

# Round table sessions

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## Round table 9: Organising campaigns to engage SMEs

### Presentation 9.1: UNICORN experience in organizing campaigns to promote apprenticeships among SMEs

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From the date of its establishment, UNICORN – the European Union of Small and Medium-size Entrepreneurs and of Middle Class in Poland have had apprenticeship and the exchange of the experiences on facilitating it among EU partners in the centre of its activities.

Our first stake-holder partners were: Austrian Chamber of Commerce with its perfect system of apprenticeship including Technology Institutes in Linz, the Coventry Technology Park (UK), London Partners, SME Union (SME Europe), EuroChambre (Belgium), INSME – International Network for SME, Confartigianato and Confesercenti (Italy), TUSCON and TOBB (Turkey).

In Poland UNICORN successfully applies for funds to EU programmes such as: Erasmus, Leonardo da Vinci, Study Visits, European Fund for Integration of the Citizens of the Third Countries, European Social Fund and various funds for development of SMEs. We closely co-operate with the Polish Agency for the Development of Entrepreneurship, Polish National Agency of EACEA and other stake-holders.

UNICORN specialty is also BLUE CARD and policy for the integration of the highly-qualified citizens of the third countries; we co-operate in this field with various governmental agencies and with the NGO organisations.

UNICORN particular interest is focused on apprenticeship and vocational skills enhancement of the Erasmus students. In the co-operation project between UNICORN and TOBB University in Ankara which started in 2005 already participated dozens of Turkish interns. After coming to Poland they are distributed by Unicorn to the SMEs – members of UNICORN- where they have their 3-months stage and apprenticeship at different levels, depending on the type of business the given SME is performing.

For instance: the 2014 year TOBB University students were taking training at the Space Center of the Polish Academy of Sciences, the Satellite TV Installation Services, The Innovation Building Construction Systems Ltd, the Warsaw Chamber Opera-house, the Ad Rem Business Consulting and others.

The promotion of assisting SMEs in the provision of apprenticeships by UNICORN goes through:

- Information on UNICORN website

- Information on the websites of other business organizations co-operating with UNICORN
- Email information distributed to the network of SMEs – members of UNICORN
- Presence of the Erasmus apprentices at the stands of UNICORN at the fairs and exhibitions organized by UNICORN or in which UNICORN participates
- Presence of Erasmus interns at the seminars and conferences organized by UNICORN
- Mouth-to-mouth