

LET'S CAMPAIGN

**Best practices of most successful actions in disseminating
the educational activities to attract students/apprentices
by CCIS CCBMIS**

www.gzs.si

www.gzs.si/zgigm

Project: LET'S CAMPAIGN n° 2020-1-IT01-KA202-008374

+

- PROMOTIONAL VIDEO
○ WITH POPULAR
SLOVENE RAPPER



PROJECT: TOUR EXHIBITION OF THE FUTURE CAREERS

- To promote less familiar occupations among young people CCIS made a video: »Knowledge for life«, launched in 2019, still relevant, 60.00 views
- Moto of the project: »I will study what I want to become«.
- Video addresses young people.
- To promote jobs and occupations the video can be used by companies, schools and other stakeholders on the job market.

**+ EDUCATIONAL QUIZ on
CONSTRUCTION TERMS,
FACTS AND TRENDS WITH
POPULAR SLOVENE
RAPPER**
with many attractive prizes!



WHAT?

Quiz game promoting construction industry

WHY?

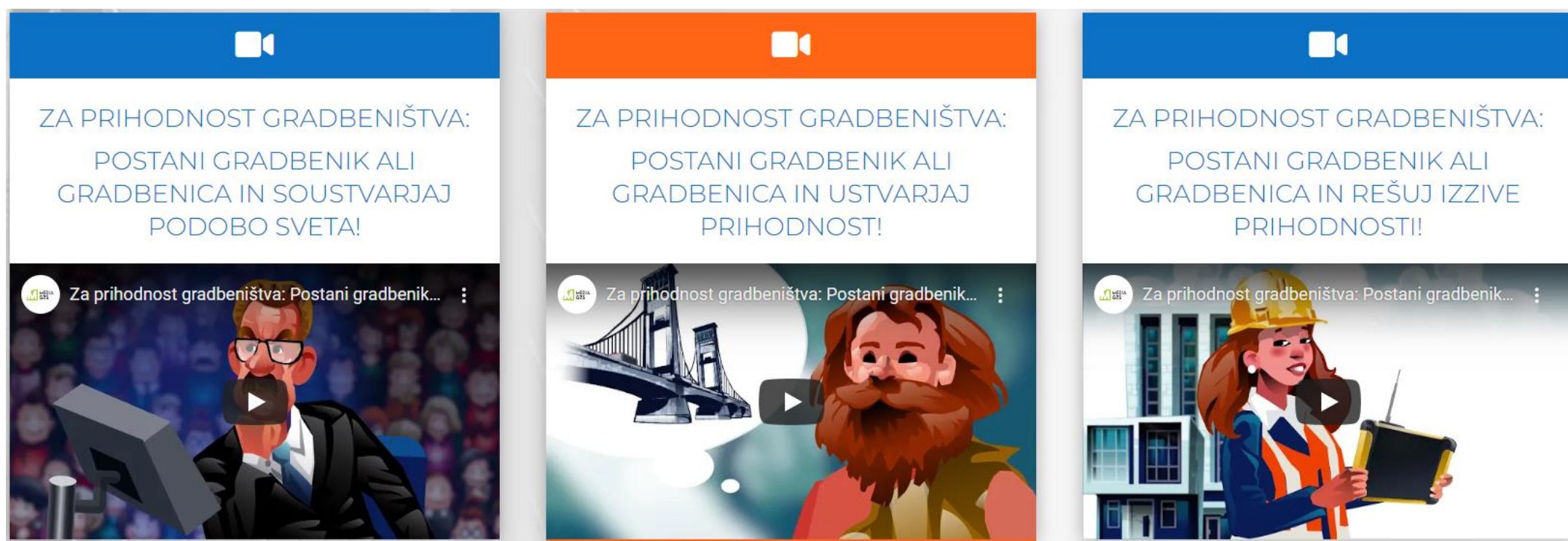
For primary school pupils (over 500 visited the fair) to learn about occupations in construction industry.

WHERE AND WHEN?

At the construction industry fair in April 2022, in the eastern part of Slovenia, which is less developed

NEW ONLINE FOCUSED PLATFORM ISSUED BY SOCIAL PARTNERS: FOR THE FUTURE OF CONSTRUCTION

On 1 April 2022, the Chamber of Commerce and Industry of Slovenia launched a targeted campaign aimed at improving the media image of the construction industry among young people in the general public. We want to prove that the future in construction is bright and inspire people to pursue a career in construction. We spread our good stories. We also invite everyone else to entrust us with their inspiring experiences and successes to be included in the new joint portal of the two social partners (employers and employees): zaprihodnostgradbenistva.si – for FUTURE OF CONSTRUCTION!



WHAT?

3 ANIMATION VIDEOS PRODUCED IN 2022 PROMOTING CONSTRUCTION INDUSTRY

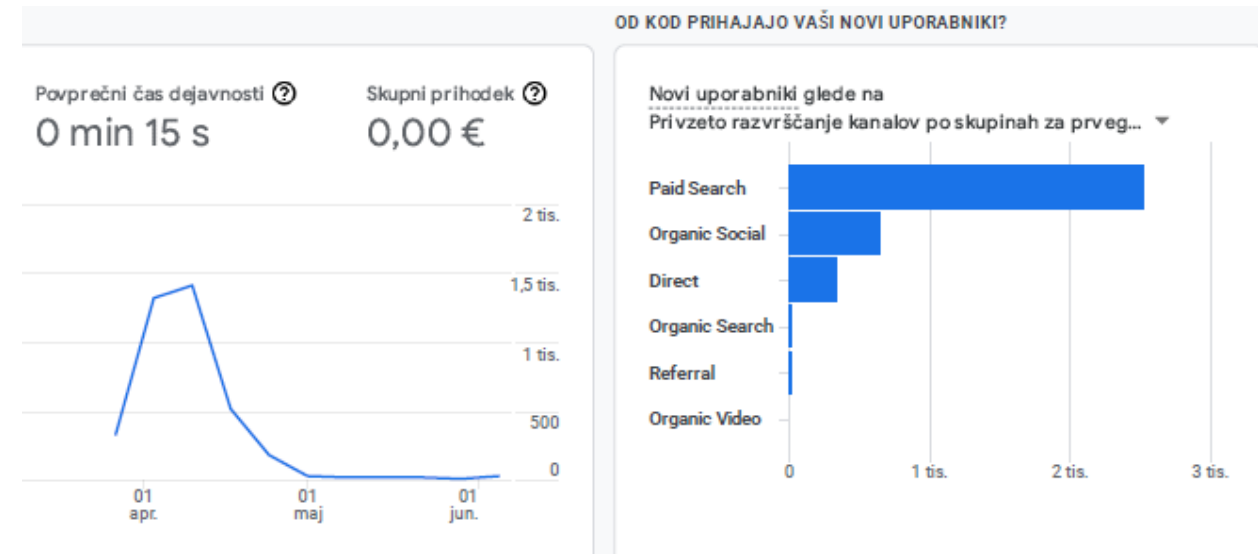
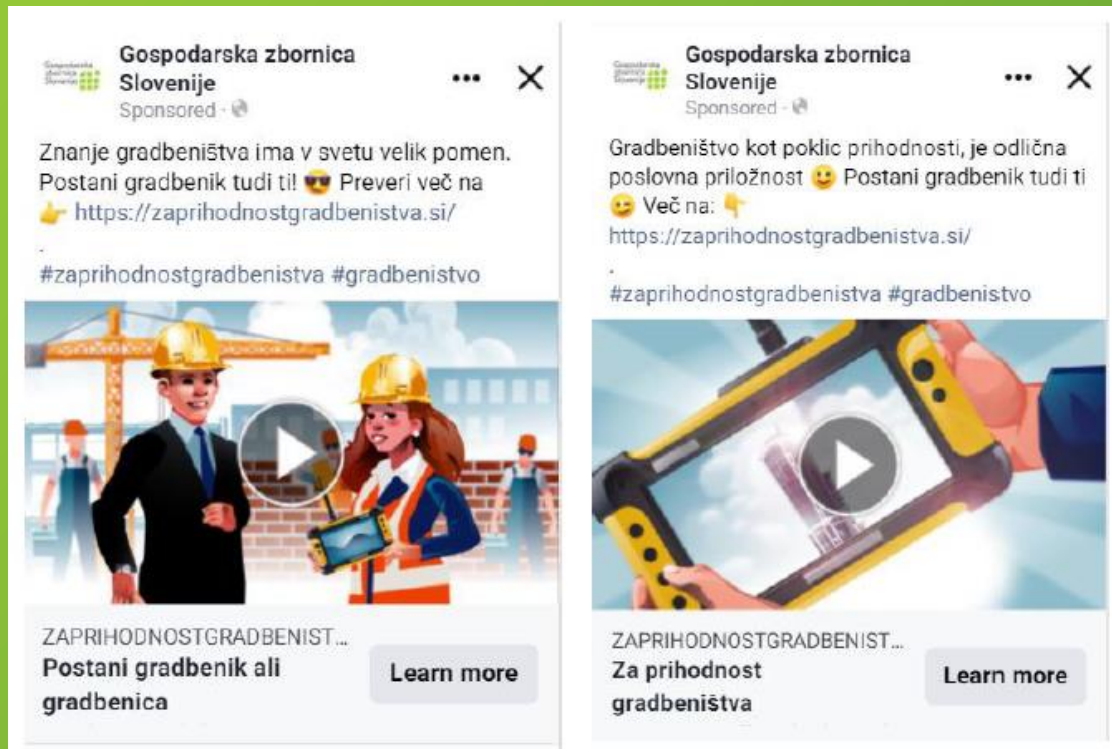
WHY?

To change the negative connotation about the construction sector and the construction careers among young people who have to make a decision about their future careers and enrolment in secondary and high schools.

WHERE?

- <https://www.youtube.com/watch?v=hbZMpKnPP3A>
- https://www.youtube.com/watch?v=Qv1Js4Cp_Kg
- <https://www.youtube.com/watch?v=BN6eqecF6qY>

+ PAID DIGITAL CAMPAIGN - VIDEO ON SOCIAL MEDIA OF CONSTRUCTION SECTOR IN SLOVENIA



HOW?

During the period when 9th graders are deciding on their first enrolment in secondary school, an online campaign advertising three animation videos was carried out for the implementation and support of the SUSODCO project in package and locally by video.

WHERE?

The digital advertising campaign was divided into:

- Facebook and Instagram campaign,
- Tiktok,
- Google (video and display network) campaign.

WHEN?

4 weeks in April 2022

APPRENTICESHIP IN SLOVENIA

Part of the VET programme of secondary schools with 3-years vocational programme:

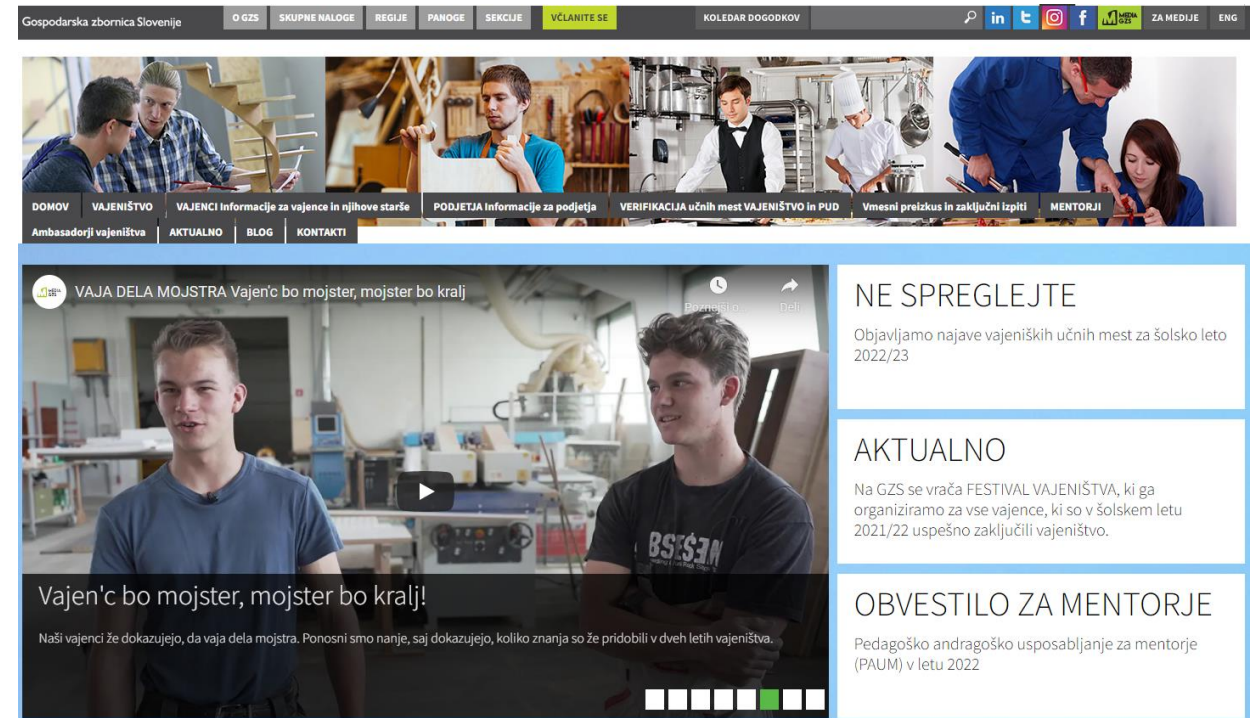
- min. 50% of the educational programme must be completed as vocational training in a company (employer): Trainees do practical training in companies, with remuneration ranging **from 250 to 400 euros**.
- CCIS is responsible for the 3 partit contract between student, employer and ministry.
- **bricklayer, painter and roofer/joiner**

THE OBJECTIVE OF THE APPRENTICESHIP

- higher qualification to better match the demand of the economy (job market)
- softer school-to-work transition: early vocational socialization
- early employment of young people and balanced needs and demands for staff on the job market

HOW TO BECOME AN APPRENTICE?

- Future apprentices choose a company which is verified by the CCIS and sign an apprenticeship contract.



www.gzs.si/vajenistvo

Corporate scholarships

The purpose of corporate scholarships is to connect employers and students. Long-term human resource planning enables companies to actively participate in the training and development of future employees and thus contribute to the long-term development of the company. Corporate scholarships are on average the highest of all scholarships available in Slovenia, but still many remain each year.

EXCHANGE ROOM APP (IZMENJEVALNICA)

The Fund no longer provides funding to co-finance staff scholarships, but it does enable employers to register their need for staff scholarships on the one hand, and young people to find staff scholarships on the other.

PRIJAVA ZA DELODAJALCE

Iskalnik razpisanih kadrovskih štipendij

Študijsko leto 2022/2023

Sedež štipenditorja:

Naziv izobrazbe,
strokovni ali znanstveni
naslov:

Področje izobraževanja
(po KLASIUS P):

Področje izobraževanja
(po KLASIUS SRV):

ISKANJE

POBRIŠI

An educational day at the Construction Fair MEGRA 2022

„ALL SECONDARY AND TERTIARY EDUCATIONAL
ORGANIZATIONS PRESENTING THEIR
PROGRAMMES“

Almost 500 primary school pupils, who were facing one of the most important decisions of their lives - the decision on their career path - were introduced to:

- all the educational institutions in Slovenia involved in construction,
- the largest Slovenian construction companies,
- the variety of careers in construction,
- the wide range of job opportunities and
- the latest digital technologies that are making their way into the construction sector.



OPEN-DOOR DAY OF THE SLOVENE ECONOMY

„JOB SHADOWING EVENT FOR YOUTH“

- It has been held 5 times since 2014.
- In Spring 2022, 67 company visits were made with 1 800 students from 37 different primary schools, 44 companies participated.
- This year 9 companies from the construction sector participated.
- The aim: to get acquainted with the professions in the working environment where the work is actually done.
- The young people receive all the necessary information about where they can continue their education and where they can look for employment.





Competition of the Slovene Secondary (VET) Schools of Construction - GRADBENIADA

- In 2019 the 21th in a row.
- To encourage young people for further vocational education mainly in the field of shortage occupations: masons, painters, ceramists and carpenters.
- Sports and professional skills competition for pupils of all 5 Slovene Secondary Schools of Construction.
- CCBMIS takes part at the accompanying programme together with construction companies (in 2018 with a test of social skills for pupils in the frame of the project SSHH (Soft Skills for Hard Hats - Developing managerial skills for construction workers))

EMPLOYER BRANDING –

YOUTH AND ADULT ATTRACTION BEST PRACTICES
FROM CCIS MEMBERS TO BROADER AUDIENCE

IT'S NO LONGER ABOUT
THE MONEY

IT'S ABOUT THE **HOW** AND **WHY**

STRATEGY:

LET'S GO
BOLD!

UNCONVENTIONAL UNEXPECTED PROVOCATIVE FUNNY NOTICEABLE

LOOKING FOR
**human
cement**

to hold together a dream team of constructors.

POMGRAD
Zanesljivi temelji. Celovite storitve.

We're going to
**level with
you here**
- it's a great job.



POMGRAD
Zanesljivi temelji. Celovite storitve.



Where you'll never
bring your work home with you.

POMGRAD
Zanesljivi temelji. Celovite storitve.

It's like playing with
Lego's.
But for money.



POMGRAD
Zanesljivi temelji. Celovite storitve.

Encouraging stories



Hiren Kumar Bose



Novice

Inženirka leta 2021 je dr. Nataša Kovačević, vodja projektov na oddelku za raziskave v družbi Kolektor Group

12 jan 2022

Na večerni slavnostni razglasitvi Inženirka leta 2021 11. januarja 2022 v Predsedniški palači je inženirka leta postala dr. Nataša Kovačević, vodja projektov na oddelku za raziskave v družbi Kolektor Group. Letošnje nominiranke je na četrtem izboru inženirka leta nagovoril predsednik RS Borut Pahor.

Izbir inženirka leta v ospredje postavlja osebo, ki je lahko s svojim delom in osebnostjo zgled in navdih mlajšim generacijam deklet, da se bodo lažje odločala za perspektivne inženirske poklice. V letošnji generaciji slovenskih inženirk je komisija 'predsednico razreda' prepoznala v Nataši Kovačević. Ob raziskovalnih in inženirskih podvigih ter prispevanju skupnosti namreč navdihuje tudi kot oseba. Njena osebnost izraža strast do dela in jasne cilje, ki se jih loteva z zagnanostjo in trdim delom. Ko spregovori o svojem delu, ji oči zažarijo. Navduši z umirjeno, a odločno samozavestjo.

Ob prejemu kipca se je Kovačević zahvalila za izjemno priznanje: »V čast si štejem, da sem del tega projekta, da sem spoznala takšno ekipo ljudi, devet izjemnih inženirk. Poudarila bi, da smo vse nominiranke zmagovalke in da vsaka prispeva enakovreden delček k inženirstvu in pomaga soustvarjati prihodnost. Vloga nas žensk se v inženirstvu zagotovo povečuje. Je pa delež žensk tu še vedno prenizek. Zato je prav, da se usmerja mlada dekleta v to in da se izkoristi ves njihov potencial. Sama se bom trudila navduševati mlada dekleta in fante za inženirstvo in naravoslovje.«

January 24, 2022

[Novice \(inzenirka-leta.si\)](https://www.inzenirka-leta.si)

How a Housewife-Turned-Construction Worker Beat all Odds to Start her Own Business

<https://www.thebetterindia.com/273988/housewife-entrepreneur-business-grant-tata-communication-csr/>

FUTURE IDEAS

- Addressing parents:
 - Content to promote the construction sector to parents.
 - Targeted digital campaigns: success stories, facts (craft profiles that pay very well) in the media.
 - Events targeting pupils, students **and parents**.
- Higher scholarships.
- Interesting student exchanges during study years (training, job shadowing, young entrepreneurs, ...)
- More young people sent to WORLDSKILLS Europe, WORLD SKILLS ...
- Developing the construction youth community with sport events, VIP seats at football events for construction students ...
- **AR presentation at fairs and schools!?**

Competition in the field: painter - letter painter



SloveniaSkills 2022

Informativa 16. in 17. september 2022

Sejmišče Celje - Sejem MOS

Priprava tekmovalne naloge in gradiva



sloveniaskills



New COMUNICATION CAMPAIGN

For the future of construction

#FutureBuilders

AD CAMPAIGN FINANCERS: CCIS CCBMIS + members (big construction companies)

Two shorter-term objectives:

- Improving the media image of construction
- Increasing the number of professional staff in the construction sector

Agencija GIG

**Komunikacije, odnosi z
javnostmi, digitalni marketing.**



TARGET GROUPS

Agencija GIG
Komunikacije, odnosi z
javnostmi, digitalni marketing.



Improving media image of construction:

GENERAL PUBLIC

- Communication channels: all major traditional media
- Content: story "For the future of construction #BuildersForFuture", presentation of the positive aspects of the construction industry, presentation of new technologies and trends, examples of good practice from the local environment.

Increasing the number of professional staff in the construction sector:

(a) YOUNG PEOPLE - UPPER SECONDARY PUPILS/STUDENTS, STUDENTS

- Communication channels: mainly digital media
- Content: advantages of being a "builder"; new technologies, new technologies used in the sector; job opportunities and possible scholarships

b) PARENTS OF PUPILS

- Communication channels: digital and traditional media
- Content: examples of good practice from the home environment; job opportunities and possible scholarships for future builders.

DIGITAL FIRST

Digital content effectively reaches the targeted audience and offers immediate and measurable insight into results.

With content that promotes the construction profession and stimulates the interest of the target audience, showcasing modern trends and the use of digital technologies in the construction industry, address the target public on the importance of the construction industry for the economy - the construction profession is respected and interesting.

Proposal:
WITH SPECIAL TIK TOK influencer 1 year campaign, 4 post /month.

Agencija GIG
 Komunikacije, odnosi z
 javnostmi, digitalni marketing.



Video / YouTube / Google



Družbena omrežja (FB/IG)



TikTok



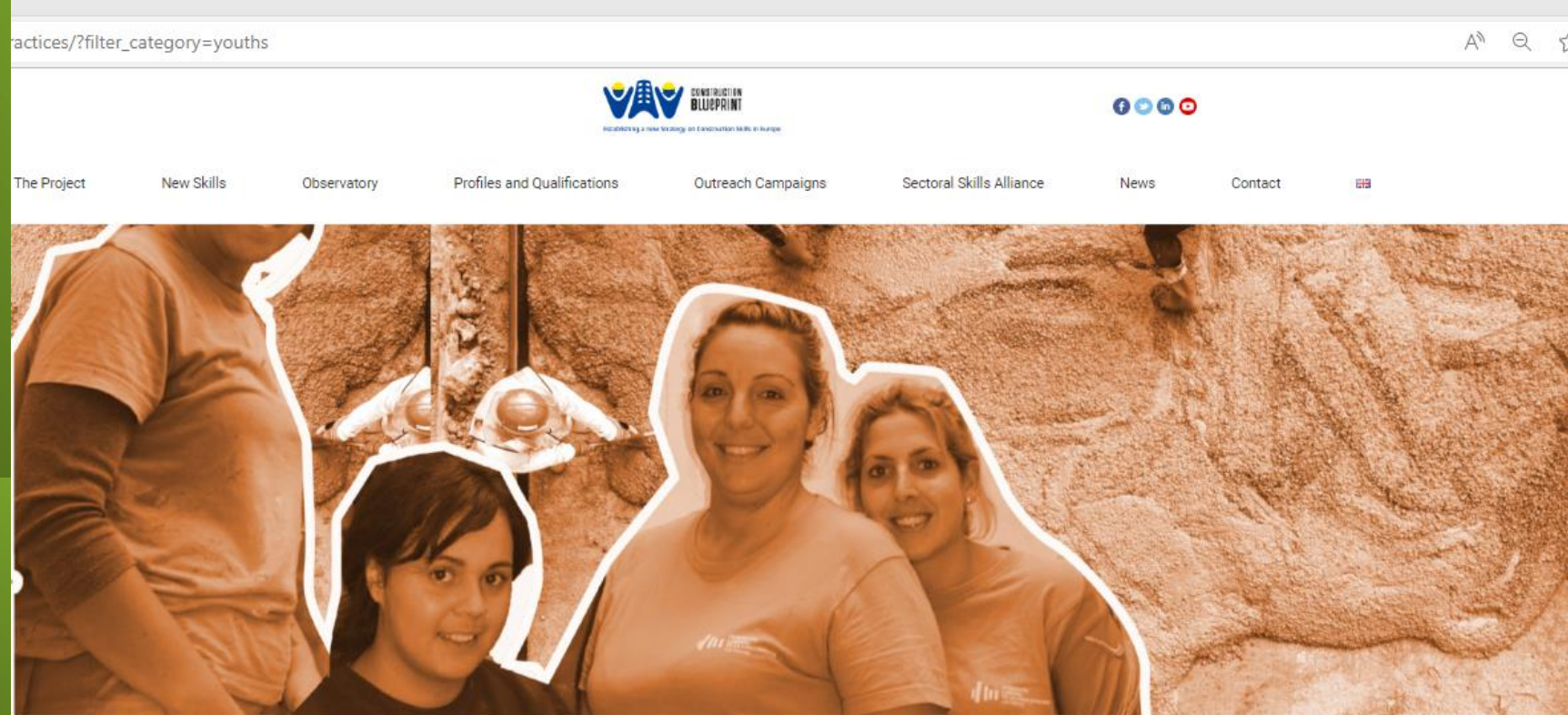
DISSEMINATION



- International crafts fair (MOS-sep 2022, MEGRA-april 2022)
- Project Managers Meeting at CCIS premises: projects capitalization
- During other projects ME events – during breaks (project GUPP, Tab4Building, ICONS, PEACOC ...)
- construction printed magazines (1 x year GG Gradnje issued by CCIS, Gradbenik)
- Construction indices printed brochure (issued by CCIS 4 time per year)
- Via personal Linkedin profiles of CCIS CCBMIS team
- Via social media CCIS channels posts
- On meetings with CCIS CCBMIS pr/media agency on preparation of others sector initiatives

DISSEMINATION OF BEST COUNTRY PRACTICES FOR YOUTH ATTRACTION

CONSTRUCION
BLUEPRINT
Best Practices -
Construction Blueprint



Best Practices

Category: Youths ✕ Country ▼



YOUTHS September 21 2022
EU: Initiatives for youth employment in the construction industry



YOUTHS June 1 2022
Germany: Summer of vocational training