"Successful concepts for the vocational reorientation and reintegration of special target groups: Civilian personnel employed by the armed forces and people with health conditions and disabilities"

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Table of Contents

- Labour market measures in response to the military conversion/demobilisation in Rhineland-Palatinate (Rheinland-Pfalz)
- Innovative concepts and ideas for the vocational reintegration of rehabilitants

Lutz Ewald, Andreas Chittreck: "Successful concepts for the vocational reorientation and reintegration of special target groups: Civilian personnel employed by the armed forces and people with health conditions and disabilities"
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1. Preface
pebb gmbh was founded in 1995 as a consulting company and has its head office near Mainz, Germany, the state capital of Rhineland-Palatinate. Since 1997, pebb gmbh has been working for numerous private and public customers throughout Germany, for example Statutory Accident and Pension Insurers (Employers’ Liability Insurance Associations (Berufsgenossenschaften), State Social Insurance Offices (Landesversicherungsanstalten) etc.), State Governments (e.g. Rhineland-Palatinate, Hesse), and small to large companies from all industry sectors (e.g. IBM, HeidelbergCement). In cooperation with its customers, pebb gmbh develops innovative and custom-tailored concepts in three main business areas: Consulting, Job Placement, and Rehabilitation and Case Management.

2. Our topics
The focus of our presentation is on vocational training and qualification. We will present two innovative service concepts which we have developed in cooperation with (1) the State Government of Rhineland-Palatinate, Ministry of Labour, Social Affairs, Family and Health, and (2) Statutory Accident Insurers in the Federal Republic of Germany. These concepts, first created in 1995 and 1997 respectively and implemented by pebb gmbh, are continuously improved and enhanced. Both concepts concentrate on the vocational reorientation and reintegration of target groups who face special placement obstacles: (1) civilian personnel employed by the armed forces, and (2) rehabilitants and people with health conditions and disabilities.

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Even though we are not providing education ourselves, we are in close contact with the two pillars of vocational education: vocational training (first vocational training, retraining) and vocational qualification. We help two types of people to find a new job: (1) people who are unemployed despite a vocational training, retraining or qualification, and (2) people who want to find a job based on their existing knowledge and skills first, and who may then receive further employer-specific, on-the-job training. We determine the needs of the labour market (by means of placement activities, trial employments etc.) and compare them to the jobseeker's characteristics (skills and capabilities, family aspects). If required, we then initiate custom-tailored qualification measures – including vocational training and retraining. During this process we stay in close contact with the cost bearers and educational institutions.

Our aim is to integrate (or transfer) individuals sustainably and quickly into the first labour market. That is, vocational qualification measures are not an end in themselves, but the decision on qualification measures and their scope depends upon the situation on the labour market and the individual's skills and needs. In times of increasingly scarce financial resources (e.g. in the social security system), the economic and demand-oriented use of capital becomes ever more important.

In both projects we have gained long-term experience\(^1\) with several thousand participants. It shows that even target groups facing considerable placement obstacles can be successfully reintegrated into the labour market if a pragmatic, market-oriented combination of job placement and qualification measures is used.

\textit{Ober-Hilbersheim, Germany, July 2004} \hspace{1em} \textit{Lutz Ewald, Andreas Chittreck}

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\(^1\) Both projects are statistically monitored and evaluated since 1995 and 1997 respectively.

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