

Category: **Social Affairs**

Project: **Initiative 200 Prozent Chancen**



What was the challenge?

Gender roles and the associated career images persist stubbornly in many minds. The "200 Percent Opportunities" initiative aimed to counteract this. The focus was on professions that are still typically associated with one gender and have a gender ratio of 70:30 or even more extreme. The goal was to open eyes, broaden perspectives, and encourage thinking differently – both for young people and for companies.

What was the solution?

The starting point for the vocational orientation of young people should no longer be predetermined thought patterns, but rather their personal interests and abilities. The design and wording of the brand identity are aimed equally at young people and companies. Bright colors, multi-layered collages and a loose typography give the project an all-round youthful overall image. Far from typical gender roles, 200 Percent Opportunities highlights career opportunities for young people and focuses on companies that have already thought outside the box. With this new perspective, young

people can discover professions that were previously "reserved" for the opposite sex. To reach young people, a cardboard display stand was developed and placed in schools. The displays are equipped with take-away-cards that show career opportunities at nearby companies.

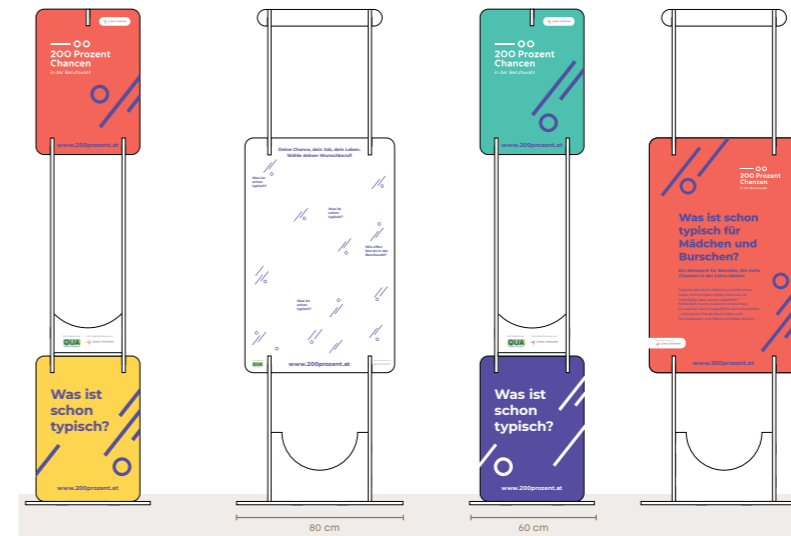
What was the effect?

So far, the project has motivated numerous companies to change their communication and to address both sexes more consciously. An online presence provides information about the initiative and the participating companies. The displays have already been set up in several schools and have been able to show numerous young people more opportunities in their career choice.

Photography: Collagen – Adobe Stock
Exhibition Stand – Qualifizierungsagentur

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200 Prozent Chancen



"What is typical for girls and boys?" is written large on the colorful "200 Percent Opportunities" cardboard displays that are set up in schools. The students can take the cards with them to occupations. The cardboard display is very light, easy to transport and quick to set up.



Was wir gemeinsam erreichen wollen ...

- Aufbau eines Netzwerks aus unterschiedlichen Betrieben der Region (Big & Small), die sich besonders für eine gendersensible Lehrausbildung bemühen
- Betriebe vor dem Vorhang bringen
- Jugendliche, Eltern, Lehrkräften sensibilisieren und für eine Lehre begeistern
- Dropouts vermeiden

Ziele ...

- mind. 20 Klein- und Mittelbetriebe einbinden
- Kooperation mit mind. 30 Netzwerkpartnern/innen
- Begleitung von mind. 100 Lehrlingen
- Sensibilisierung von mind. 2000 Jugendlichen



Umsetzung ...

- gemeinsame Positionierung / Marketingauftritt
- Vernetzung der Personalverantwortlichen zur Stärkung des Lehrlings-Recruitings
- Zusatzqualifizierung für Ausbilder/innen
- Stärkung der Zusammenarbeit mit Schulen, bei Messen etc. (Training zur Berufspräsentation, etc.)
- Workshops / Seminare für Lehrlinge