

Industry turns female

Title	Industry turns female (<i>Die Industrie wird weiblich</i>)
Coverage	Austria
Organization/enterprise	The Federation of Austrian Industry (<i>Vereinigung der Österreichischen Industrie</i> or, in short, <i>Industriellenvereinigung (IV)</i>)
Topic	Career guidance
Target group and outreach	The project "Industry turns female" aims to reach out to young girls (12-14 years) who are still in the education system and who have not chosen their career path yet.
Purpose	<p>In 2001, the Federation of Austrian Industry introduced the initiative "Industry turns female". The project aims to introduce more girls to technical career paths and vocations. As the career path is decided quite early in the school system, the initiative targets girls aged 12 to 14. The initiative tries to cover all educational and vocational institutions (apprenticeships, technical colleges, polytechnics and universities).</p> <p>The lack of qualified staff in many technical vocations can only be overcome if the overall employment rate in such fields is raised. Considering this, increasing the number of female employees has great potential for the industrial sectors.</p>
Key features	<p>(1) Recognizes that in order to reach the target group, programmes need to be geared to the aspirations of youth</p> <p>(2) Targets girls at an appropriate age in the career decision cycle</p> <p>(3) Targets key stakeholders in the process, not just the recipients</p>
Strategy and approach	<p>A website (www.industriekarriere.at) was created to motivate young girls to pursue a technical oriented education that could lead to a career in industry.</p> <p>A publicity folder with testimonials from industry managers and a checklist for companies has been published. The publicity folder targets young girls and is used to promote "Industry turns female" at job fairs and similar events (e.g. Berufsorientierungsmessen).</p> <p>Increasing public awareness among students, parents, teachers and companies as well as politicians will increase the chances of girls becoming more interested in technical jobs and choosing career paths which have formerly been almost exclusively male dominated. With time, it should become easier for girls to pursue their interests in the technical sector.</p>
Partners	The Federation of Austrian Industry has managed the initiative since 2001.
Major achievements	The number of girls choosing technical vocations has been rising continuously in recent years.
Additional information	
Address	<p>The Federation of Austrian Industry Schwarzenbergplatz 4 A-1031 Vienna Austria Phone: +43-1-711-350 Fax: +43-1-711-352910 Email: iv.office@iv-net.at</p>

Internet link	http://www.industriekarriere.at/
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Source: Vereinigung der Österreichischen Industrie