

BERLIN: CASE EXAMPLE 2

How to create awareness for a new institution among the addressees?

The JBA has been an institution in Berlin for three years now. Those responsible for education and job market experts are well familiar with it by now. However, if the actual addressees – youths between 16 and 25 – are asked, it turns out that the JBA is not generally present to many of them.

The project's steering group has therefore decided to have an explanatory video clip focussed on the addressees created utilizing budget funds. In simple and clear language the video clip explains the institution in German, Turkish and Arabic. It will be made available via the websites of the Berlin State Department of Education, the JBA as well as via social media.

This is a new approach as the traditional channels of informing used by the administration are not utilised. The xx intentionally chose the above-mentioned channels even though not all in-depth information regarding the JBA can be conveyed immediately. The likelihood that addressing the target group appropriately will lead them to contacting the JBA on their own is much higher this way. We are hopeful that fewer youths will terminate their educational careers prematurely this way.

We assume that by leaving the administrations' perspective aside and focussing on the needs of the target group the counselling and support services will be contacted more often.