

Good practices in vocational guidance:

Girls' Day - Future Prospects for Girls

WHAT?







Girls' Day - 'Future Prospects for Girls' initiated a large campaign in which a wide range of professions and activities is presented to girls of 10 years upwards.

Due to the nationwide focus and the uniform date, Girls' Day concentrates regional limited individual initiatives and achieves a unique broad effect. It is considered the largest career orientation project for female students. For example, the 19th Girls' Day in 2019 was a great success: More than 10,000 institutions offered almost 100,000 places for female students in Germany.

IMPACT OF THE PRACTICE?

Results from a scientific evaluation show: More than 97% of the girls who took part in Girls' Day rated it as 'good' or 'very good'. 62% got to know professions on Girls' Day in which they are interested. 40% of the girls would like to do an internship or a training in one of the participating companies, while 33% of the participating companies eventually got applications for internships and trainings from women who participated in Girls' Day as students. For every fifth organisation these lead to an employment of female candidates.

ELEMENTS OF GOOD PRACTICE:

- Impact local level 
- Impact national level 
- Impact EU level 
- Transferability 
- Quality assurance 
- Innovative practice 



WHO?

The project is funded by the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, the German Federal Ministry of Education and Research, and supported by the Confederation of German Employers' Associations (BDA), the German Trade Union Federation (DGB), the Federal Employment Agency (BA), the German Industry and Commerce (Chambers), the Federation of German Industries (BDI), the German Confederation of Skilled Crafts (ZDH), the Federal Parent Council (BER) and the Initiative D21.

TARGET GROUP?

Girls' Day is targeted at female-identified students and potential employers.

WHERE?

Developed in Germany and implemented in Belgium, Estonia, France, Italy, Kosovo, Luxembourg, Liechtenstein, the Netherlands, Norway, Austria, Poland, Switzerland, Slovenia, Spain, the Czech Republic, and Hungary.

ORGANISATIONS IMPLEMENTING THE PRACTICE

From 2001, every year technical enterprises, enterprises with technical departments and technical training facilities, universities, and research centres are invited to organise an open day for girls - Girls'Day.

METHODS OF IMPLEMENTATION

Every year, tech companies, other large enterprises, and universities organise open days for girls over the age of 10 aiming at raising awareness increasing interest among girls/women in tech-related professions, valorize the potential of women in technical fields and closing the gender gap.

The event facilitates a series of workshops, where girls can practice or learn more about tech industry, or even share their business ideas.

LESSONS LEARNED

The vocational choices of girls are influenced in a very positive way. For companies, Girls'Day has evolved as an important instrument of their recruitment policy.

The evaluation shows an opening for gender-specific aspects of vocational orientation and an increased awareness of gender mainstreaming in companies and schools which have taken part several times. Girls'Day has a positive influence on the image of technology related professions and yields realistic estimations on behalf of employment outlook, job contents, and basic conditions Scientific publication of evaluation results and further publications in form of scientific papers.

In recent years there has been a significant increase in female professionals in technical fields. Now the growth in employment of women is stronger than that of men in almost all scientific and technical professions.

RELEVANCE FOR VET VOICES

This practice is addressed to young people and is a good platform for career orientation, search vacancies and apply for an apprenticeship for girls/women over the age of 16. Especially for women with migration background, who often stick to traditional roles and profession, who have less encouragement and mentoring in tech-related areas of study, it is good to deliver the message that girls and women can be successful in a technical field and encourage them to take part at these yearly events.

FOR MORE INFORMATION:

- <https://www.girls-day.de>
- <https://www.girls-day.de/Daten-Fakten/Das-ist-der-Girls-Day/Ein-Zukunftstag-fuer-Maedchen/english>
- <https://www.girls-day.de/Maedchen/Mediathek/Ueber-den-Girls-Day/Girls-Day-A-Really-Successful-Story>