

Developing a youth inclusion programme for the tyre manufacturing industry in Turkey

People 1st
International



The tyre manufacturing sector in Turkey needs to recruit and train young people to create a stable, sustainable workforce for the future. Brisa is a key employer in this sector and needs practical ways of attracting and developing youth, and helping improve the transition from training into employment.

Background

Brisa had skills development programmes targeted at management and engineers but limited progression opportunities for blue-collar workers. A skills mismatch at entry-level was restricting operations, with particular concerns about Brisa's new regional factory, and solutions were needed to ensure a smooth transition from training to employment. The tyre manufacturing sector is in competition with many other employers and struggling to attract young people.

Our solutions

Our role was to: analyse workforce information on the tyre manufacturing sector; identify key priorities to ensure skills are relevant for the sector; develop and implement an entry-level programme offering progression. This needed to be delivered within the national policy context.

People 1st assembled and managed a project team that included skills specialists, researchers, local experts and international engineering experts, SEMTA. International experience and alignment with best practice was critical and the solutions developed offered alignment with national and international training.

Outcomes and impact

Both the factory and the tyre dealerships reported a skills mismatch and struggled to attract and retain young people. The key priority was for structured entry level programmes that offered progression, were accessible and relevant, and included soft skills, like team work. We developed high quality work place programmes aligned to national requirements and reflecting the impact of Industry 4.0 for the future. The first programme was for the new regional factory to develop basic level engineering skills; the second was a structured work placement programme for the tyre dealerships.

We developed a Youth Inclusion Action Plan for Brisa that recommended key activities required to develop and implement an effective partnership with education.

Our activity supported national standardisation requirements such as setting up a VocTest Centre; National Occupational Standards; professional pathways and the professional standards to support improved human resource practices. Brisa and the Turkish Vocational Qualification Authority can use this as the basis for the new approaches to occupationally specific training in tyre manufacturing.

Turkey

**Client:
BRISA**

“This EBRD loan is not only helping a tyre manufacturer expand its business and capture market growth. It is also enabling a leading global player and a local business giant to create jobs and opportunities in one of the developing regions of the country. The new plant will have a pivotal role for the city of Aksaray and the entire region. We are confident it will boost the wider local economy.”

*Jean-Patrick Marquet
EBRD Director for Turkey*



Improved Transition from Training into Employment



Responsive VET System

Shared assessment strategies

Shared diagnostic and learning methodologies

Teacher sector orientation

Soft skills training pre-employment

Attracting Young People

Careers information on professional pathways

CPD recognition through talent management

Skills champions identified in the workplace

Positive role models

Quality Workplace Provision

Youth/gender responsive programmes

Mentoring and coaching training

Alignment to national standards

In-house progression training

About People 1st

People 1st International partners with industry, development banks, government agencies, NGOs and education providers to create sustainable approaches to workforce development.

Providing consultancy, research and training solutions globally, we develop skilled, productive and inclusive workforces that help drive social and economic growth. With over 50 years' experience in developing effective skills models and technical vocational education and training strategies, we use our unparalleled expertise to develop collaborative partnerships that foster positive change.

Building on our heritage as a sector skills council, we are proud to have worked in more than 50 countries to deliver responsive skills solutions that challenge social and gender exclusion, address the barriers to work and support continuous professional development.

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