

Apprenticeship for the Development of Design Thinking(ADDET)

**INFORMATION PACKAGE
FOR
COMPANIES AND VET PROVIDERS**



PURPOSE OF THE PACKAGE

The main purpose of this document is to promote ADDET project results, inform, attract and ultimately engage the European companies and VET providers in the supply of design thinking learning ,problem solving skills and apprenticeship opportunities.

DESIGN THINKING & APPRENTICESHIP: A WIN-WIN SITUATION FOR LEARNERS & SMEs

If you are an SME who want to better understand and apply problem solving skills through design thinking methodology and apprenticeship in your business, we can help you do it efficiently and effectively.

For companies seeking excellence, design thinking methodology offers synergy between business strategy and products. It finds innovative solutions to problems in a way that puts the customers' needs first. While design thinking is often used at the product level, it can be applied to all levels of an organization.

Every company, no matter the industry, must innovate to survive. In these fast-moving days of digital transformation, business strategy is more often about imagining a different future for a business than it is about controlling and optimizing what happens today.

Design thinking emphasizes on human abilities and is an effective approach for making changes. It nurtures a set of skills, which are essential for acquiring problem solving competences: critical thinking, creativity, collaboration, motivation, reflection and patience, skills which are also required by the workplace.

ABOUT ADDET PROJECT

Society and economy rely heavily on highly competent people while competence requirements are changing; in addition to good basic skills (literacy, numeracy and basic digital skills) and civic competences; skills such as creativity, critical thinking, initiative taking and problem solving play an increasing role in coping with complexity and change in today's society.

That is why young people need to develop problem solving competences, because the world and the labour market is continuously changing. Furthermore, by acquiring problem solving skills, they demonstrate to employers that they possess competencies such as communication, creativity, critical thinking and decision making.

Design thinking is a proven, repeatable and reliable problem-solving process. Design thinking is a problem-solving tool that can be applied to problems of any size, in any industry and for practically any product, service or process.

The project will be implemented from December 2020 till November 2022 by 7 partners from 7 different EU countries in order to create results that will have European wide applicability and impact.



ECONOMIC BENEFITS FOR SMEs THROUGH APPRENTICESHIPS

- ✓ a positive impact on organisation's performance
- ✓ contributes to reducing the cost of external recruitment and internal induction (introducing staff to a new job and organisation)
- ✓ enhances company image and reputation
- ✓ increases staff retention and work satisfaction
- ✓ provides an effective way for adequate skills supply of skills
- ✓ a better employee candidate pool, leading to lower future training costs
- ✓ availability of skilled workers by investing in the future workforce
- ✓ enhances organisation's profitability
- ✓ increased levels of innovation - trainees bring innovation into the experience, in particular digital skills and open innovation
- ✓ knowledge about the latest trends, i.e. young people bring fresh ideas and challenge old habits.



ADDITIONAL BENEFITS OF APPRENTICESHIPS

- ✓ increases employability and fostering the acquisition of key competences and employability skills
- ✓ contribution for education system that meets the requirements of the business
- ✓ reduced youth unemployment
- ✓ increased social responsibility
- ✓ higher social integration and inclusion at national level
- ✓ a better social cohesion and cooperation at regional level
- ✓ preparation of qualified mentors and trainers
- ✓ higher economic return through reducing public expenditure and freeing up funds for other priorities
- ✓ improved intergenerational exchange
- ✓ improved active citizenship

