

iMOVE°

Success Stories

Developing Skills for Employability with German Partners

8 Case Studies from the Mobility and Logistics Sector

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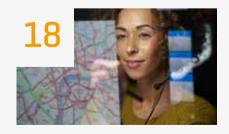
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Joint venture between UAE's national railway network and Deutsche Bahn AG

www.deutschebahn.com

Railway-specific vocational education for young Emiratis

The railway industry is quite new in the Middle East region in general and specifically in the UAE. The UAE's vision is to establish a national railway system which connects the UAE's key centres of trade and population.

First of all, a joint venture (JV) between UAE's national railway network and Deutsche Bahn AG, the leading German railway organisation and holding company of DB E&C, was founded in 2013. The JV is called Etihad Rail DB (ERDB). It is responsible for operating and maintaining a railway network of 264 kilometres in length which facilitates the transport of sulfur from the cities of Shah and Habshan to Ruwais in the western region of Abu Dhabi.

One of Etihad Rail DB's strategic objectives is to develop the necessary know-how and expertise to run the railway system autonomously. So among other measures, Etihad Rail DB decided to implement a railway-specific vocational training to ensure that their employees receive the best possible qualification. The German company DB E&C was commissioned to design and organise the implementation process.

The Rail Diploma – a special vocational training for railway professions – is a basic qualification for young Emiratis and the first step to enter the career path at ERDB. The programme is accessible for UAE nationals only and thus serves as a strategic instrument to reach the Emiratization quota.

Challenges

To design a structured concept, it was necessary to reach an agreement with Abu Dhabi Vocational Education Training Institute [ADVETI]. ADVETI is a technical training institute, licensed by the Emirate of Abu Dhabi. ADVETI's services offers comprise vocational workshops including the technical equipment for the training in mechanical and electrical subjects as well as competent training staff. Apart from the technical facilities and trainers, ADVETI has extensive experience with the learning culture of the Emiratis, their prime challenges being time man-

agement and fatigue. ADVETI also holds the responsibility for the certification of the new training course "Rail Diploma". The programme, the training material and the trainers are approved by the UAE Ministry of Education.

The second challenge was to attract young Emiratis, usually without any clear idea of railway transportation, for railway-specific qualifications like Train Controller, Train Captain, Rolling-Stock Technician, Systems Technician and Ontrack-Equipment Operator.

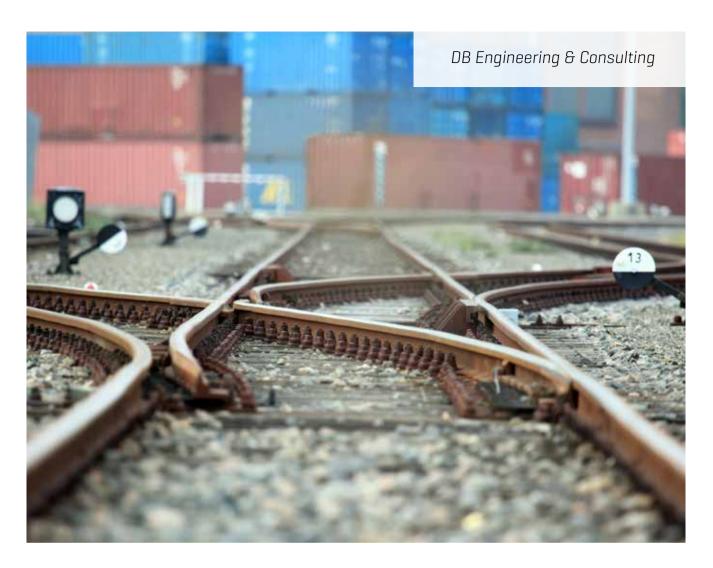
Concept and curriculum development

School graduates who start their first year of training (ADVETI Core Year) must undergo tests to prove their knowledge of mathematics, their English language proficiency and their physical and psychological fitness. In the first year, the mechanical and electrical fundamentals for all ERDB trainees are taught. At the end of the second year, the trainees decide for one of the five professions and continue their functional training for the individual job in the third year.

To meet the demands of ERDB, concepts, standards and didactic elements of the vocational training of Deutsche Bahn AG were incorporated as well as the training contents of the German vocational training professions "Industrial Mechanic" and "Electronics Technician for Operating Technology".

For the third year a teaching outline for the railway-specific trainings was compiled in close cooperation with the respective managers and signed off by the safety director. Also recommendations for training materials were made.

The training starts with an induction week to introduce the company's vision, mission and values as well as work ethics. The following two years consist of several training modules, e. g. geometry and trigonometry, electrical fundamentals, IT, technical drawings, electrical equipment, welding techniques, dismantling and assembling of parts.



Further modules of the training cover railway operations and practice-oriented training for the different professions at ERDB premises. Also several work placement phases are planned. In addition, a one-week site visit programme was organised as a benefit for the signing of the working contract. The trainees were accompanied by the German trainer who conducted the induction week.

Among the tasks of the DB E&C consultants were recommendations regarding the development of various training course documents and of a tutoring/mentoring concept for the trainees. The German experts also advised on the training of the employees who were to take over a tutoring function for the trainees. The managers involved in the training process received a didactic training independent of the programme; therefore, train-the-trainer measures were not necessary.

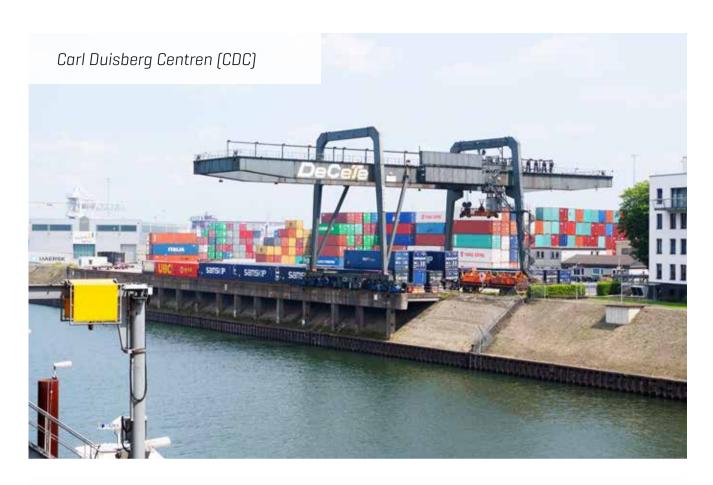
Recruitment strategy

The concept of a structured vocational training like the one at ERDB is relatively unknown in the UAE. School leavers mainly

aspire to either go to university or to find a position in the public sector. It was therefore necessary to draw up a detailed recruiting plan for open training positions, including school visits. As decisions are usually made by the family and not by the individual, family members were invited as well.

In addition to information about the company and the various professions, the presentations focused on the advantages for the trainees, including excellent career opportunities, exciting jobs and a one-week trip to Germany to learn about the German railway system.

Twelve applicants were hired and started their training programme on 1 September 2017. The induction programme was preceded by a one-week visit to Munich, during which various facilities of the Deutsche Bahn AG were visited. A second group of 16 participants, male and female trainees, started their training in September 2019.







Strengthening economic cooperation between Germany and China www.carl-duisberg-professional-training.de

Chinese logistics experts explored North Rhine-Westphalia

Ten Chinese experts from Chongqing participated in further training provided by the Carl Duisberg Centren (CDC) in Germany to learn about logistics infrastructure, current developments and future challenges in the booming logistics sector.

The majority of participants were teachers and professors of logistics at various universities, while three worked as managers in logistics companies. The further training programme consisted of seminars and visits to companies, with the focus on transport by road, railway and waterways, as well as intralogistics.

The participants were very interested in dialogue with the German experts, for example regarding the impact of the minimum wage on freight forwarding companies and port workers. They were also particularly interested in the training and continuing education system in Germany. Together with representatives from universities and vocational schools they examined ways in which training in China can become more practical in nature.

Training-related consulting and advanced training for managers

Customers who make use of the consulting services offered by the German education and training provider CDC include companies, public institutions and government offices, which receive advice relating to their continuing education and training needs. CDC provides skilled workers and managers with tailor-made teaching plans and training documents, and designs continuing education and training programmes. In addition, the company and its customers develop ideas for continuing education for trainers and teachers.

In its advanced training programmes for managers, the CDC trains participants in management skills and puts them in contact with carefully selected potential business partners in Germany. During this process they receive support from CDC trainers and coaches.

Direct link between China and Germany

The eight-week programme for Chinese logistics experts took place primarily in the German federal state of North Rhine-Westphalia (NRW). The group visited, among others, the Port of Duisburg, the logistics company DB Schenker Rail, and the German Association of Freight Forwarders and Logistics Companies. The participants also spent a week in Bremen to get to know the city's port management.

The Carl Duisberg Centren were awarded the contract by the city of Chongqing, which is due to be developed into a significant logistics location in Central China. Home to 30 million people, Chongqing is not directly comparable to any single German city, though comparisons can be drawn to NRW's dense motorway network and important transport routes within Europe. Germany and China anticipate that the direct freight train connection between Chongqing and Duisburg, which was established in 2013, will be expanded in the future and that the economic cooperation between the two countries will be further strengthened.



Support for the regional industry clusters of India's automotive sector www.bfz.de

Making a virtue out of necessity

With over 20 years of international experience, bfz is one of the largest German training providers. Faced with a huge shortage of skilled workers, Indian companies are using German expertise within the framework of the dual training system to update their training institutions and to increase the skill levels of their staff.

The cluster approach is very promising when it comes to trialling structures and processes over a short space of time within a clearly defined area. When successful, project findings and experiences should then lead to a transfer of expertise into other clusters. Currently there are more than 1,000 such industry clusters in India.

Short training courses and mentor programmes

As part of the project SINADE (Strengthening of Industry-oriented Approaches for Dual Education and Training), which is funded by the German Federal Ministry of Education and Research (BMBF), ten representatives from each of the individual clusters are to receive training in Germany during a six-week stay. These experts from companies, public educational institutions and cluster organisations shall then form the core group which implements new measures in the clusters and in particular establishes Common Faculty Centres (CFC). At these centres, private and public institutions can access training and continuing education for their staff, and contribute with their ideas to ensuring that training content is tailored to the specific requirements of the relevant stakeholders. A further objective is joint examination processes and standards. Short training courses and mentor programmes for cluster managers are intended to ensure successful training management of the cluster over the long term.

In India, the way in which collaboration functions between public institutions and the private sector is often inadequate. This also

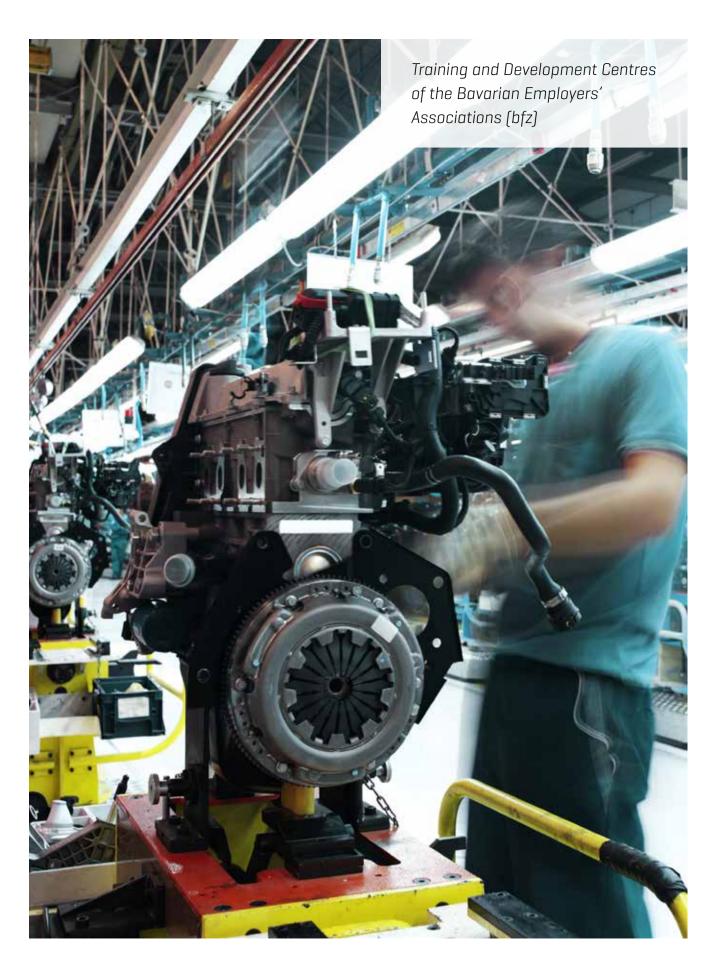
applies to vocational education and training. For this reason, SINADE's main aim is to establish joint training and continuing education structures and to create networks of representatives from different organisations so that the interests and requirements of all partners concerned can be adequately taken into account.

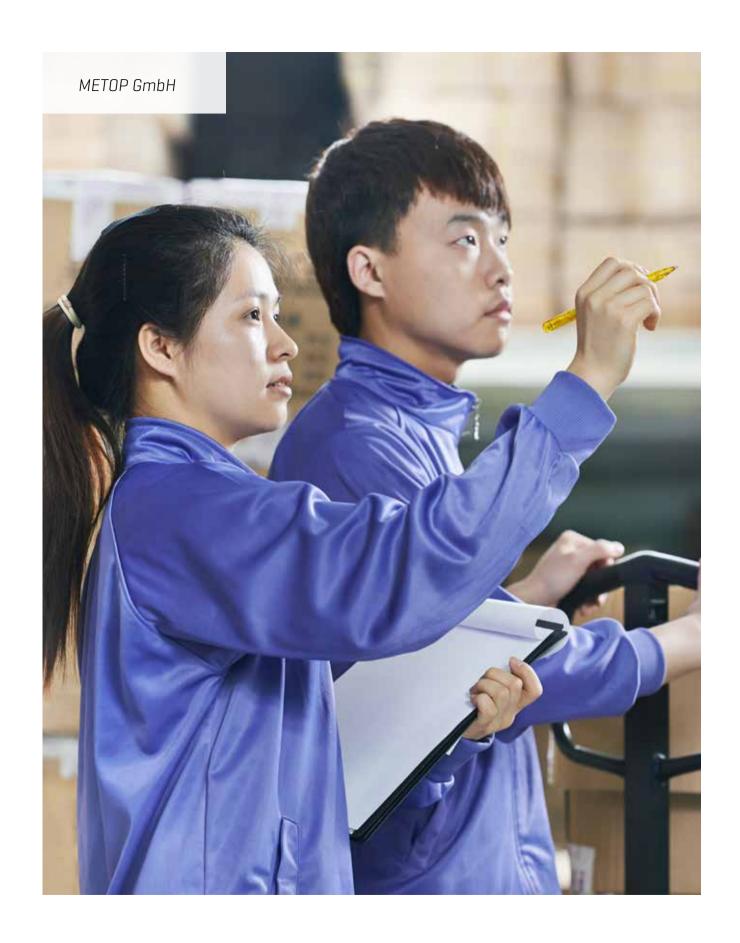
Online courses supplement face-to-face training

Due to the coronavirus crisis, it is rather unlikely that training in Germany will begin this year. However, Indian partner associations and cluster organisations in the SINADE project are now running online courses for a larger group of participants on the subject of vocational education and training. In advance of this, participants were asked about which subjects were appropriate and what they would like to have covered. It quickly became clear that the technical prerequisites for the relevant learning provision were already in place and a high level of familiarity with online learning platforms already existed in India.

At the request of the Indian partners, bfz has now developed six professional technical courses lasting 90 minutes. Each course covers, for example, employee management, assessment of training requirements in companies, technical maintenance, and energy and building technologies in companies. Further online training has been developed specifically for aspiring cluster managers in the SINADE-Project. This will run from the end of July 2020. If participants complete the online training successfully, then these courses—initially born out of necessity—are also to be offered in the future as part of the project.

The involvement of bfz is also bearing further fruit. As a result of bfz's work on the SINADE project, a major Indian technology group has just recently become aware of the German training provider and is now seeking collaboration in the automotive sector.







Certified course in accordance with German Chamber of Commerce and Industry (IHK) standards

www.metop.de

Logistics training for Chinese pupils

In 2019, pupils specialising in logistics from a professional training college in the Chinese Province of Jiangsu completed a certified course in the area of transport and logistics in accordance with German Chamber of Commerce and Industry (IHK) standards. The People's Republic of China has grown to become the world's largest transshipment hub and market for logistics services. Compliance with international standards has an ever greater part to play as the country strives to maintain this position.

In overall terms, however, the breadth of the transport and logistics sector in China still has potential for development. One associated factor here is the fact that the degree of professionalisation in initial and continuing logistics training remains low, especially in the non-academic area.

Logistics training for skilled workers without an academic qualification

The certified course in transport and logistics was being carried out in China on behalf of the Chien-Shiung College of Technology in Taicang, which is also financing the measure in full.

During the period from 2017 to 2019, lecturers from the Saxony-Anhalt Transport Training Academy (BAV) have been teaching a total of six modules to 17 pupils from the college. Topics covered include warehouse management and distribution logistics. More than 90 of the 280 teaching hours are devoted to practical instruction.

The Magdeburg Chamber of Commerce and Industry had confirmed that the training concept met the stipulated quality standards for a certified course. Once they had passed the module examinations, the young Chinese pupils received a final certificate from the German Chamber of Industry and Commerce in Shanghai. The training imparted fundamental theoretical and practical knowledge in the field of transport and logistics. The topic of "green logistics" had been integrated as a cross-cutting aspect across all of the modules.

The vocational knowledge acquired during the training expanded the professional skills of the Chinese trainees. There was also a particular focus on aspects such as health and safety at work as well as on cargo securing. After a theoretical teaching unit had taken place, pupils immediately carried out practical exercises to apply what they had learned.

A BMBF-funded project which was opening doors

Within the scope of this cooperative project, practically oriented initial and continuing training concepts for skilled workers and teachers in the occupational field of logistics were developed, piloted, and evaluated by the Magdeburg-based partners METOP GmbH, BAV, and Otto von Guericke University. The professional training college in Taicang was one of four Chinese vocational education and training partners.

The collaboration with the Chien-Shiung College of Technology resulted from a highly successful cooperative project called "LoBiEx – Logistics VET Export", which was funded by the German Federal Ministry of Education and Research (BMBF) and ran from 2012 to 2015.

The project and the cooperation that took place during the period of its implementation enabled a sense of long-term trust to be established, thus opening the door to training provisions such as the certified course and further joint project activities.

Against this background, the three German partners have been working since 2017 to develop another training concept in the form of the BMBF project "transPORT". This will involve a three-year programme of vocational education and training in the area of port management, which will be piloted at the Chien-Shiung College of Technology until 2021.



Internationally recognised certificate opens up global employment opportunities

www.heinze-akademie.de

Aviation engineering training in Pakistan

Heinze Academy focuses on the continuing education and training of industrial and technical skilled workers in machine engineering, aviation engineering, electrical engineering and construction. To support this, the German training provider, established in 1937, operates state-recognised engineering trade and technical schools in the specialisms referred to. It also delivers Chamber of Industry and Commerce industrial foreman courses and develops specialised training, particularly in the area of Industry 4.0. The academy is also accredited by the German Federal Aviation Office as a training and examination establishment for aviation staff in accordance with EASA (European Aviation Safety Agency) Part-147 (provisions relating to the requirements of training organisations). Finally, Heinze Academy offers exclusive advanced teacher training to international clients covering all aspects of didactics with regard to practice and competency, the dual system, digitalisation, and curriculum design. Heinze Academy became a member of the iMOVE network in connection with a Chinese government contract from 2019 concerning teacher training.

In terms of aviation engineering training, the initial step abroad was taken in 2017 in Turkey—a very important hub for the aviation industry. Heinze Academy developed a contact with a Turkish aviation engineering school in Istanbul which offered state-recognised licence training. The school wanted to also enable their customers to gain EASA qualifications from an established German educational institution and thus provide them with additional added value.

EASA qualification provides clear added value

Heinze Academy made its accredited digital and Englishlanguage training materials available to the school, and trained lecturers locally as part of a train-the-trainer activity. Since then, the German training provider has been conducting module examinations locally one to two times a month in six locations. Heinze Academy has now acquired a similar partner in Pakistan, a country with a population of 220 million, the majority of which are very young. The proximity to the United Arab Emirates [UAE], which is an important centre for aviation, has an important role to play in young Pakistanis applying for an additional EASA qualification. Only with this qualification can a job in the UAE and therefore significantly higher income be achieved. The Pakistani partner is the largest aviation engineering school in the country, with three locations in Lahore, Islamabad and Karachi. Heinze Academy also made its training material available for their Pakistani partners, trains employees and conducts examinations in each case during three scheduled one-week periods per year in all three cities.

Plug-and-play

In addition to Turkey and Pakistan, Heinze Academy also cooperates or is currently exploring business opportunities with partners in Spain, Tanzania, Ghana and other countries. The following illustrates the importance of the foreign market. In 2019, Heinze Academy organised approximately 1,000 courses and examinations in the area of EASA Part-147—around 90% of these were accounted for by locations outside Germany.

A key factor in the success of the projects outlined is the examination preparation software specifically for examinations relating to Part 147. This is developed internally, is cloud-based and is multilingual. The creation of this product is a result of the extensive experience gained from cooperation with schools. The software helps international education institutions to integrate the Heinze Academy programme into foreign programmes, effectively by means of a "plug-and-play" approach. This ensures maximum user friendliness and customer satisfaction.











Continuing vocational education and training in logistics in the "1,000 Teachers Programme"

www.gbsleipzig.de

Training of Chinese vocational school teachers

In 2019 and as part of the "1,000 Teachers Programme", the Chinese Ministry of Education engaged the Leipzig GBS Academy for Technology, Economics and Management for the training and continuing education of teachers working in vocational schools in China. China wants to have up to 1,000 teachers, lecturers and college leaders trained each year in Germany over a period of several weeks. iMOVE organised the expression of interest process for German providers of vocational training and continuing education.

GBS Academy delivered the teacher training in the area of logistics. From November to December 2019, 25 teachers attended a four-week training course. The GBS Academy provided training for participants on the German vocational education and training system, the vocational school framework curriculum, on advanced areas of learning and on the examination system. Also covered were vocational education, teaching methods, as well as the planning and delivery of lessons. Specialised knowledge concerning the content of modern logistics occupations was also delivered. The logistics sector is also not immune to digitalisation and automation. As part of the digital transformation, skilled workers are faced in particular with the networking of logistical processes, which is intended to provide greater transparency in the supply and distribution chains.

Greater transparency

The participants, who came from provinces across China, also took part in excursions to the German logistics company DHL, a BMW plant and to the German National Library in Leipzig. In the final evaluation of the training they showed that they had understood the content well and had gained lots of practical experience to support delivery of their own teaching in China.

The predecessor of the Leipzig GBS Academy for Technology, Economics and Management was established in Munich over 40 years ago. The GBS Academy began its international

training activities in Chongqing and Chengdu as early as 1998. Here, training courses were run in cooperation with Chinese authorities and institutes as well as German and Chinese companies. Since then, the GBS Academy has been training international participants not only at their site in Leipzig but also abroad, at a local level.

Training on site

As of 2001, Chinese students began studying at the GBS Academy to become "State-certified technicians" specialising in electrical engineering or information technology and "State-certified business economists". Prior to this, they completed a one-year German-language course at GBS in China.

In 2003, the GBS Academy set up their first vocational training centre in China with a primary focus on the automotive industry. This was established on the Shenyang University campus as the "Shenyang University GBS Academy [SGA]". The second centre of this type followed just one year later on the campus of the Liaoning Communication School in Shenyang.

In cooperation with the Liaoning Province government and Shenyang municipal authority, the GBS Academy provided training for Chinese trainees in the areas of electrical engineering and mechatronics. Courses and management training were also organised for Chinese employees of German companies such as BMW Munich, BASF Shanghai and Würth. In cooperation with BMW Munich and what was then the Berlin Federal Institute for Vocational Education and Training, GBS created one of the first Chinese-language textbooks for vocational education and training in mechatronics. This was followed, in collaboration with partners such as the Suzhou Technical College and the Chongqing Industry Polytechnic College, by further practice-based and action-oriented vocational training and continuing education activities.



Qualified specialist personnel with German language skills www.feda-madrid.com

Dual training for logistics clerks in Spain

FEDA Madrid is a German school abroad accredited by the Foreign Office and the Standing Conference of the Ministers of Education and Cultural Affairs of the Federal Republic of Germany and is part of a network of 140 German schools abroad. Since 1980, FEDA Madrid has been training young people in Spain in commercial areas, and in industry, logistics and trade in accordance with the German dual principle. It cooperates with the German Chambers of Foreign Trade (AHK Spain) and a number of German, but also Spanish training companies. The vocational school teaching is based on the respective framework curriculum of the German Standing Conference of the Ministers of Education and Cultural Affairs and is delivered in German. The intermediate and final examinations are conducted by AHK Spain in cooperation with FEDA Madrid.

Primafrio came into contact with FEDA Madrid through the German Consulate in Barcelona. The Primafrio Group is a Spanish transport and logistics company. With its fleet of 2,200 trucks, it specialises in the export of fruit and vegetables from Spain to more than 25 European countries. The headquarters of the family business is in Alhama de Murcia. Germany represents its largest market, accounting for around 52 percent of sales. For Primafrio, it is therefore very important to train qualified specialist personnel who are fluent in German in order for the company to ensure high-quality and efficient communication with customers.

Language proficiency supports high-quality communication with customers

Primafrio has been offering two-year training as a freight forwarding and logistics clerk since 2018. The Spanish company cooperates with FEDA Madrid to support this. In this case, unlike in Germany, the trainees apply not to the company but to the school which then forwards the applications on to appropriate companies. The school also carries out the theoretical part of the dual training. Overall, the trainees each spend six weeks in the school and around nine weeks in the company on an alternating basis spread over two years. This means the practice-based element of the training comprises around 65 percent.

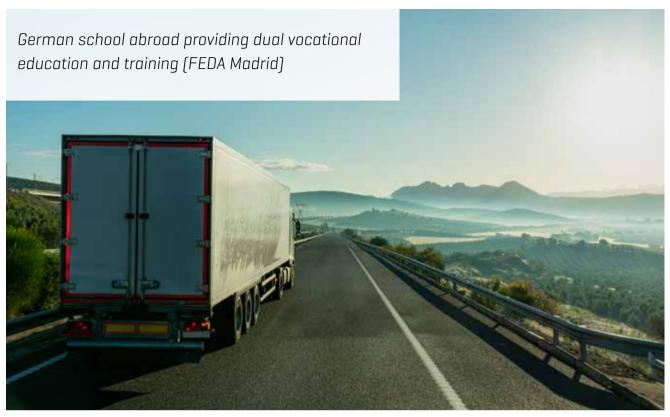
The trainees are trained as part of operational work in the company. They assist dispatchers responsible for German-speaking countries, attend to customer enquiries, and ultimately develop their own base of regular customers. As part of the training in sales, they are actively involved in finding new customers and conducting initial negotiations. In this way they develop their social and methodological competencies.

To start with, one trainee was appointed as a trial to see how the dual training concepts might be integrated in a Spanish company. Since this integration proved to be seamless, two new trainees have been appointed each year since 2019.

Basis for a dual degree

In the summer of 2020, the first Primafrio trainee—the best in her year—received her qualification certificate from AHK Spain and the German Chamber of Industry and Commerce (DIHK). Following on from the vocational education and training, she is now also completing the dual degree in Business Administration and Logistics at the Ludwigshafen University of Business and Society, and for this she is able to continue working for her company in Murcia during the practical placement phases.

According to Marina Förch, Commercial Director of the Primafrio Group, prospects for further cooperation are very good. "At Primafrio, we regard the German dual vocational training as a successful training model that promotes talent and innovation. As a company committed to improved pre-vocational training and qualifications, we are delighted to be working with FEDA Madrid in order to give young people the chance to complete specialist training in transport and logistics and, as part of this, to help them develop basic skills and specific competencies for their professional future. The labour market now demands qualifications in a range of strategic sectors and the German VET is helping to strengthen the competitiveness of our sector and to improve direct communication with future members of the transport and logistics industry."









Integration in Thailand's vocational education and training structure www.thailand.ahk.de

German standard for training in the automotive sector

Thailand ranks twelfth in automotive production globally. German companies such as Mercedes Benz and BMW have also been manufacturing in Thailand for many years. Thailand now has ambitious plans to be able to compete successfully in international markets. The country is seeking to develop into a hub for green technology and electromobility. However, this can only be achieved with appropriately qualified employees. The Thai-based operations of German automotive groups have established their own training centres for this purpose and are collaborating closely with Thai technical colleges. In this way high-quality vocational expertise is being transferred to Thailand.

German-Thai Dual Excellence Education (GTDEE) is a training programme of the German-Thai Chamber of Commerce and Industry (AHK Thailand) in which trainees work with a practical focus in companies and also attend technical college. The college addresses practical topics relating to the profession and also teaches general education subjects such as Thai, English, and social studies.

From the start, the aim was to implement a sustainable training structure in line with the German model. Learning content from the German general training plan and the framework curriculum has been adapted within the context of the Thai vocational education and training structure. The AHK also identified Thai training content which was equivalent to the German training framework. This has resulted in three-year VET courses which follow the German training regulation and include its qualifications.

From 2013 onwards, the successful concept from Germany was implemented for several occupations by AHK Thailand. This implementation was initially carried out together with the German Agency for International Cooperation [GIZ] and with corporate partners B. Grimm Group, BMW Thailand Company Limited and Robert Bosch Limited Thailand, and was supported by the Thailand Ministry of Education. Since the end of 2018, AHK Thailand has

been offering its services for the training of young Thai skilled workers as part of business partnerships and, as a result of this, the quality of training has also been significantly improved.

Due to the Thai vocational education and training structure, certification was initially only possible as quality category "C": local dual vocational education training with German system elements. The newly adapted training structure meant that traines in the penultimate year were already able to achieve quality category "B" - Local dual VET in line with the German model and trainees in the final year were able to achieve quality category "A" - German dual vocational and educational training (VET) abroad in cooperation with Mercedes Benz and BMW. Moreover, in this current year, trainee electronics technicians for industrial engineering at the Pathumthani Brewery Co. Ltd are, for the first time, also able to achieve quality category A in cooperation with Don Bosco Technological College in Bangkok.

The AHK Thailand is supporting partner companies and universities throughout the entire programme in a number of different ways. The basis of the cooperation is a coordinated combination of curricula and a general training plan. Assessment is by means of PAL examinations. PAL is the development centre for examination questions for technical occupations in Germany. A feature of PAL examinations is that they not only test theoretical knowledge but also the practical application. All trainees must acquire qualifications relevant to the occupation in order to receive a certificate from AHK Thailand showing the high standard of training achieved.

For the trainees, this certifies that they have successfully completed the training as highly qualified skilled workers. These skilled workers are in demand by companies. The companies are reducing their costs of ongoing training and achieving a higher level of employee loyalty. Since successfully implementing the GTDEE, AHK Thailand has already held more than 860 vocational qualification examinations.



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