

Germany - BOOM Holiday Camps in Nord Rhein-Westphalia. Young adults supported with guidance, info and hands-on experience in green jobs. 5-day holiday camps, offer tasters for students.

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| Title of inspiring practice | BOOM Holiday Camps (" <i>BOOM Feriencamps, „BOOM – Berufsorientierung und grüne Jobs mal anders“</i> ") |
| Geographical area | <p>The "BOOM Holiday Camps" project is implemented in North Rhine-Westphalia near Cologne/Bonn and in Hesse at the Edersee.</p> <p>The project is a part of the VET for SD Programme, which provides funding to projects on Länder/regional level.</p> |
| Period of implementation | <p>The "BOOM Holiday Camps" project started in January 2019 until December 2022.</p> <p>The VET for SD Programme, to which "BOOM Holiday Campus" belongs, started in 2015 until 2022.</p> |
| Rationale | <p>The project provides an insight into a practice-oriented approach supporting young adults with guidance, information and hands-on experience in emerging green jobs.</p> <p>The project is funded as part of the "VET for SD Programme: Sustainable World of Work; Action 2: Every job is green: Greening of professions – approaches and opportunities for action" ("<i>Berufliche Bildung für Nachhaltige Entwicklung (BBNE): Nachhaltige Arbeitswelt; Handlungsfeld 2: Jeder Job ist grün: Greening von Berufen – Zugänge und Handlungsmöglichkeiten</i>").</p> |
| Scope of the practice | Initial Vocational Education and Training |
| Educational level | VET Guidance |
| Introduction and context | <p>The programme is funded by the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) and the European Social Fund (ESF). Projects are implemented by diverse organisations in VET on the national and Länder/ regional level.</p> <p>The selected project, BOOM Holiday Camps, is implemented by Sportjugend of Landessportbund Hessen e.V. (a youth association at federate state (Land) level), Collaborating Centre on Sustainable Consumption and Production (CSCP) GmbH (a non-profit think tank), and Proবাদis Partner für Bildung und Beratung GmbH (VET provider).</p> <p>The project targets young adults, especially young people under the age of 25.</p> <p>Action 2 of the VET for SD programme, under which BOOM Holiday Camps are funded, respond to the need of raising awareness of the "greening" of professions and of the world of work as a whole. With practice-oriented work camps and similar formats, the programme creates opportunities to reach young people and introduce them to the wide range of job profiles and to green key competences for climate- and resource-conserving action in professions in a condensed, comprehensible and practical way. Regular exchanges between different projects organising work camps (16 across Germany) which are realised as part of Action 2 of the VET for SD programme provide a space to discuss common obstacles and help with sharing solutions and insights among the teams.</p> <p>The project BOOM Holiday Camps aims at giving young people the opportunity to inform themselves about the variety of actors and job profiles (training and study programmes) and their greening potential, to enable practical experimentation and thus to receive</p> |

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| | <p>suggestions and guidance for their professional biography. The programme uses methods and pedagogical objectives of education for sustainable development (ESD), political education and experience-oriented open youth work. The projects target young people who are about to make their first career choice or who want to realign or focus on a career choice they have made.</p> <p>A core goal of the 5-day BOOM Holiday Camps is to help participants discover their own strengths and motivations, needs and dreams, and promote their courage and self-confidence to face their own (professional) future with curiosity and enthusiasm. The BOOM camps provide an insight into social challenges and trends, while also enabling the participants to reflect on their own lifestyle.</p> <p>The budget allocated to the BOOM Holiday Camps is of EUR 1 166 898.</p> |
| <p>Key activities and outcomes</p> | <p>The holiday camps take place in North Rhine-Westphalia near Cologne/Bonn and in Hesse at the Edersee.</p> <p>As per project plan, nine five-day camps with up to 40 participants were envisaged during summer and autumn holidays in 2021 and 2022. Due to the COVID pandemic, ten camps were offered to make up for the reduced number of participants per camp. Participants are divided into two groups: teenagers (14-17 years) and young adults (18 – 25 years).</p> <p>The camps focus on four topics: everyday consumption and product design, energy and mobility, construction and living as well as nutrition. For each subject area, different craft trades are presented by local partners of the initiative. The focus is set on offering to the participants a possibility to gain practical experience (e.g., by crafting a workpiece). Professions presented to the participants are, for example: carpenter, electrician, food technologist, painter, mechatronics technician, baker, product designer etc.</p> <p>The participants get to try craft professions hands-on, like building clay pizza ovens, bamboo bikes and solar heating panels from recyclable materials. In addition, practices are embedded in the value chain of a product from the respective profession.</p> <p>Factors contributing to the success of the camps are: the holistic approach to the BOOM camps' key components (sustainability/greening, providing orientation and practical experiences); an enthusiastic and open-minded team of pedagogical and practical experts (positive role-models) combined with the equally enthusiastic organisational project management/staff; allowing participants to contribute to the camp program, including peer-learning and participative methods; choosing camp locations which provide a connection to nature and offer a safe space; ensuring a diverse background of participants as an opportunity for experiencing different perspectives.</p> <p>The main obstacle for the realisation of the camps was the COVID pandemic. The number of participants had to be reduced and a strict hygienic protocol had to be followed. Second, finding experts/craftspeople for the practical work stations turned out to be more of a challenge than expected. As a result, a small network of experts was established to provide further contacts if needed. Third, reaching participants did not go as smoothly as expected (again, due to the pandemic). Social media campaigns and direct contact to local youth clubs and initiatives, including residential groups for refugees, were the main channels to reach young people. Generally, it was easier to recruit young people aged 14-17 than those over 18 years old.</p> <p>Regarding sustainability, the camps revealed that participants had very different levels of background knowledge and understanding, resulting in a need for internal differentiation in the groups. Also, the acceptance for vegetarian meals differed a lot.</p> <p>So far, a total of 219 participants have been reached by holiday camps and 17 craftspeople were engaged as partners over the three years. Participants' reactions were very positive in post-camp survey (some testimonials are published on the website). Work on detailed evaluations is in progress; eventually, they will be made available on the project website.</p> |

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| | <p>To facilitate the adoption of similar initiatives, there will be a detailed module description for BOOM Holiday Camps, in which the concept, weekly structure, as well as the workshops and practical stations will be described.</p> <p>Currently, the website provides resources in three sections: “Career Orientation”, “Career Orientation Library”, and “Design Sustainability: Green Jobs”.</p> |
| Contacts and sources | <p>If you would like to learn more about the initiative, the EU-VET project team at BIBB is happy to help. Please contact the team at eu-vet@bibb.de.</p> <p>Link to BOOM Holiday Camps website: https://www.nachhaltige-berufsorientierung.de/</p> <p>Link to BOOM Holiday Camp project profile on BMUV website: https://www.bmu.de/projekt/boom-feriencamps</p> <p>Link to BMUV website with profiles of all funded projects of the programme (in German): https://www.bmu.de/themen/bildung-beteiligung/bildung/foerderprojekte/nachhaltige-arbeitswelt</p> <p>ESF website on the programme’s funding line (in German): https://www.esf.de/portal/DE/ESF-2014-2020/Foerderprogramme/bmu/berufsbildung-entwicklung-bbne.html</p> |
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