



## The cost effectiveness of apprenticeship schemes – making the business case for apprenticeships

Dates: 16 - 17 April 2015

Location: Confederation of British Industry (CBI), Cannon Place, 78 Cannon Street, London EC4N 6HN, United Kingdom

*Berners-Lee and Sharman meeting rooms*

SEMINAR Programme	
Day 1	
09:00	<p><b>Welcome &amp; Objectives</b></p> <ul style="list-style-type: none"> <li>Introduction, context of the seminar and overall objectives</li> </ul> <p><b>Mr. Maxime Cerutti</b>, Director of Social Affairs, BUSINESSEUROPE  <b>Mr. Guillaume Afellat</b>, Policy Officer, CEEP  <b>Ms. Liliane Volozinskis</b>, Director of Social Policy, UEAPME</p> <ul style="list-style-type: none"> <li>Presentation of participants</li> </ul>
09:30	<p>Presentation of the project and state of play</p> <p><b>Ms. Alexandra Costa Artur</b>, Project Leader, IMANOVATION  <b>Mr. Keith Brumfitt</b>, cost-effectiveness of apprenticeship schemes</p>
09:45	<p><b>Panel discussion on cost-effectiveness in the target countries</b></p> <p><i>Discussion with cross-industry employers and VET providers</i></p> <p><b>Mr. Rob Wall</b>, Head of Employment and Education Policy, Confederation of British Industry - CBI</p> <p><b>Mr. Tony Donohoe</b>, Head of Education, Social and Innovation Policy, Irish Business and Employers Confederation - IBEC</p> <p><b>Ms. Satu Ågren</b>, Senior Adviser, Education and Training Policy, Confederation of Finnish Industries - EK</p> <p><b>Mr. Peter Hodgson</b>, President, European Forum of Technical and Vocational Education and Training - EfVET</p>

10:45	Coffee break
11:00	<p><b>Sectoral examples of apprenticeship schemes</b></p> <p><b>Ms. Minna Jokkinen</b>, Teknologiateollisuus – the Finnish Federation of Technology Industries</p> <p><b>Ms. Jenny Taylor</b>, IBM UK</p>
12:00	<b>Lunch</b>
12:30	<p><b>Departure for visit to Sky careers lab</b> (organised by CBI)</p> <p>Participants will travel together by bus, which will be on standby 10-15 minutes' walk away from the CBI office</p> <p>The visit will start at 14:00</p>
17:00	Departure from Sky to central London
20:00	<p>Dinner: <i>The Real Greek</i></p> <p>Bankside, Riverside House, 2A Southwark Bridge Road, SE1 9HA London</p>

**Location: Confederation of British Industry**

<b>Day 2</b>	
09:15	<p>Introduction of key issues associated with cost-effectiveness in resource countries</p> <p><b>Mr. Alexander Krauss</b>, presentation on resource countries</p>
09:30	<p><b>Working Group discussion between target and resource countries</b></p> <p>Key themes</p> <ul style="list-style-type: none"> <li>• What can be done to encourage and sustain employer involvement in apprenticeships?</li> <li>• How do enterprises assess the return on their investment in an apprentice? In what ways could enterprises achieve a greater return on their investments?</li> <li>• What can be done to help engage SMEs in apprenticeships? In what ways could apprenticeships be promoted to SMEs as being worthwhile and cost-effective?</li> </ul>
11:00	Coffee break
11:15	<b>Working Group discussion within target countries</b>

11:45	<b>Feed back from working groups and discussion of further actions</b> Wrap up and Conclusions
13:15	<b>Lunch</b>
14:00	End of seminar

This seminar is organised by BUSINESSEUROPE in collaboration with CEEP and UEAPME and the following project partners

