“Qua-Beratung” – Quality of consulting processes
Concerning employability promotion of small and medium-sized businesses and their employees
– European exchange and comparison –

Background

In March 2010 the European Commission has determined“Smart growth” – development of an economy based on knowledge and innovation – as one of three priorities in the guidelines of the strategy ‘Europe 2020’ and has remarked the increasing meaning of further education.

The Ministry of Labour, Integration and Social Affairs of the state of North Rhine-Westphalia has faced this challenge by creating the instruments “Potenzialberatung NRW” and “Bildungsscheck NRW”. The coupling of organisational development and individual qualification is a central starting-point of these funding instruments.

The focus is on strengthening the competitiveness of small and medium-sized businesses. Global social and economic challenges demand constant development for businesses as well as their employees. For employees, the development of vocational competence and lifelong learning are the keys to build a successful professional career and assure their employability on a high level. During this process, both employees and businesses are often in need of assistance.

In terms of development, counselling and consulting in regard to individual and organisational competences is an important connection.

Project objective

The project conduces to benefit from good practice experiences of other European countries and from transnational exchange with policymakers and intermediaries. The results of this process will be used for the development of the funding tools in North Rhine-Westphalia. Therefore, the main goal is to increase the willingness of disadvantaged target groups to participate in continuing education. Furthermore, the quality and coverage of the consulting process – the strategic key factor for organisational and individual development of competence – shall be improved, i. e. by optimising the corresponding conditions.

Project phases

1. European research of comparable funding instruments
2. In-depth research of funding programs with the help of country visits, interviews, secondary analysis of evaluations and/or monitorings
3. Organisation of an exchange with the main actors of the funding programs (with the help of workshops etc.)
4. International congress as a conclusion of the project / presentation of developed recommendations for action

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