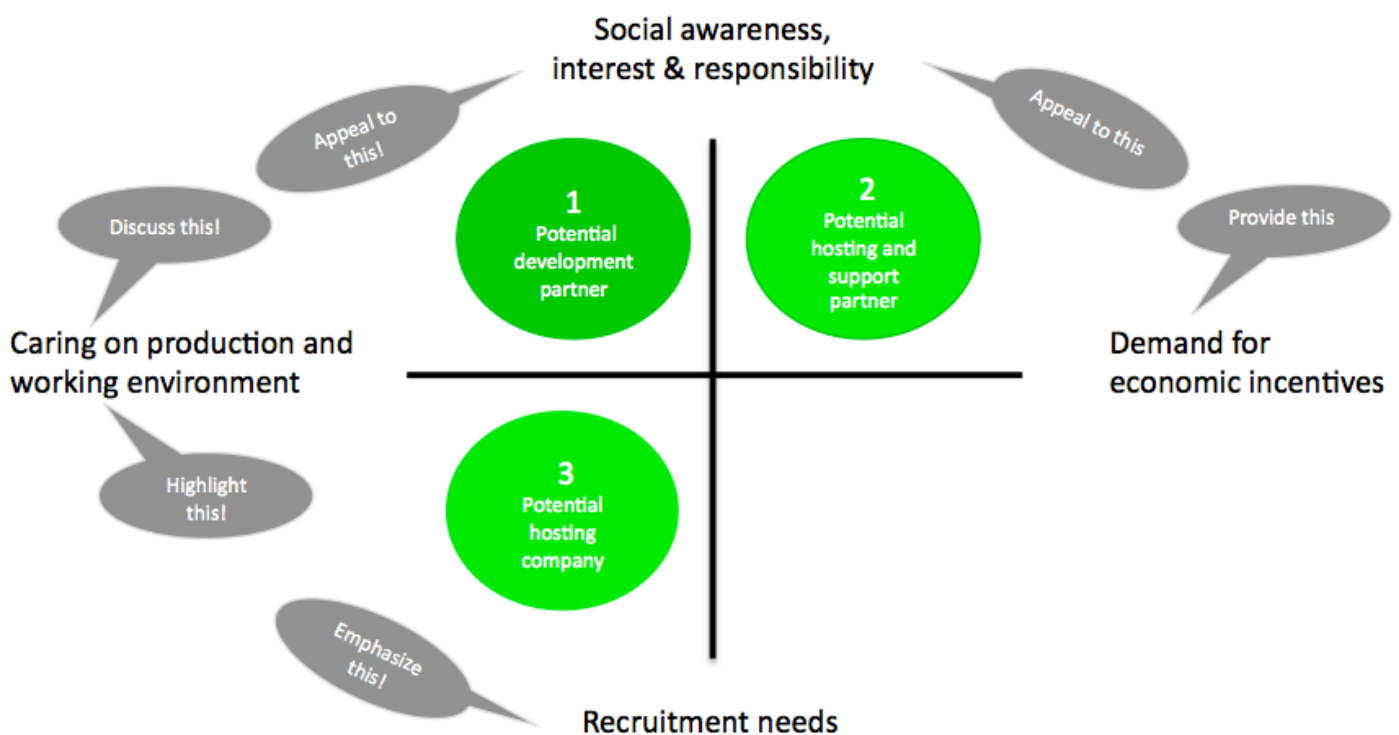


# Categorising companies regarding apprenticeship

This is a very simple scheme for VET-centres and apprenticeship developers to start thinking a strategy for proactively connecting to and interacting with local companies.

It categorises companies from:

- two perspectives that companies may have when considering hosting an apprentices (coming recruitment needs / social responsibility)
- two kinds of focus founding their decisions (economical incentives/care for production and working environment)



**1.** This type of company are often some kind of “leaders” in their sectors regarding social responsibility, education or/and HR issues as well as their sector development. These are *potential development partners*, to be possibly involved on the long term on the development of programs and apprenticeship and in capacity to drag along other companies to host apprentices.

**STRATEGY:** Appeal on their social responsibilities. Argue and discuss how apprentices may impact on production and working environment to find mutual interests in apprenticeship development and accompaniment. *See the minicase Nordens Ark*

**2.** This type of companies may need some “economic” incentives for engaging themselves in actively promoting and supporting apprenticeships and for hosting apprentices. But they might consider that they have to do it in regard to their social awareness and interest.

**STRATEGY:** Appeal on their social responsibility. Argue on existing economic incentives for hosting apprentices and find forms of “economic” incentives to engage them in promoting apprenticeship (*see minicase Folder*)

**3.** Companies to be targeted in priority for hosting apprentices are companies with coming recruitment needs and caring on their production and work environment.

**STRATEGY:** Emphasize the recruitment needs and involve thereafter the tutor(s) in more interactive accompaniment, highlighting and discussing the impacts on production and work environment.