

ABOUT EmBrand project

(EmBrand = Employer Branding)



EmBrand is about matching interests between the supply side and the demand side on the labour market by presenting career options in SMEs for youngsters and upskilling options for human resource staff in SMEs to improve the image at the labour market (unique sales position).

The objective of EmBrand is a definition of ways for upskilling of human resource staff in SMEs when coping with innovative ways to attract school leavers for apprenticeship and/or to attract skilled workers for qualified work. The particular focus lies on considering in exchange conveying methods and instruments for SMEs how to better compete with large companies on the labour market and the like with

competitors for staff from other branches.

SME staff should be supported why and how to develop a USP-strategy (USP: unique sales position) for themselves for attracting people as working staff. There will also be an exchange about how the image of the (construction) sector could be improved or at least instrumentalized for SMEs purposes to attract workforce on the VET-level (contrary to academics).

The target groups of EmBrand are entrepreneurs, human resource staff in SMEs, managing/leading staff in companies and in-company trainers and in VET-centres the like.

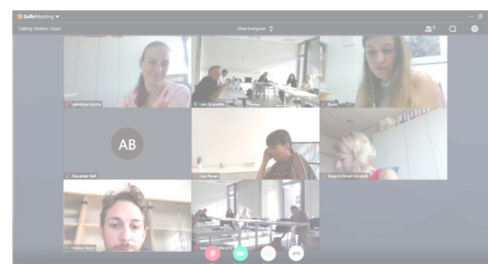
THE RESULTS EXPECTED DURING THE PROJECT AND ON ITS COMPLETION

The result will be a catalogue of recommendations in which way to upskill (higher vocational education and training) SME staff to better assert in the competition for talents and skilled staff (in construction) compared to big players to overcome the structural balancing of disadvantage. SMEs should be able to establish a USP to attract qualified staff.

5 WORK PHASES DEALING WITH:

1. EmBrand situations in the partner countries with involved stakeholders - who is involved in the acquisition and retain of staff? Which methods are applied to bind staff (limited or unlimited contracts, short-/long-term perspectives, VET-paths, etc.)? Support from official sides for SMEs and related VET-offers?
2. Development of detailed questionnaires related to Employer Branding and conducting interviews with SME about this topic (6 per country) - entrepreneurs and leading staff should be interviewed and also asked about their needs for support.
3. Analysis of results from phase 2 and recommendations for acting options for SMEs related to EmBrand.
4. About retaining people: exchange about acquisition, communication, mediation and (non-formal) incentives; not only relation of small/big companies rather also retaining staff within the branch.
5. Exchange about conclusions and needs for the future.

6 meetings to exchange about the topics of EmBrand:



PROJECT CONSORTIUM

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- SCUOLA COSTRUZIONI VICENZA ANDREA PALLADIO
- TALENTBRÜCKE GmbH & Co. KG
- International Formation Center S.L.
- Lux Impuls GmbH
- GOSPODARSKA ZBORNICA SLOVENIJE
- BERUFSFORDERUNGSWERK DER BAUINDUSTRIE NRW GGMBH

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THE 1st HYBRID MEETING IN COLGNE & ONLINE TOOK PLACE

At the first international meeting in presence & online in September 2020, the partners got acquainted with the project in more detail and the project phases. The partners thought about why Employer Branding matters and talked about the first project phase.

A fraction of the current project consortium has previously taken part in the project Talents4Construction (ERASMUS+ Exchange of Experience 2018-20). There, it turned out that EMPLOYER BRANDING was detected as the most vibrant facette to attract or retain workingstaff for SMEs; what actually is less necessary for big players, as they are mostly well known from their name. Besides the mobility of labour in construction is quite high compared to other branches.

EMBRAND SITUATION IN THE PARTNER COUNTRIES WITH INVOLVED STAKEHOLDERS

The project partners made surveys about Employer Branding situation in the partner countries with involved stakeholders.

Research on topic Employer Branding made by the partner Talentbrücke GmbH & co. KG from Germany: Considering the research on topic Employer Branding made by the partner Talentbrücke from Germany Employer Branding is an identity-based, internally and externally effective development and positioning of a company as a credible and attractive employer. The development of a substantiated employer brand creates identification among existing employees, offers applicants orientation and gives the company as such a direction. Employer Branding is not just about making attractive promises, but actively implementing them in the day-to-day running of the company.

Many HR-managers think that Employer Branding is only aimed at high potentials and large companies. Employer Branding, however, also refers to SMEs. After all, according to a study, 48% of companies are unable to fill their positions in the long term. Among medium-sized companies, the figure is even higher at 59%.

With reference to the research by Talentbrücke only one in four SMEs currently uses targeted EB, while at the same time 57% are considering using this channel to recruit specialists, while 17% have no such plans. 76% of the companies surveyed have had very good or good experiences with EB measures. (Sponsor of the survey: Kompetenzzentrum Fachkräftesicherung (KOFA), status: 2019, survey of 420 companies). The research gives an answer also to the central question: **How can the return on investment in Employer Branding can be measured?**

66% of the best performers (=companies with very good employer branding) invest 20,000 euros and more. In contrast, 66.7% of the companies that certified themselves as having inadequate employer branding have not set an explicit budget. For a strategic and sustainable development of employer branding it is necessary to measure the success of the various measures in order to be able to track success and failure in targeted manner. However, even among the best performers only 29.2% do this. Among the companies with poor employer branding, the figure is only 6.7%.

Indicators for recording employer branding measures can be:

Quality and quantity of applicants

Costs and time of recruitment (duration of appointment)

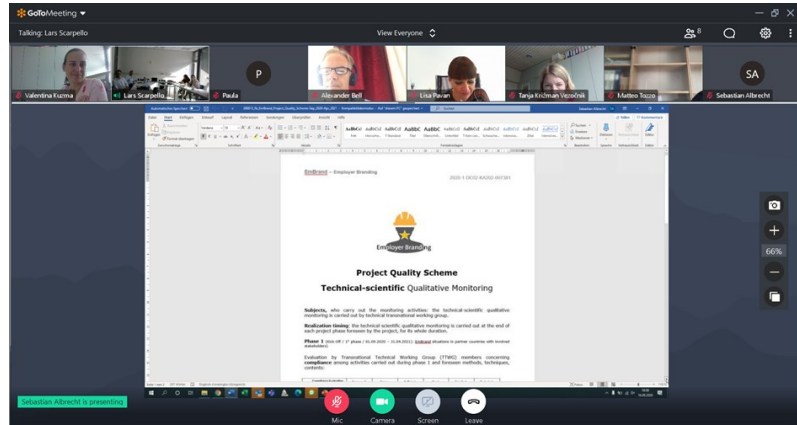
Employee satisfaction

Length of stay/proneness to fluctuation of employees

Absenteeism of employees

Clicks and followers on the specially set up career page or on social networks

"Time to hire" – how long does it take to fill a vacancy



A WEAK EMPLOYER BRANDING CAN COST COMPANIES MILLIONS, WHILE A STRONG EMPLOYER BRANDING SAVES MONEY

According to a survey about Employer Branding made by Slovenian partner CCIS CCBMIS world-renowned companies such as Google, Boeing and Xerox are recognized among job seekers as a pool of the best staff and provide a unique work experience that makes sense for both the individual and the society. Companies that are less (re)known have more problems, which makes it very difficult to attract new employees – including talent.

Technology companies are under additional pressure: technical staff is needed in almost every industry, and their number is even more limited than in other profiles. Since technical staff is needed in virtually every industry, companies are expected to soon to find themselves in a situation where they have no candidates. Employer Branding is an important strategic decision that requires the participation of many functions within the company and support from the top, because this project requires awareness that it is not a quick one-time solution, but a long-term story.



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