



Lenka Ilčíková, Jiří Matlocha February 2015

# Two countries, three factories, two HOs





# An employer with tradition ...

### **Prievidza**



#### Approx. 600 employees

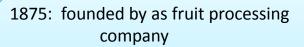
513

48



#### Age structure





1909: "CARPATHIA" adopted as company and brand name

1959: first dehydrated soup produced

1992: acquired by Nestlé

2012: Papyrus





# An employer with tradition ...

#### Olomouc



Approx. 1000 employees

The biggest chocolate producer in the

Czech Republic









1898: "The First Joint Moravian Factory for Confectionery" established

1910: Production moved into newly built building, company adopts the name of ZORA

1992: acquired by Nestlé through Čokoládovny, modernisation of production

2003: ZORA becomes the only Nestlé factory in CZ specialised in chocolate and the symbolic "home of ORION brand"



# Supporting the young... helping our future





# Supporting the young... helping our future





Get Hired



Direct recruitment Graduate program

Target 2014-16: **240 people** 









Get Skilled



youNg enErgetic TraineeStrong

Traineeship program Apprenticeship program

Target 2014-16: **300 people** 

- + Diploma/bachelor thesis
- + Seminars and lectures at universities
- + Open days, factory tours



Get Support



**Career Counselling:** 

Target 2014-16: **200 people/year** 





Get More Opportunities

Cooperation with suppliers, partners and public authorities

**Alliance for YOUth** 

# Supporting the young... helping our future





New apprenticeship scheme in Prievidza





Launching Alliance for YOUth in Slovakia





# Support from the public sector



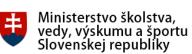
# **European Union....**



# Jana Žitňanská

Poslankyňa Európskeho parlamentu









Preuge Ruz

#### ....and local & state authorities

Apprenticeship programs in Slovak Prievidza and Zora Olomouc

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eparimentine percessie ubehoho odbru 2800 H pracernik v potravisie
- vjirske trveslivjch potravin of 1. septembra 2918.

Od 6 v od n e n i e

Trendianaky samiospravly xing, it during stavial 278/20%. Trendin and 21 individed fooderig obtomic filesty obtomic a suitube. Nationet E. Allaholish I. Prinvidza v sulade s § 14 ods. 4 kladiskho zákona prediaží Ministeritiv skodňa, vedy, výjakumu a foptu. Stovenskej republiky natvéh na experimentálno evervanie ubebného odboru pracovník v potravinánstve - výroba trvaníkých potravín.

POZHODNUTIE

Projekt experimentálneho overovania učebného odboru pracovník travinárstve - výroba trvansvých potravín vypracovníka Stredná odborná škola odu o slučieb, Ničovežie L. Kalinčiaka 1, Prievidza.

V zmysle dohody uzavrelej medzi Strednou odbornou školou obcho ubieo, Nabreale L. Kalindaka \*, Prievidza a Štátnym inštitom odborné silevnita bude grantom esperimentálneho overovanía ubětného odborník v potravinárstve - výrobe hvaníbych potravin Štátny inštitot odborní silevnita.

#### APPRENTISMENT IN ZORA FACTORY

Cooperation with primary and secondary schools Nestlé CR - ZORA factory - 2009 - 2015

"Apprentices are an important source of new staff with good theoretical and practical basis. It will also contribute to improving employment in the region and the creation of shared values."

#### **TARGETS & HISTORY**

### **Targets:**

- to have skilled profesionals
- to develop future line leaders
- with expertise for confectionery



## **History**

- 1970-90 every year ZORA developed about 30 new "apprenticeship graduates";
- still 208 of these "graduates" are working in ZORA in key positions
- 1993-94 study program at school was closed
- 2006-07 with increased production there was a clear need for qualified workers and line leaders



#### **INFORMATION CAMPAIGN**

### **Study preparation 2008-09**

- contact with secondary school Šturzova
- contact with authorities in Olomouc
- set up the study program
- preparation of training materials
- information campaign at 50 primary school, presentation for children, parents and teachers



### Result of this activities

September 2009 first 12 apprentices started to prepare for ZORA during new special 3 years study program





#### **CURRENT SITUATION**

### Study program organization

- 3 years program 1 week theory 1 week practical training
- mentors system + participation during examinations
- new classroom and dressroom
- support for apprentices pocket money
- from 09/2012 this program is registered as program supported by authorities (Regional Government)
- 2014 16 new
- actual: we have 36 apprentices
- more than 75% of apprentices have been employed in Zora factory for full time jobs







#### FOCUS TO TECHNICIANS

#### **Technical schools**

- 2014 start cooperation with 7 technical secondary schools
- support "recruitment process"
- factory tours,
- mentoring
- thesis
- practical training







