



## Specific examples, practical recommendations

The information brochure 'Securing skilled labour through international employees in my company - How does it work?' provides legally compliant answers



### **iQ | GOOD PRACTICE** to the point

#### **Addressees for transfer:**

Employers, human resource managers, and disseminators in small and medium-sized enterprises

#### **Brochure about 'securing skilled labour':**

The brochure is intended to be a door-opener and a guide for employers as well as human resource managers to deal with the issue of the employment of foreign skilled workers. It conveys in a clear way the steps from the recruitment/employment of foreign skilled workers to the legal setting in the company. It specifically clarifies the questions as to which prerequisites are needed for the employment of people from third countries and what must be taken into account by human resource managers.

#### **Project:**

iQ Counselling Centre for Employers

#### **Implementing organisation:**

bbw Bildungszentrum Ostbrandenburg

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#### **Offer:**

The informational brochure 'Securing skilled labour through international employees in my company' is currently in its 6th edition (as of November 2016), and you can download it at [netzwerk-iq.de](http://netzwerk-iq.de) (German language only). Printed copies of the publication can be ordered from Annette Lubasch at [annette.lubasch@bbw-ostbrandenburg.de](mailto:annette.lubasch@bbw-ostbrandenburg.de). All iQ good practice examples published so far can be found at [netzwerk-iq.de](http://netzwerk-iq.de).

#### **Starting point/challenge**

Companies that have recognised foreign skilled workers as potential for their own operation would like to hire them quickly and without all the bureaucratic red tape. They are confronted with numerous formal questions, such as: 'What do I have to consider when I want to employ people who do not have an EU passport?', 'Can I hire asylum seekers at all?', 'Do certain prerequisites have to be fulfilled for an internship?', 'Which authorities and projects promote labour market integration?'. If entrepreneurs or human resource managers have not yet had any experience with migrant workers, they lack knowledge about what needs to be done to employ them in their company. For fear of bureaucratic hurdles, people with foreign citizenship are often not considered for employment and potentials are lost.

#### **Implementation of the brochure**

In order to overcome these obstacles, the goal was to create an informational brochure, which highlights the most important residential regulations for people with foreign citizenship with simple language and illustrations. The challenge was to work out the overlap of information that is really important and relevant to the business community, so that it is easy to understand and still provides enough information. The brochure is intended to provide the relevant information for orientation purposes and provide guidance on current legal processes and requirements. It encourages the recruitment of foreign workers. The conceptual design of the brochure was worked out at several work meetings in cooperation with relevant stakeholders from the field of support for skilled labour in Brandenburg.



A lawyer ensured the legal compliance. The brochure was developed as part of the sub-project 'iQ Counselling Centre for Employers' in the Network iQ Brandenburg, which is supported by bbw Bildungswerk Ostbrandenburg GmbH.

#### **Summary**

The steps required to be taken by the employer are presented based on concrete examples. The guide conveys the steps from the recruitment of foreign skilled workers to the legal employment in the company in an intuitive way and with examples, pictures and practical tips from everyday operations. The possibilities for recruitment of people living in Germany with migration history, people in asylum proceedings, as well as applicants from abroad with visa procedures are described. It turns out that the bureaucratic obstacles, which are often feared, can be overcome relatively easily with appropriate preparation. The sixth edition was revised in accordance with the new Integration Act and examined for legal integrity.

# 'Practical tips for the next step'

Guide already published in its 6th edition – 1,000 copies requested in three months

Managers in small and medium-sized enterprises (SMEs) often have too little time to get involved in the complex, dynamic subject of immigration law, which is characterised by exceptions, incidental provisions, and individual cases. This became more and more obvious in consultations between entrepreneurs and the subproject 'IQ Counselling Centre for Employers'. The informational brochure was created based on these requirements. In November 2016, the sixth edition of the guide appeared, and within three months the project staff received inquiries about the dispatch of more than 1,000 copies from all over Germany. 'The booklet is a valuable and handy tool in this jungle of terms, perfectly supported by the illustrations of the passports and permits. If users allow themselves to be guided by the

introductory text, they quickly reach the required information', praised the human resource managers for the company 'Frame Design Mende' in the Brandenburg town of Schönnewalde. 'We find the practical tips very useful, because it always helps us find

our next steps.' This is one of numerous positive feedbacks about the informational brochure. The demand for the publication is very high; the previous editions were already out of print after a short time. According to project contact Sabine Wolf, the success of the guide is that it is not written too extensively, which is why it does not claim to be complete. The publication is not a 'painkiller against the complexity of the right of residence', but it serves as a first step and a stepping stone for further action by employers. The brochure is also suitable as training material to introduce the topic of the employment of immigrants. It is already used by IQ subprojects in several regional networks as well as in training courses with SMEs, employment agencies and job centres.



Three questions to Marta Gębala, former project manager of 'IQ Counselling Centre for Employers' in the Network IQ Brandenburg

## 'Remove the fear of bureaucracy'



### *What is the innovative aspect of the brochure?*

The publication is innovative because it is one of the first guides to be pragmatically tailored to the operational perspective and illustrates processes with examples and visual representations, such as for example, illustrations about the different residence permits. The description of very complex facts is made in a comprehensible manner

from the point of view of the human resource manager, while naming all the action steps. We do not claim to be exhaustive; instead we refer to competent authorities or agencies for further information. After all, in the first reading, no employer would want to be so deeply involved in the matter.

### *Can the informational brochure be used elsewhere?*

The informational brochure is transferable, as it was designed to be used nationwide and is already being used as training material in

other federal states. Our guide explains the facts from the perspective of the recruiting staff, which also gives employees from employment agencies and job centres or other multipliers an insight into what is important to entrepreneurs. In addition, the publication can also be adapted for other target groups in the labour market.

### *What can the informational brochure affect in the long-term?*

It is sustainable because it can be used universally and explain the current legal situation due to continuous updating. The publication takes the fear of bureaucracy and, more importantly, its didactic added value is high. Thanks to the brochure, companies are less concerned about inviting people without German citizenship to take part in job interviews. The companies gain expertise and knowledge thanks to the brochure so that they benefit from the untapped potential of diverse workforces in the long term. The brochure is efficient as it is continually used in training courses, info events, and online – far beyond our subproject.

#### **Imprint**

The project is funded as part of the Network IQ. It is a subproject of the Network IQ Brandenburg.

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**www.netzwerk-iq.de**

#### **Network IQ**

The Network "Integration through Qualification (IQ)" aims at sustainable improvements in the labour market integration of adults with a migration background. The programme is funded by the German Federal Ministry of Labour and Social Affairs (BMAS) and the European Social Fund (ESF). Strategic partners in implementing the programme are the German Federal Ministry of Education and Research (BMBF) and the Federal Employment Agency (BA).

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