



13 – 15 February 2006, Vienna

## Germany

### Initiative for Employment!

**Territory covered by the partnership** 19 regional networks acting in eleven German countries (rural und urban areas) with a population of 13,237,152 inhabitants and the area of 12,182.25 km<sup>2</sup>

**Policy areas** Labour market and employment policy

**Partners** Businesses, trade unions, employment services, chambers of industry and commerce, trade associations, representatives from relevant regional institutions such as training und employment institutions, local politicians

**Description of the Partnership** The *Initiative for Employment!* is the largest co-ordinated German business initiative to empower the national labour market. The creation and securing of jobs is an outstanding example of how businesses can contribute to society; the Initiative also provides an important impetus for institutional reform and pioneers sustainable improvements in the labour market.

Since the start of the Initiative in 1998, supported by numerous personalities from businesses, associations, science communities and politics, a federally co-ordinated network project covering 19 regional networks and approximately 200 individual projects has been established. Around 2,000 institutions (among them more than 400 companies) are directly involved in the activities of the *Initiative for Employment!*

Two levels of co-operation of the regional networks are implemented. Firstly, the top representatives of the institutions form a regional initiative forum which defines the goals and the direction of the regional network. Secondly, experts and decision-makers meet in working groups in order to develop and implement projects tailored to the needs of the region.

On federal level the Governing and Executive Board discuss the conceptional development and implementation of strategies (example: strategies for school leavers and graduates to cross the “job threshold”). Furthermore the transfer and mainstreaming of successful employment strategies are part of the “Political Dialogue” on the federal level.

**Added value of the Partnership** Long-term improvement of the regional employment structures, development of co-operative structures and promotion of regional social capital

**Main source of financing of the partnerships and its projects** Regional networks are financed by the whole range of private, business and public funding (employment agencies, state ministries or federal level, EU-funding/European Social Fund).

**Responsible organisation** Co-ordination of the *Initiative for Employment!* on federal level: IFOK – Institute for Organisational Communication, [www.initiative-fuer-beschaefigung.de](http://www.initiative-fuer-beschaefigung.de)  
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