

Innovative format for illustrating the process

The specific procedure for the recognition of a professional qualification acquired abroad is effectively visualised in a z-fold leaflet.



iq | **GOOD PRACTICE** in a nutshell

Addressees for transfer:

Labour administrations, advice centres, training service providers, companies, relevant recognition offices.

Innovative format for illustrating the process

The z-fold leaflets illustrate the complex procedure for recognising professional qualifications acquired abroad. They explain three success stories in different professions and occupations which, in terms of content and graphics, have been prepared in a transparent, concise and very clear manner. Labour market stakeholders can identify the services and role of IQ in the process of labour market integration from the first glance. They can clearly see the stages of the process where working with IQ is an advantage. Those seeking advice benefit in turn from the coordinated approach among all stakeholders.

Project:

Anerkennungsberatung Augsburg

Provider:

Tür an Tür – Integrationsprojekte gGmbH

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Offers:

The z-fold leaflets are available to download at
<http://tat-link.de/leporello>.

All previously published IQ Good Practice examples can be found at
www.netzwerk-iq.de.

Starting point/challenge

The recognition of professional qualifications acquired abroad is a key requirement for skilled workers when seeking a job appropriate to their level of training. In conversations with strategic partners and labour market stakeholders, IQ specialist advice services frequently identified a lack of appropriate media for explaining the complex process of labour market integration and the different roles of the participants. Case studies were used to explain the recognition process and the key role of IQ advice. A PowerPoint presentation was created. It became apparent however, that, for describing the complex processes involved, a different form of visual presentation might be more effective—one which outlines success stories more concisely and with greater impact.

Implementation of the “innovative format for illustrating the process”

The content and graphics were prepared for three success stories taken from the Augsburg recognition advice project. The stories came from “Tür an Tür – Integrationsprojekte gGmbH” provider of MigraNet, the IQ Network Bavaria. The presentation of different case studies helps those seeking recognition to understand integration in the German labour market much more clearly. The focus here is on the recognition process and the essential role of the IQ specialist advice services. There was a greater emphasis on showing the procedure for different professions and occupations. For example, an electronics technician from Bosnia Herzegovina obtained full equivalence as an electronics technician for building and infrastructure systems — a non-regulated profession in Germany. The Spanish specialist teacher for early years education received recognition as a state-recognised nursery teacher and a Croatian physiotherapist received certification of full equivalence in the occupation he trained for. The teacher and the technician require full equivalence to be able to work



in their professions as these are regulated professions. The presentation was in the form of a z-fold leaflet which illustrates the complex processes involved in labour market integration in a very accessible way. The individual process stages from starting out by seeking advice to achieving your goal (recognition and a position as a specialist) are graphically represented along a time line and the key points are highlighted with milestones. The relevant specialist terms are also explained in the additional fold-out sections of the z-fold leaflet.

Conclusion

The z-fold leaflets clearly demonstrate that even a highly complex process such as the labour market integration of migrant skilled workers can be presented in a transparent and appealing manner. They provide a form of visual presentation which has not previously existed in the area of recognition. The target groups are able to more clearly understand the role and the work of IQ specialist advice services, which supports more efficient collaboration. Ultimately it is, above all, those seeking advice who benefit from this kind of coordinated approach between all stakeholders.

Complex made simple

Z-fold leaflets are very well received among participants, advice centres and political stakeholders

“The z-fold leaflets use case studies taken from the practical experience of IQ recognition advice services in the Augsburg area to show very specifically how the integration process in the labour market might look.” Ines WeiHING, project manager at MigraNet recognition advice services explains the practical approach of the new format. How this works in an individual case is shown in the z-fold leaflet for Mr Dusan. He was working as an electronics technician in Bosnia Herzegovina where he had also qualified. After 10 years’ employment he decided to immigrate to Germany as a skilled worker. The IQ specialist advice service explained the procedure to him and helped him identify the reference occupation of electronics technician for building and infrastructure systems. IHK FOSA then issued him with a

notice of partial equivalence. After a few more stages Mr Dusan was finally able to enter Germany and, with the aid of a placement and individual bridge training, was given the opportunity to apply for full



equivalence again. This was also certified for him. “Explaining this complex procedure in simple terms was the objective for the z-fold leaflet,” explains Ines WeiHING. And that was achieved. This very clear visual representation has been very well received by participants, by advice centres and by political stakeholders and is the first thing people look for during events. The z-fold leaflets are now available at all of the project presentations. “In this format you can really see how the whole process runs from start to finish and how complicated it is. Now I understand why getting advice is so important,” comments a participant, expressing their enthusiasm. Since the z-fold leaflets were in high demand at events and information stands from the first print run of 3000, a new run has already been printed.

Three questions for Hannah Ott, employee in the “Augsburg recognition advice” project based at the IQ Network Bavaria—MigraNet

“Clear, appealing and transparent”



What is innovative about the format?

For a foreign skilled worker, the route into the German labour market is very complex and not at all self-explanatory. This very much applies to the recognition of foreign professional qualifications. Taking examples of immigrants who have found employment appropriate to their level of

training as the basis, we have presented the integration process in a clear and appealing manner. With the z-fold leaflets, a format which allows the tasks and stakeholders involved in the integration process to be identified at first glance has been provided for the first time. This means the role of the IQ specialist advice services is also clearly explained.

Is the format easily transferable?

That’s the good thing about the clear graphic presentation. Minimal time and expense is involved in using the format for others success stories, other professions or occupations or new stakeholders. In most cases very few adaptations or additions are necessary. This means our z-fold leaflets provide a template for many other potential uses. Success stories can be created more quickly and more cost effectively in the future.

For how long can the format be used?

One positive effect of the success stories is closer collaboration with our strategic partners. However, it has also been possible to generate new ongoing contacts and co-operative arrangements as a result of the format. This in turn results in improved coordinated support for foreign skilled workers when integrating them into the labour market. The transparent visual presentation also helps those seeking advice feel motivated when going through the recognition process.

Publication details

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Network IQ

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