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Good Practices in Social Security

Good practice in operation since: 2015

BGN Trainee App "Start work fit and healthy"

A case of the German Social Accident Insurance Institution for the foodstuffs and catering industry, part of the German Social Accident Insurance

Berufsgenossenschaft Nahrungsmittel und Gastgewerbe
Germany

Summary

The BGN Trainee App is for trainees (particularly in their first year of training) and those starting out in the hospitality industry and is intended to ease the transfer from school to work. The app covers six subject areas: career, stress, sleep, movement, nutrition and emergencies. The app is rounded off with a contact database and professional advice. It was developed as part of the "Innovation and Demographic Change in the Hotel and Catering Industry" (Innovation und demografischer Wandel im Gaststätten- und Hotelgewerbe (INDIGHO)) project. INDIGHO provides stimuli for age-appropriate job design and career-focussed human resource work in the hospitality industry. The joint project is aimed at strengthening the branch's capacity for employment and innovation. A variety of information, courses and guidance was developed for enterprises and staff in order for healthy, well-motivated employees to remain so throughout their lives and careers. INDIGHO first analysed demographic trends, employment structures and job situations in the hospitality industry. Its own empirical research also identified those critical work and life situations in which (too) many employees left the hospitality industry.

CRITERIA 1

What was the issue/problem/challenge addressed by your good practice?

The drop-out rate for trainees is currently 50 per cent in the hospitality industry. Reasons given include stress and resignation. The demographic changes in the branch were examined and several tools developed from the findings to promote employability and the capacity for innovation among employees and entrepreneurs alike in the hospitality industry. In addition to the question of content the question was also raised as to how the target group of trainees could best be reached.

CRITERIA 2

What were the main objectives and the expected outcomes?

The app "Start work fit and healthy" is designed to support young people in their changeover from school to work and therefore mainly targets trainees in their first year of training. Because, as one project result has shown, it is precisely the areas of health, job role and environment that are important factors for satisfaction and success in a person's training.

CRITERIA 3

What is the innovative approach/strategy followed to achieve the objectives?

In recent years the spread of Smartphones has increased by leaps and bounds. These portable terminals have now become an important means of communication - and a status symbol - particularly among adolescents and young adults. Some 88 per cent of young people between 16 and 18 and 85 per cent of young people between 14 and 19 possess a Smartphone and 83 per cent of those between 20 and 29# use apps. Therefore an app was developed for the very first time for this sector to reach the target group.

CRITERIA 4

Have the resources and inputs been used in an optimal way to achieve the set objectives and the expected outcomes? Please specify what internal or external evaluations of the practice have taken place and what impact/results have been identified/achieved so far.

The trainee app underwent an exhaustive evaluation, which is attached. As part of the BGN trainee app evaluation trainees in their first year of training for hospitality trades (cooks, restaurant specialists, hotel specialists, systems catering specialists, hospitality specialists) from the vocational schools in Giessen, Ludwigshafen and Butzbach were interviewed. These schools were selected on the basis of their good contacts with the BGN. The schools had also already been involved in the trainee survey as part of INDIGHO.

CRITERIA 5

What lessons have been learned? To what extent would your good practice be appropriate for replication by other social security institutions?

The surveys as part of this evaluation showed that the trainees thought the BGN trainee app was quite good. Over three-quarters of those questioned as part of the short survey said that their first impression of the BGN trainee app was quite good (73.1 per cent) or very good (6.1 per cent). The BGN trainee app is very well perceived as a BGN product. Over 90 per cent of those questioned in the short survey (91.1 per cent) and over three-quarters of those involved in the evaluation of the BGN trainee app 33 respondents in the on-line survey (75.7 per cent) found the fact that the BGN had developed a Smartphone app for trainees in the hospitality industry very good or quite good.

An app is the right innovative medium for the target group in question. The content was also well received. Experience has shown that the app will have to be developed further (more

content, clustering according to occupational profile, reduction in storage space), it is not a static medium. The distribution or marketing of the app will have to be increased.

The project has shown that information and messages from social security institutions can be transported particularly effectively by an app in a focused and modern fashion.