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STATE PROGRAMME

POINTS OF CONTACT WOMEN AND PROFESSION BADEN-WÜRTTEMBERG

The points of contact Women and Profession programme are part-funded by the following institutions:

STATE PROGRAMME
**Vocational orientation, starting a business, rejoining the labour market or promotions:** The points of contact Women and Profession give advice and support to women at all stages in their professional life – tailored to the current phase of their lives.

**Career advice** is something that women seek in different situations in their lives. Even pupils and school leavers have an opportunity to become acquainted with job opportunities in science, technology or the IT sector via the points of contact Women and Profession.

**Women entering or returning to the job market** are given an easier introduction to professional life thanks to the points of contact which offer job interview preparation and help with further career planning.

Many job offers are specifically for women with children, returning to the labour market, who are faced with a different reality in the job market after family leave. The all-female team at our points of contact gives you guidance on qualifications, on planning your return to the labour market, and they run special courses for single mothers on life and career planning.

Women with professional experience may find that self-employment opens up new opportunities for them in the labour market. That is why the points of contact Women and Profession provide entrepreneurs with offers suited to their needs – because women start businesses differently than men do: often while working somewhere else at the same time and with smaller loans.

In addition, the points of contact provide special offers for professional development in order to create opportunities for women to reflect on and change their work situation. Additional workshops and networking events give the participants multiple opportunities to help each other – including women aiming for or already holding management positions.

**Towards integration and equal opportunities for women in the labour market to strengthen the Baden-Württemberg economic region**

The points of contact Women and Profession promote equal opportunities at work for women. This is how these institutions contribute to strengthening our economic region. On a structural level this means improving the conditions for women at work. Employees give examples of this at events, participating in panels, and projects. At the same time the points of contact cooperate with companies and other labour market stakeholders, such as job centres and chambers in order to develop measures for ensuring skilled workers and a family-conscious and stage of life-oriented personnel policy.

> At the seminar I became excited again about doing my own thing. This exchange of ideas with like-minded women was an important part of it. The atmosphere was just right – from the very beginning everyone was very friendly.

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*Rita Brandenburger-Schift, Biographer*

**Performance and evaluations of the points of contact**

- 14,000 contacts and consultations annually
- 89% of women would recommend the points of contact
- 84% rate the services of the points of contact as "very good"
- 87% of the cooperation partners rate the State Programme as "good" to "very good"

*Source: Progen AG, Evaluation Report 2015*