

Capacity building for technical training in the Turkish automotive industry

People 1st
International



This project focused on delivering business solutions for the automotive sector in Turkey within the framework of national vocational policy, and promoting inclusive employment practices to improve the training into employment transition.

Skills mismatch is common in many manufacturing and engineering-based industries and the recruitment and retention of skilled factory workers is an increasing challenge. Tofas is one of the main automotive manufacturers in Turkey and was looking for practical ways of attracting and keeping young people.

Background

Due to generational changes in young people's aspirations and the low reputation of vocational training and jobs, the recruitment and retention of youth to traditional blue-collar roles in Turkey is proving to be ever more difficult. Improving the transition from training into employment across the automotive sector is key to attracting and retaining young people.

Supported by EBRD, the project had significant potential to contribute to inclusive growth by setting a precedent and creating a strong impact within the sector in terms of improved technical training standards, implementation and capacity and links to local schools and work-based opportunities.

People 1st Skills

Using our extensive UK experience in developing and implementing business solutions, we developed practical approaches for Tofas, including an entry-level apprenticeship programme and capacity-building for internal training delivery. Other benefits were: improvements in local training provision; skills standards that reflected the employers' needs; and progression routes. International best practice was shared and applied through an experienced project team that included skills specialists, researchers, local experts and international engineering experts, SEMTA.

Outcomes and Impact

Our team delivered technical assistance and knowledge transfer, capacity-building and the development of a solid operational plan for entry-level training. The package included a Train the Trainer programme to enhance sustainability, a UK study visit, five delivery packs and input to the development of the National Policy Dialogue.

We developed a Youth Inclusion Action Plan that targeted a more responsive vocational and technical education system. This attracts young people to the sector, training and retaining them, delivering high quality workplace provision that is aligned with national requirements.

In addition, People 1st provided the model for employer-led TVET development and the platform for stronger partnerships between business, education and government.

Turkey

Client:

Tofas Türk Otomobil Fabrikası A.S.

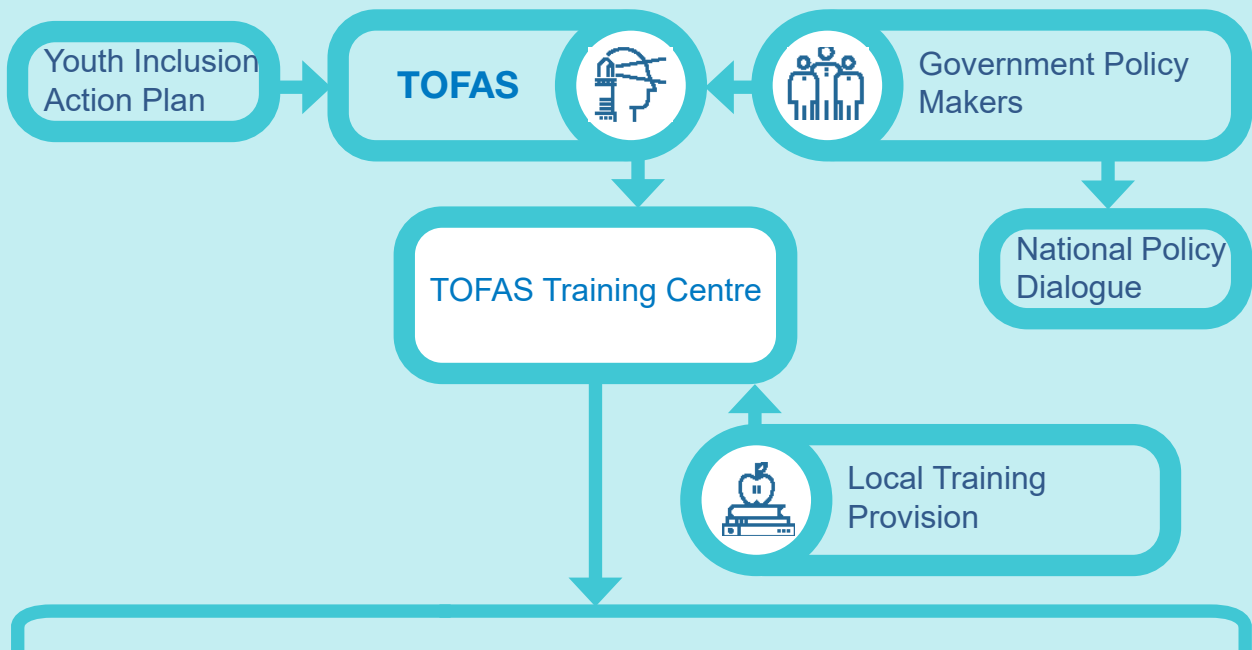
“The knowledge sharing trip to the UK was an essential aspect providing experience of projects such as the SEMTA Skillsman Project and the apprenticeship between Warwick College and Jaguar Landrover. This was key for skills solutions that addressed: energy performance of production processes and of end products; advanced processes, robotics and use of advanced combined materials; info-techment and the use of ICT and wireless technologies.”

Gunduz Gundalmsi

Tofas Türk Otomobil Fabrikası A.S.



Improved Transition from Training into Employment



Responsive VET System	Attracting Young People	Quality Workplace Provision
Shared assessment strategies	Careers information on professional pathways	Developed 5 delivery packs
Shared diagnostic and learning methodologies	CPD recognition through talent management	UK study visits
Teacher sector orientation	Skills champions identified in the workplace	Capacity building at the Training Centre
Soft skills training pre-employment	Positive role models	Bespoke 'Train the Trainer' programmes
		Promotional events

About People 1st

People 1st delivers consultancy that enables its clients to retain staff, increase productivity and create and implement effective people strategies. For more than 50 years, we have been working to help businesses to become more competitive, attract and retain people in the sector.

We are an impartial, trusted and effective strategic partner to our clients, working primarily across the hospitality, travel, tourism, passenger transport and retail industries. From apprenticeship consultancy to occupational standards development, world-renowned WorldHost customer service training, 'train the trainer' programmes, labour market intelligence and insights and talent management support, we are passionate about transforming skills development both internationally and across the UK's visitor economy.

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