

The concept of



Dr. Sascha Göttling, Bochum 06.06.2018

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A minipreneur is anybody, who

- owns restricted ressources
- takes his life in his own hands
- and then gets a perspective with the help of others.

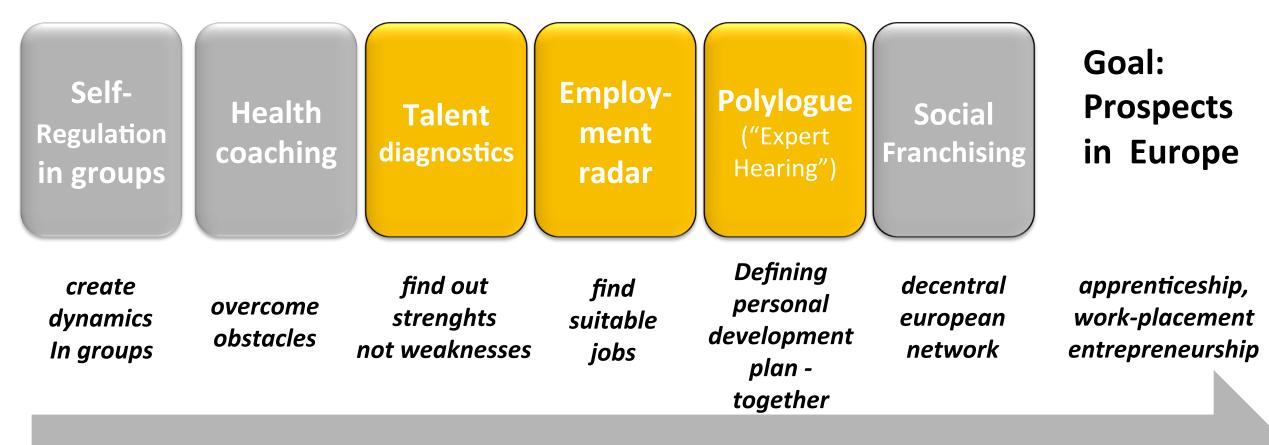
Peter Hartz





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The social way out of unemployment

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Aim: Activation of resources

- Enable New experiences of joy and self-efficacy
- Grouded by scientific findings
- A-Trainer / Job Developer as role model
- !!! New training curriculla for certified A-trainers in 2018/2019!!!





Talent diagnostics professional tools for anybody to identify strenghts (examples)

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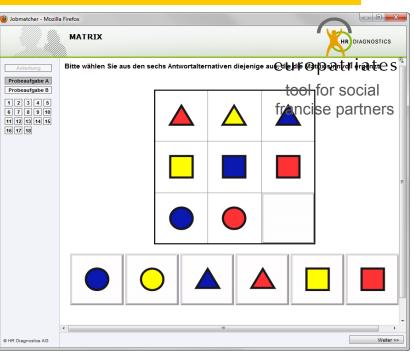




portrait of life

Anippeneure dest

general cognitive capacity



processing speed

Johnscher - Muzills Firefor SPEED Aufgabe Markieren Sie alle Banknoten mit dem korrekten Durchsichtsregister So europatriates Narkieren Sie alle Banknoten mit dem korrekten Durchsichtsregister So europatriates So 50 So 5

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07:00

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15



spatial sense

PRODUCTION

Welches Teil muss aussortiert were

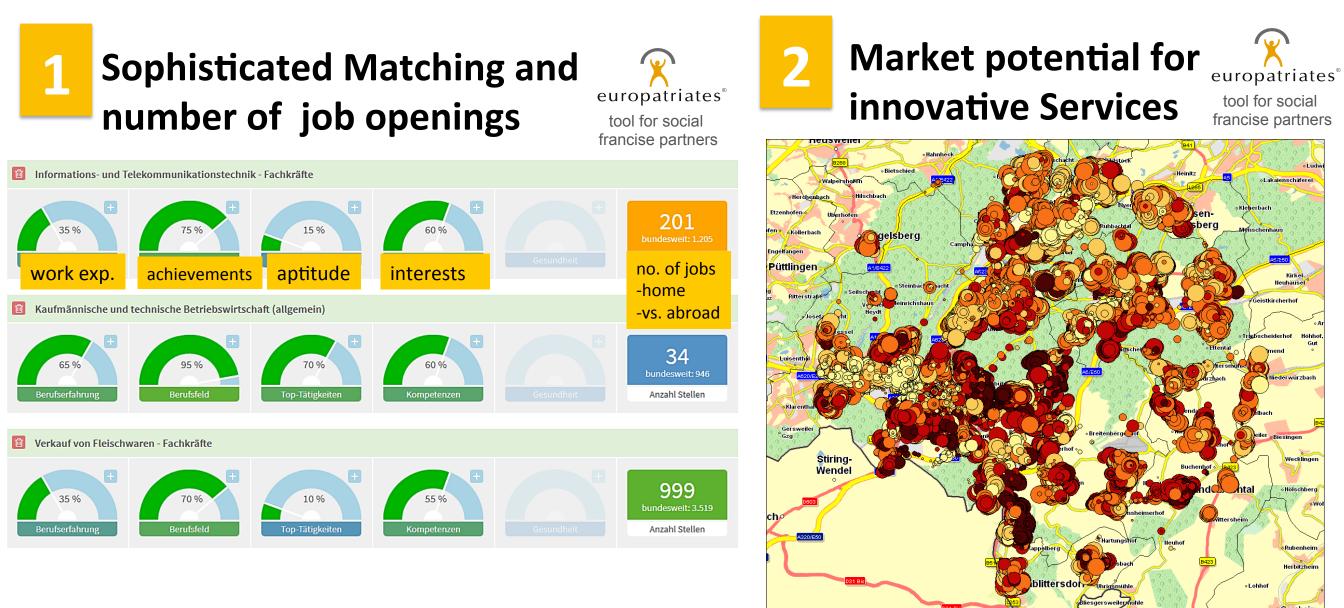
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tool for social

francise partners

Employment radar sophisticated matching and market potential for intended careers **jobdeueloper**



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- a) as meassure for activation and vocational integration of unemployed people
- b) as meassure for preventivion: Concept for vocational education in schools





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Step 1: Information and education of multiplicators (master social franchisees): Funding through private initiatives (minipreneure, europatriates), EU-Projects (ERASMUS+ / Youth Garantee), or national funds

Step 2 Conduction of measures with job-searchers: National and municipal funding

- a) Germany (since 2013): Funding of minipreneuere programme through measures of activation and integration (§45 SGB III)
- b) Spain (since 2014): Young people get the chance for apprenticeship in Germany through BMAS mobility programme (MobiPro-EU)
- c) Bulgaria: Planned institutionalization of Career Centers and Youth Mediators
- d) Lithuania: Upcoming transformation of employment centers

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iobdeveloper

Contact



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Gegen Jugendarbeitslosigkeit

Innovative Ideen, Modelle, Strategien



Zukunftsperspektiven für die Jugend in Europa

1. Europäischer Kongress gegen Jugendarbeitslosigkeit 23. bis 25. Juni 2014 Saarbrücken

Unter der Schirmherrschaft von José Manuel Barroso, Präsident der Europäischen Kommission

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AISTHESIS VERLAG



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Backup

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We have identified 150 trendbased jobs – and more jobs in every partner country jobeleveloper - most of the jobs are same – few national or regional specialities

7 job families















"services for families" Familien-Dienste "private lessons" Nachhilfe "home care"

Zuhause betreut

"health & well-being" Gesundheit + Wohlgefühl

<mark>"nature & garden</mark>" Natur + Garten

"services for SME" Kleinunternehmer-Dienste

"<mark>handmade</mark>" Handgemacht

150 jobs



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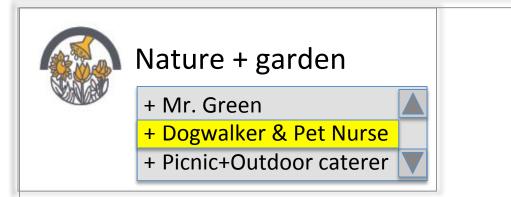
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Examples

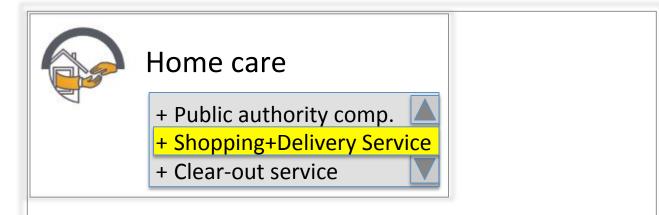




Dog Walkers & Pet Nurses

Many homes for elderly people and facilities for assisted living now allow pets because of their positive influence on the elderly. When all of the sudden the owner looses his mobility but wants to keep his friend, pets need someone who cares.

A Dogwalker- service offers pet services for homes and assisted living. They take the pets out regularly and ensure nutrition and cleanliness. But they also offer visits with cared pets of their neighborhood in such facilities.



Shopping compagnion + Delivery Service

Shopping companions offer people with less time, senior citizens or handicaped a shopping and / or delivery service for goods of daily needs. supermarket.

As shopping assistant they accompany their customers, process shopping lists and also consult in questions of quality, healthiness or pricing.

They come for regular shopping tours and are also available for spontaneous purchases. Ideally, they serve multiple clients in the same suburb and cooperate with local markets.





Key question for minipreneurs: How to evaluate the local market and get closer to your customer?

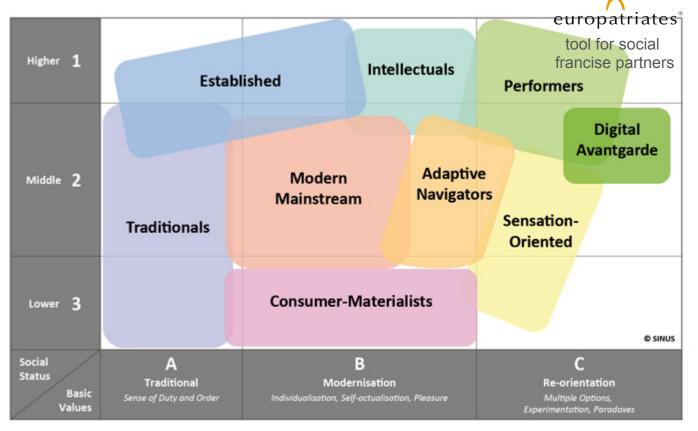


All jobs are linked to

Sinus-Meta-Milieus®



Sinus-Meta-Milieus[®] in established markets



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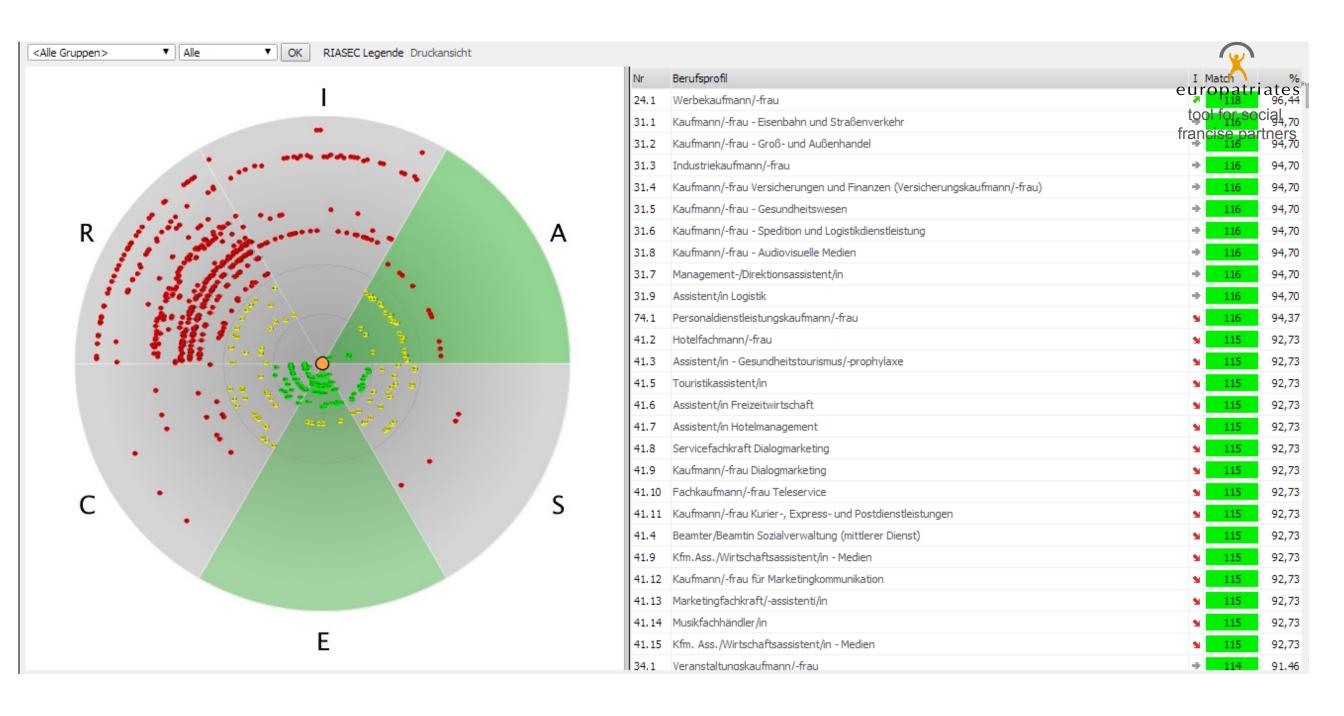
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Example Advanced Tool: matching talents with professions sharing profiles europe-wide





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Example Advanced Tool: Employment Radar 1 ("Finding") international job network interlinking all labour market actors



- monitoring applicants and officers activities
- management of budgets, measures and job contacts



- Set public or private • professional profile
- custom search agents
- application management

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Fully web-based international job network interlinking all labour market actors - customisable, highly functional interfaces in different languages



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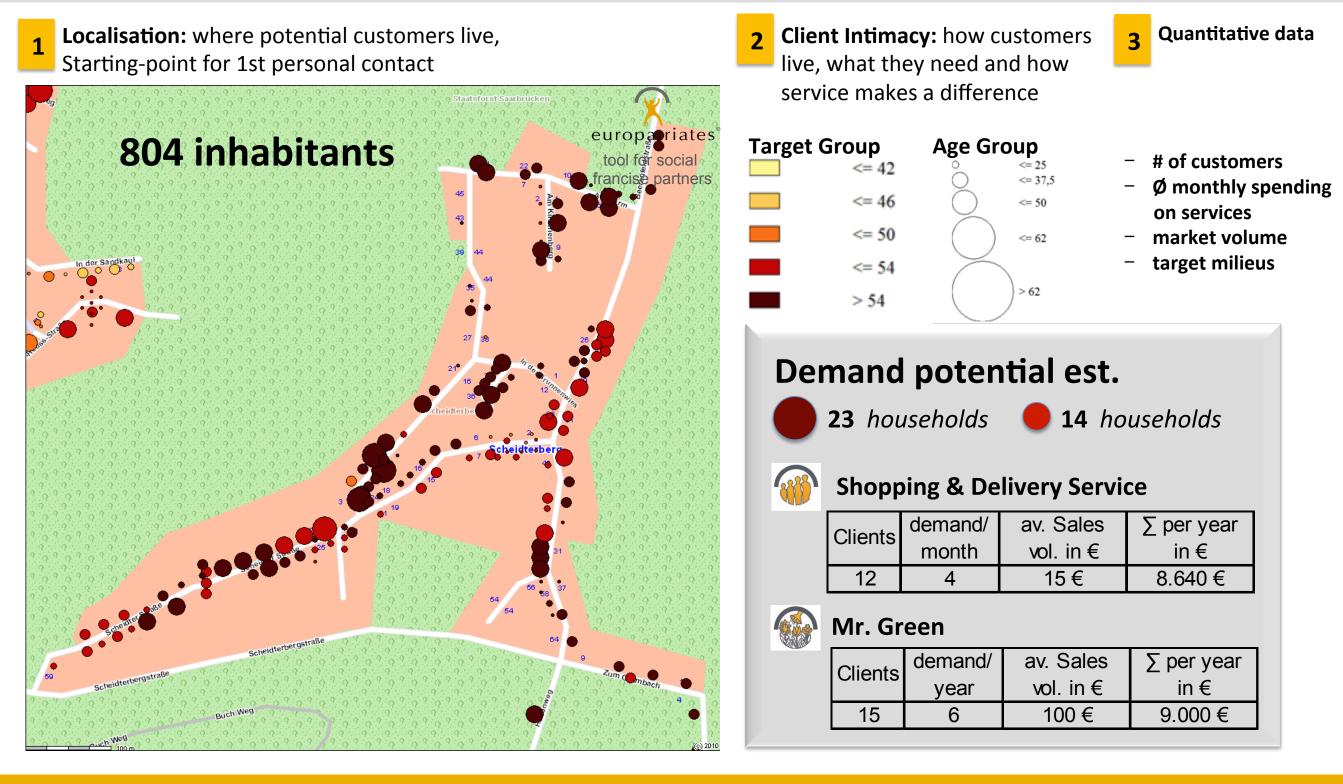
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Example Advanced Tool: Demand evaluation at street level (Big Data, anonymized) Calculating market potential





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Polylog («Expert Hearing»)

Developing a personal development plan by co-creativity

Jeder wird zur Ressource des Anderen Jeder bringt sein Wissen, Können und Wollen ein hangelearning Sperten jeder Beitra Dependent Intensive ist wichtig Gruppenáktivitäten (Det) Lebenspläne entwerfen und gestalten Advotsuchered Schöpferische Synergie Atheitsachende Nutzung neurobiologischer und psychologischer Erkenntnisse Individuelles Talent- und Gesundhéitscoaching HENNARCHITEKTEN

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