



Education and Culture DG

Lifelong Learning Programme

Grundtvig – Learning partnership

## **UNITY IN DIVERSITY:**

### **Living, learning and working in a diverse society**

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**D**undee  
College

 **Decroly**

  
Innovationstransfer-  
und Forschungsinstitut  
Schwerin

# Advance women– Encourage enterprises!

**Education and Mentoring for enterprises in Mecklenburg**  
period: 02/01/2011 - 1/31/2014

# Aims

- to improve the situation of employment of women in Mecklenburg
- to achieve a higher quota of female manager in small and medium enterprises



# Where do we act?



# What do we do?

We...

- ...analyse demand for further education of female employees
- ...organize further education for female employees
- ...organize further education for managers
- ...offer mentoring for female employees
- ...help to find solutions for a better work-life-balance

# Cooperating enterprises

touristic enterprises:

- hotels
- restaurants
- travel agencies
- ...

farming enterprises

- market gardens
- organic farms
- tree nurseries
- meat- processing enterprises
- ...

# Further education – Good practices

- "You cannot not communicate!" - Training on communication skills
- The first impression is the most important: What does the guest think of me/us?
- To which type of communication do we/ I belong? How to handle other types?
- Complaints! What to do?



## Mentoring – Good Practice

- female employee of an enterprise in Schwerin
- supposed to become the business manager in several years
- But: problems with moderation, complaints, „keeping cool“ in uncomfortable situations
- Mentor from Hamburg disposes her for future position



## problems of employees

- seasons: get hired in march and fired in november

How and where to earn money after season?

- working time:  
at nights, on weekends...

What's about child care and leisure time?



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