



Work Based Learning - Benefits for Enterprises



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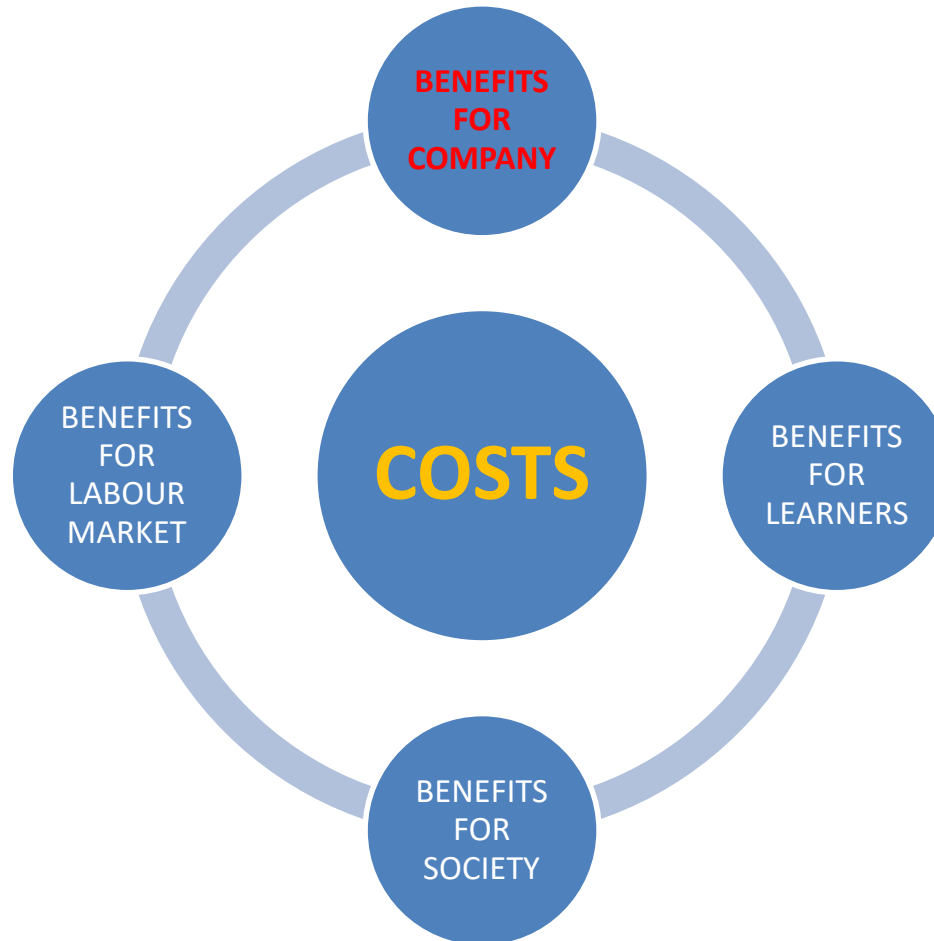


WBL - Core beneficiaries

- many individuals and organisations are involved in the development and delivery of work-based learning
- the core beneficiaries:
 - **Learners** and
 - **Companies.**
- European Commission (2013):
 - work-based learning as a **win-win situation** confirming the benefits for companies and individual learners from having the right skills for the job

(Work-based Learning in Europe: Practices and Policy Pointers, European Commission, 2013).

WBL – for companies



WBL – for companies



- Many rewards that favour a return on investment:
 - skilled (or upskilled) employees that are better informed, better skilled and more effective, thus improving the overall efficiency of the company and ensuring it remains competitive in the future.
 - Rewards are often less tangible, yet such schemes can be a significant contributor to workforce development in areas where there are identified skills gaps, or where occupations or sectors are among the less-favoured (or less fashionable).
 - Some companies also participate in such activities as a part of corporate social responsibility schemes.

WBL – for companies



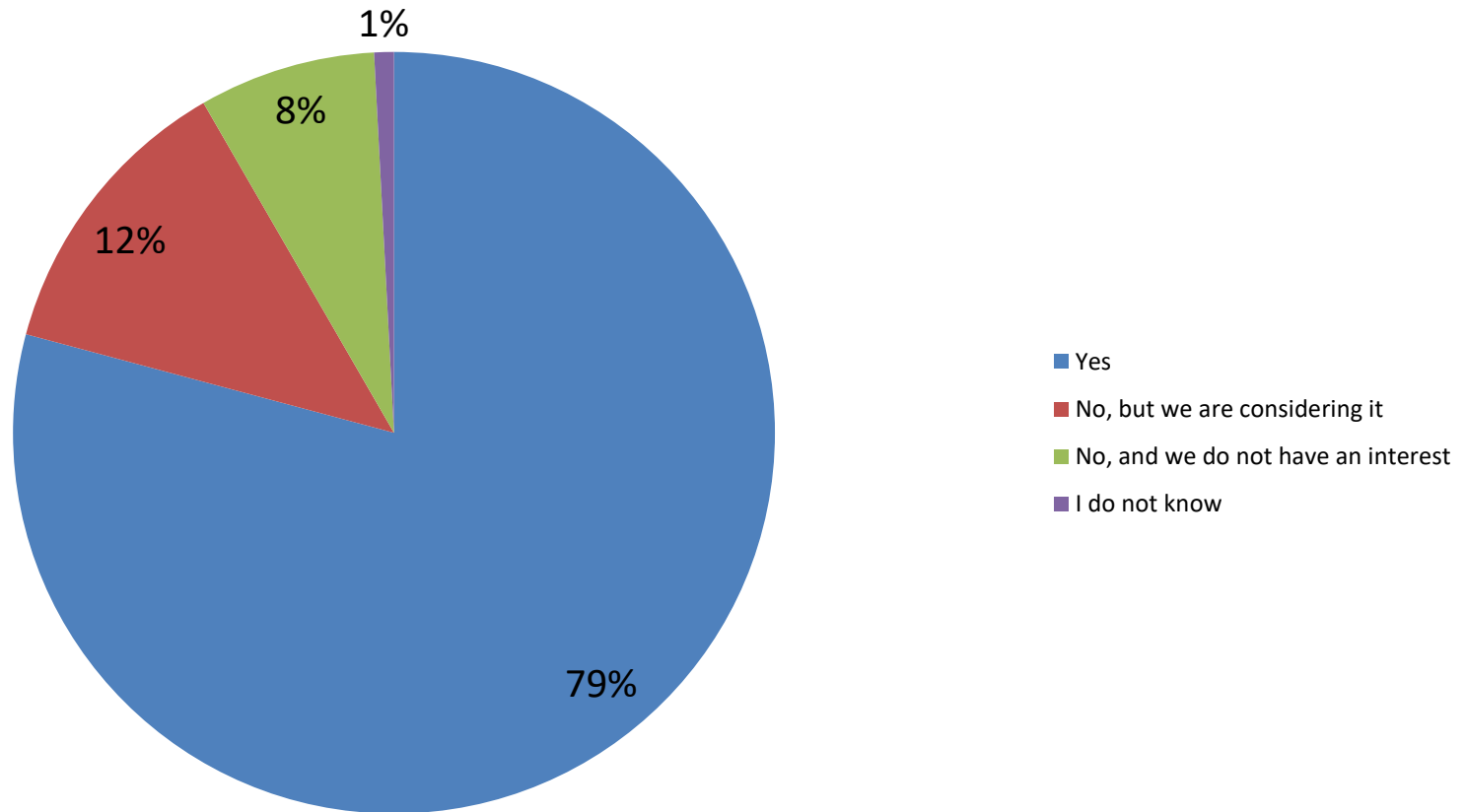
- Staff development programmes are also easier to achieve when aligned with company input, or in-company placement, and can lead to more relevant and better informed programme delivery.
- Also, by partnering with local companies, access can be afforded to new techniques or technologies that might facilitate the teaching of specific vocational or occupational practices.

Research ROI

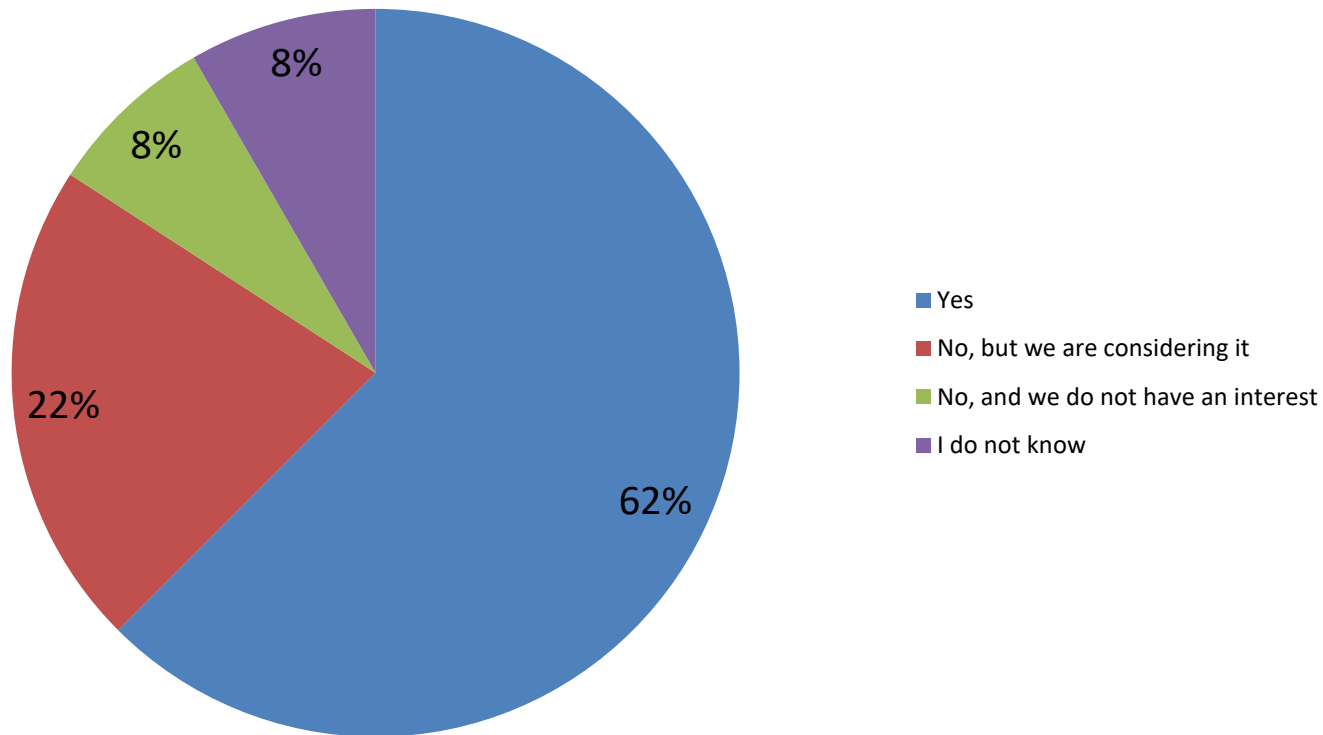


- Questionnaire survey was answered by 120 enterprises from Greece, Italy, Bulgaria, Portugal, Slovakia, and Spain in 2018.
- Most of them SMEs
- Operates in many kinds of sectors e.g. automotive, accommodation, boarding, electro technical industry, food industry, transportation, metallurgy and chemical industry, retail trade.
- Most of the enterprises that participated in the survey are certified to provide dual education, WBL or apprenticeships.

Company involved in WBL and/or apprenticeships provision



Numbers of companies with institutional policy on WBL and/or apprenticeships



Opinion on WBL and apprenticeship in a companies



COMPANY EFFECTS	agree/disagree
has a positive impact on organisation's performance	agree
contributes to higher productivity by hiring the former WBL trainees	agree
enhances organisation's profitability	agree
contributes to reducing the cost of external recruitment and internal induction (introducing staff to a new job and organisation)	agree
increase staff morale (overall outlook, attitude, satisfaction, and confidence that employees feel at work)	agree
gives the opportunity to get to know future employees	agree
enhances company image and reputation	agree
increases staff retention and work satisfaction	agree
provides an effective way to address the problem of inadequate skills supply	agree



Return on Investment
of Work Based Learning and apprenticeships

Opinion on WBL and apprenticeship in a companies

COMPANY EFFECTS	agree/disagree
has a better employee candidate pool, leading to lower future training costs	agree
ensures availability of skilled workers by investing in the future workforce	agree
does not bring "value for money"	neutral
brings more benefits than costs	agree
brings more risks than benefits	disagree
is investment in future skills rather as a way to sustain low-cost production	agree
trainees bring innovation into the WBL experience, in particular digital skills	agree

Support measures to make apprenticeships more attractive and accessible to SMEs and would motivate companies to take on apprentices



State support

– Financial support

- the state to take over to contribute to the salary of the people to be recruited;
- grant for the complete insurance of the apprentice, grant for the largest part of the apprentice's salary;
- tax concessions for companies involved in dual education, WBL or apprenticeships;
- direct financial support for companies;
- co-financing of machines/tools within innovation (machine fleet modernization).

– Non-financial support

- support by State institutions;
- ability to work after the end of the apprenticeship with reduced employer contributions for at least 5 years;
- less bureaucracy;
- motivation for recruitment.

Company obstacles



optimal public policy support does not exist	agree
formal recognition of WBL	agree
informal recognition of WBL	neutral
low interest of VET in WBL	agree
degradation of apprenticeship and VET school in public eyes	agree
poaching of WBL learners - some firms will invest in training whilst others recruit the trained workers	agree
lack of a legal structure and data (i.e. legislation determining the status or insurance of trainees, challenge of measuring learning outcomes)	agree
ensuring the quality of WBL; use of appropriate quality control mechanisms	agree
lack of support and commitment for WBL from companies and VET schools	agree
workplace supervision and training, availability of good trainers and mentors	agree
low involvement of chambers of commerce and other professional associations	agree
negative perceptions of WBL (e.g. as a second-best educational alternative)	agree
high financial costs having impact on profits	neutral
high time cost having an impact on profits	neutral
too much bureaucracy to provide in order to start the WBL experience	agree
lack of interest and engagement of the students, most of the time students don't have a real idea of what the company is doing	agree

SMEs-related benefits



- graduates of dual education who **remain in the firm after graduation**;
- faster **integration of graduates** into company's work environment;
- students are able to work in **several positions within the company**;
- **reducing the cost of external recruitment and internal induction** (introducing staff to a new job and organization);
- opportunity to get to **know future employees**;
- **effective way** to address the problem of **inadequate skills supply**;
- **lower future training costs**;
- **higher productivity** by hiring the former WBL trainees;
- enhancement of company **image and reputation**;
- **positive impact** on organisation's performance and profitability.

THANKS



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