

LET'S CAMPAIGN

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

www.gzs.si

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

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PROMO - MARKETING VIDEO OF CONSTRUCTION INDUSTRY IN SLOVENIA

WHY?

- to improve the poor image and reputation of construction sector
- to increase the number of technical staff in the construction sector
- to improve the legislation related to the construction industry in Slovenia
- to improve the social status of the construction industry in Slovenia

WHAT?

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.

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PROMO - MARKETING VIDEO OF CONSTRUCTION SECTOR IN SLOVENIA

HOW?

WE ARE LOOKING FOR YOU!

The construction careers:

- are creative, artistic and innovative;
- are supported by the most contemporary trends in information technology;
- need responsible, intelligent and ambitious people, fast thinker, top professionals in the construction sector.

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PROMO - MARKETING VIDEO OF CONSTRUCTION SECTOR IN SLOVENIA

HOW?

To promote VET programmes (apprenticeship) in construction sector

- By showing the young people that they will be part of amazing construction projects on the construction sites from the very beginning.
- By showing them their responsibilities on the construction sites (building and leading the construction team, ensuring construction safety, ...)
- APPRENTICE REIMBURSEMENT in Slovenia (January 2020 - February 2021):
 1. grade: 254,72 EUR/month
 2. grade: 305,66 EUR/month
 3. grade: 407,55 EUR/month

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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«](#)
- 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.

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KNOWLEDGE IS LIFE

I KNOW WHAT I WOULD
LIKE TO BECOME



APPRENTICESHIP IN SLOVENIA

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

- min. 50 % of educational programme has to be realized as vocational training at a company (employer): the apprentices train on the job at firms.

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.





**ČETRTEK,
28. 11. 2019,
OB 16.30**

OPEN-DOOR DAY OF THE SLOVENE ECONOMY

- 2019 the 4th Open-door day of the Slovene Economy.
- The objective: to get familiar with the careers in the working environment where the jobs are actually carried out.
- The young people get all the necessary information about where to continue their education and where to employ themselves.
- Every year over 100 companies in Slovenia open their doors in the afternoon so that also the parents and other interested can visit the companies.

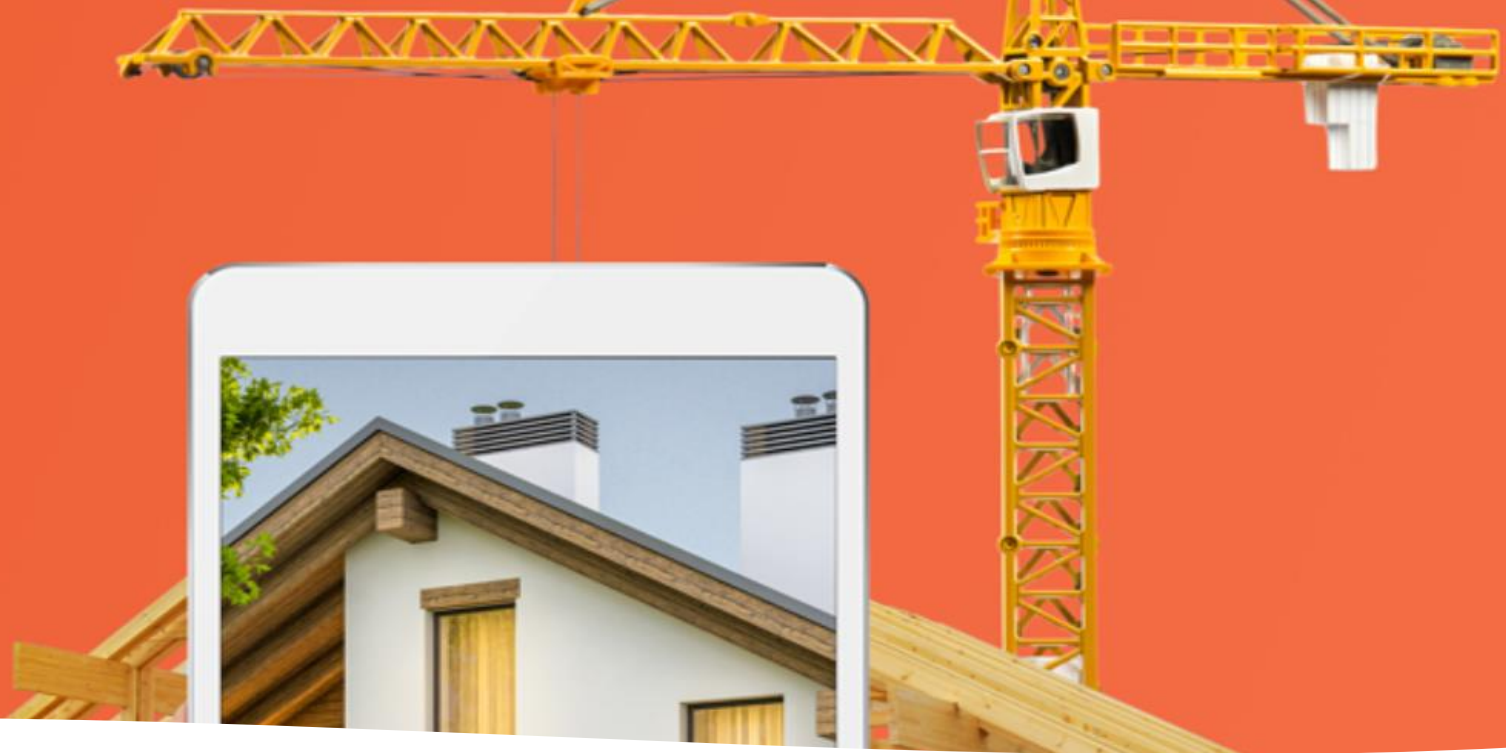


Competition of the Slovene Secondary Schools of Construction - GRADBENIADA

- In 2018 the 20th in a row (165 participants).
- 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))

FAIR
FOR CONSTRUCTION,
ENERGETICS,
MUNICIPAL SERVICES
AND TRADE

2021
Gornja Radgona



**Fair for
construction,
energetics,
municipal
services and
trade - MEGRA**

- A traditional fair of construction sector, every year in March.
- CCBMIS is a part of the programme board.
- Discussion (round table) with experts of the construction industry on the topic: Education and staff in the Slovene construction sector.