

Dear Reader,

There was a time when tourists the world over believed that the Reeperbahn was synonymous with Hamburg. Nowadays, guests come from the four corners of the world to visit the north German metropolis because it is a musical stronghold and the home port of large numbers of cruise ships, or because in HafenCity it has completed Europe's most impressive construction project, or perhaps also because it is home to two Bundesliga football clubs.



For business people, Hamburg has long been one of the most attractive business locations in Europe. This is because, apart from the service industry, we focus on innovative growth sectors: port operations and logistics, the maritime industry, life sciences, the aviation industry, renewable energies as well as the media sector and information technology. We have developed a mission statement for our strategy: "Hamburg: growth with vision", an expression of our aim to attract qualified and creative people to Hamburg. Our innovative labour market policy rises to the particular challenges posed by a major city.

We work closely with industry, support companies with guarantees, help with new business start-ups and put into action a range of effective labour market programmes. A good example of this is the European Social Fund ESF. Since 2008, more than 4,000 businesses and in excess of 25,000 Hamburg citizens have benefited from the launch of more than 120 projects. The result of Hamburg's policy is plain to see: at more than 50,000 euros, we have the highest gross domestic product per capita in Germany.

We hope you enjoy gaining insights into the city of Hamburg.



Yours, Ian K. Karan
State Minister for Economic and Labour Affairs

Hamburg's labour market policy

Recognise opportunities and implement programmes effectively

"The primary task of Hamburg's labour market policy is to prevent unemployment," says Bernhard Proksch, Head of Department for Structural Policy, Labour Market Policy and Agriculture. As Head of Department within the Ministry for Economic and Labour Affairs, he also knows from experience how that works: "New scope for growth can only be achieved by closely linking training concepts with labour market instruments that are tailored to the regional economic structure." In the light of demographic developments, the availability of qualified personnel is the most important factor for location decisions.

Mr Proksch sums up his department's policy in a few succinct words: "Recognise opportunities in the labour market, develop tailored programmes and – most importantly – implement them effectively." Success has proved him right. With approximately 1.7 million inhabitants, Hamburg has the highest employment rate in Germany. Eighty-eight out of every 100 men and women of working age are in employment.

To ensure it stays that way, the labour market policy-makers within the Ministry for Economic and Labour Affairs have already worked out how to secure the city's competitive edge. The conclusion: as many young people as possible are to be offered the prospect of a professional career.



European Union
European Social Fund ESF

Keeping Hamburg in work



Labour market policy in practice

Vocational training generates employment

Discussions on labour market policy often remain on a purely theoretical level. In Hamburg, by contrast, programmes are being developed and also put into practice. Two examples of how the Ministry for Economic and Labour Affairs is responding to changed labour market conditions and is providing young men and women with vocational training are detailed below.

SoPro (Immediate Action Programme)

The first Immediate Action Programme was launched on 1 February 2008 with 702 places and was aimed at young people who had been unable to secure a vocational training position after graduating from school. The young men and women initially began their training with a training provider financed by the Ministry and then switched to a company roughly half-way through the programme. The dual education and training system takes place in in-demand sectors such as the hotel and catering industry, storage and logistics as well as office communications. Because the programme had helped numerous young people to secure a permanent position, a second Immediate Action Programme was launched on 1 February 2010 at the instigation of the Hamburg Senate. This programme created 600 apprenticeship training positions, of which 100 were in the nursing sector alone.

QuAS (Qualifications and Work for School Leavers)

School leavers with poor qualification, or none at all, have a particularly tough time in the labour market. The QuAS programme ensures that they continue their schooling whilst at the same time completing practical training for a monthly allowance of 192 euros and supported by social education workers. The programme is financed by the Ministry for Economic and Labour Affairs. The cost is worthwhile: more than 50 percent of participants move on to a vocational training position after completing their practical training.



Hamburg's job market policy is oriented to practical situations. If there is an increasing demand in sectors such as elderly care and nursing, targeted programmes are developed to support and train young men and women.

European Social Fund

Keeping Hamburg in work!

The European Social Fund ESF is a vital element in Hamburg's labour market policy. In the funding period from 2007 to 2013, Hamburg is set to receive around 90 million euros from the European Commission. Together with co-financing, this results in a total sum of 180 million euros - enough to accomplish quite a lot! To date, funding has been provided for more than 120 projects. In addition to young people, important target groups are small and medium-sized businesses, migrants, the disabled, the elderly and women. More than 25,000 Hamburg men and women, as well as around 4,000 businesses, have benefited from ESF projects since 2008.

Numerous measures have been adopted to bring home the significance of the European Social Fund to the citizens of the Free and Hanseatic City of Hamburg. Information is provided through the general press and public relations work, poster campaigns as well as via the Internet (esf-hamburg.de). Numerous different communication channels are used to raise awareness of the ESF among the various target groups:

ESF in dialogue: The annual event is always aimed at one specific target group. In 2009, for example, a discussion forum attended by high-calibre invited delegates was held to discuss how companies can overcome the financial and economic crisis. Entitled "Hamburg on the upturn - businesses profit from Europe", the event also offered the 250 guests poster sessions where they could discover how ESF projects are helping businesses out of the crisis.

ESF roundtable discussion: Events are organised with the most important representatives of certain specific industries. The aim is to showcase the funding possibilities offered by the ESF and to encourage participants to put forward their own ideas for new projects.

Flyers, brochures: Individual publications are produced for target groups detailing successful ESF projects.

Trade fair attendance: Whether job fairs, chamber events or educational and vocational training fairs - the ESF project team is on the spot with its own stand to inform visitors about the funding programme.

Contacts for all communication measures relating to ESF public relations work are Nora Obenaus and Claudia Hillebrand.

ESF best practice

Social Boys Hamburg

How to motivate and arouse enthusiasm in young people for new professions is impressively demonstrated by the "Social Boys Hamburg" project. The scheme, led by the Arbeiter-Samariter-Bund ASB (Workers' Samaritan Federation) and the Agentur Männerwege GbR, aims to "interest more boys in occupations that have, until now, been viewed as typically for women or unmanly". This especially means careers in education and nursing. To raise awareness of these professions and make them more attractive, a voluntary service is being established comprising around 150 male students aged 13 to 16.

For half a school year, participants have to spend two to three hours a week helping in day nurseries or assisting the sick and the elderly in care homes. The students are trained in their work by ASB quality managers, supervised by specialists from the social institutions and supported by mentors. The students' contacts are the project leader and the project coordinator.

According to the ASB, the project's objectives are "to expand the spectrum of career choices for young men, reinforce their social skills and boost their self-esteem by teaching them to take increasing responsibility within the areas for which they volunteer." And because the project could contribute towards gender equality in social occupations, it should indirectly help to reduce the skills shortage.

The project managers are confident that it also works in practice. After all, the ASB and the Agentur Männerwege GbR have gathered many years of experience in working with school pupils and young people and have extensive knowledge of social occupations, gender discourse and youth education work.



ESF youth campaign

Wanted: the Hamburg Star

The task: Bring young people aged 14 to 25 face to face with the European Social Fund and show them in an appealing way the services the ESF provides for the young people of Hamburg as they start their vocational training, degree or career. The solution: To meet this challenge, the European Social Fund and the Ministry for Economic and Labour Affairs need to develop a special youth campaign. At its core is a special talent competition designed to seek out the "Hamburg Star".



It works like this. Hamburg youngsters aged between 14 and 25 make a video to show off their creative flair in three areas: sounds, moves and images. This calls for musical talent, sporting achievement or art work in all its forms - from cartoons to photographs. In addition, entries should be loosely related to the topic of "Europe". The best entrants win prizes valued at 2,500 euros to be presented to them as part of the "ESF in dialogue" event.

"Providing Hamburg youngsters with a good education, vocational training and employment is crucially important for the future of our city and the future of Europe," explained Axel Gedaschko, former State Minister for Economic and Labour Affairs, when presenting the competition to the press on 10 May 2010. "Currently, the ESF funds more than 40 projects in Hamburg that ease young men and women's entry into the working world. Around 11,500 young people from Hamburg have already benefited from this since 2008. The 'Hamburg Star' talent competition is designed to showcase the many different options offered to young people by the ESF."

ESF target groups

Tailored offers

The European Social Fund is instrumental in facilitating the financing and implementation of Hamburg's innovative labour market policy. As a result, numerous projects have been launched targeting a range of groups. These groups are described briefly below, together with examples from the projects concerned. For more information visit: www.esf-hamburg.de.

Companies

Hamburg Consulting Shop

This project offers support to small and medium-sized companies in Hamburg that have existed for more than three years and have between five and 100 employees. This includes consulting services in the areas of sales and marketing, ensuring corporate survival and crisis management, financing and economic analysis. The ESF assumes a large proportion of the consulting costs to strengthen the companies' competitive position. The project is run by HKS Handelskammer Service GmbH. www.hamburgerberatershop.de

People with a migrant background

MiMi (Qualifications for Migrant Employees)

Targeted personnel development is rare in small and medium-sized businesses. This, then, is exactly where MiMi comes into play. The project provides financial support for developing training courses together with the companies concerned and arranges for the courses to be presented. The offer is particularly pertinent for businesses employing a high proportion of people with migrant backgrounds: it includes German in the workplace, customer orientation, team work and specialised training sessions. The project is run by SBB Kompetenz GmbH. www.sbb-hamburg.de

Young people

Challenge Mi

This project was launched especially for sixth form students and aims to give them help in making a successful, lasting transition between school and college or voca-

tional training. The boys and girls are offered personal advice and support. Individual evaluation of existing strengths and weaknesses is also offered. The project is run by komm.pass.arbeit GmbH.

www.komm-pass-arbeit.de

People with disabilities

Written language acquisition for the deaf with Web2

Their inability to hear sounds means that the deaf and hard-of-hearing often have problems learning the German written language. This also tends to be the reason why they are unable to pursue particularly challenging careers. This project wants to change all that. Deaf students and adults are to be taught written language skills in special lessons. The project is run by C1 WPS GmbH. www.c1-wps.de/unternehmen/unternehmensfuehrung/guido-gryczan.html

The elderly

CeBB (Centre for Training and Employment)

Even though older men and women often have a lot of professional and life experience, they tend to have a somewhat difficult time in the job market. Wrongly so, according to staff at the CEBB. They give support to Hamburg job-seekers aged 45 and above as well as small and medium-sized companies. The CEBB aims to bring both groups together and explain to companies why changing demographic conditions mean it makes sense to employ older people. The project is run by KWB Koordinierungsstelle Weiterbildung und Beschäftigung e.V. www.cebb-hamburg.de

Women

Hamburg Career Forge

The project is not only very promising but also exceedingly successful. The Hamburg Career Forge targets qualified young and employed women from the Hanseatic City of Hamburg, in particular those who want to further develop their skills, take on more responsibility and work towards a management position. The Hamburg Career Forge enjoys a good reputation amongst women with aspirations. The project is run by KWB Koordinierungsstelle Weiterbildung und Beschäftigung e.V. www.hamburger-karriereschmiede.de

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