Future-oriented: the «Winterthur Model» of VPET

Michael Domeisen, House of Winterthur
City of Winterthur

Well connected. Full of opportunities.

- 2nd Center within Greater Zurich Area
- Next to International Airport ZRH
- Sensor Valley
- Transportation & Machine Technology
- Digital Hub
- Center for Insurance
- City of Education
Main Companies

AXA
Sulzer
Autoneum
Rieter
Zimmer Biomet
Akorn
Stadler Rail
Wärtsilä
Givaudan: Zurich Innovation Center
IBM Campus
DMG MORI
Noser Engineering
Perspectives for the Young

The companies in Winterthur employ a total of almost 15,000 apprentices.

> 10,000 students are enrolled at Zurich University of applied Sciences (ZHAW), all of them former apprentices.

> 5,000 students graduate from professional higher education courses every year.
Deep-rooted Tradition
City of Education
System: it Works

Private public partnership.

- Regulatory framework set by public authorities
- Extensive contribution by private sector

Confederation
Strategic management and development

Cantons
Implementation and Supervision

Private sector
Training content and Apprenticeship positions
What is your Favorite?

> 230 professions to choose from

<table>
<thead>
<tr>
<th>Occupations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial employee</td>
<td>14250</td>
</tr>
<tr>
<td>Retail clerk</td>
<td>5077</td>
</tr>
<tr>
<td>Health care worker</td>
<td>4147</td>
</tr>
<tr>
<td>Social care worker</td>
<td>3170</td>
</tr>
<tr>
<td>Electrician</td>
<td>2159</td>
</tr>
<tr>
<td>IT technician</td>
<td>1976</td>
</tr>
<tr>
<td>Cook</td>
<td>1750</td>
</tr>
<tr>
<td>Draughtsman</td>
<td>1630</td>
</tr>
<tr>
<td>Logistician</td>
<td>1618</td>
</tr>
<tr>
<td>Mechanical engineer</td>
<td>1568</td>
</tr>
</tbody>
</table>
Adaptability!

Market-oriented education.

- Structural changes
- Economic fluctuations
- Host company ratio
- Demographic changes
- Interests of young people
It Pays off

Cost/benefit ratio for Swiss companies involved in VET programmes, survey year 2009

<table>
<thead>
<tr>
<th></th>
<th>CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Productive output by learners</td>
<td>5.8 billion</td>
</tr>
<tr>
<td>Gross costs</td>
<td>5.3 billion</td>
</tr>
<tr>
<td>Net benefits</td>
<td>0.5 billion</td>
</tr>
</tbody>
</table>

Costs and benefits by duration of training, in CHF

2-year VET programme: Gross costs 54,746, Productive output 55,146, Net benefits 418
3-year VET programme: Gross costs 86,415, Productive output 95,128, Net benefits 8713
4-year VET programme: Gross costs 115,670, Productive output 124,057, Net benefits 8387
Who Benefits Most?

Innovation & Competitiveness

Ricardo: comparative cost advantage
Leverage

<table>
<thead>
<tr>
<th>Rank</th>
<th>WEF 2017</th>
<th>IMD 2017</th>
<th>European Innovation Scoreboard 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Switzerland</td>
<td>Hong Kong</td>
<td>Switzerland</td>
</tr>
<tr>
<td>2</td>
<td>Singapore</td>
<td>Switzerland</td>
<td>Sweden</td>
</tr>
<tr>
<td>3</td>
<td>United States</td>
<td>Singapore</td>
<td>Denmark</td>
</tr>
<tr>
<td>4</td>
<td>Netherlands</td>
<td>United States</td>
<td>Finland</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>Netherlands</td>
<td>Denmark</td>
</tr>
</tbody>
</table>
Who Benefits Most?

R&D profits from both – academic and well-trained staff / employees

Example: Givaudan Zurich Innovation Center ZIC in Winterthur.
Who Benefits Most?

Low youth unemployment rate (15-24 years)

The VPET model offers perspectives to all young people.
Commission adopts initiative to boost apprenticeships in Europe

Brussels, 5 October 2017
Commission adopts initiative to boost apprenticeships in Europe

Today the European Commission has adopted a new European Framework for Quality and Effective Apprenticeships, following the launch at the recent European Council of the new Skill Agenda for Europe, launched in June 2016. It also ties in with the European Pillar of Social Rights, which foresees a right to quality and inclusive education, training and young learning. The Commission has identified 14 key criteria that Member States and stakeholders should use to develop quality and effective apprenticeships. This initiative will help increase employment and personal development of apprentices and contribute towards a highly skilled and qualified workforce responsive to labour market needs.

Vice-President for the Euro and Social Dialogue, in charge of Financial Stability, Financial Services and Capital Markets Union, Valdis Dombrovskis, (“Taking on a apprenticeship is often the necessary stepping stone for a young person to be propelled into his or her career. Today we come with proposals to further improve this valuable training experience, so it benefits both employers and learners. While respecting the diversity of education and training systems in Member States, our ultimate goal is to facilitate the integration of young people in the labour market.”

Vice-President for Jobs, Growth, Investment and Competitiveness, Jyrki Katainen said: “By providing direct links between theory and practice, between education and the labour market, quality and effective apprenticeships are amongst the best ways to help young people to enter the world of work and stand...
Thank you all for your outstanding support!
Herzlichen Dank.
Merci beaucoup.
Thank you very much.
ありがとうございます