

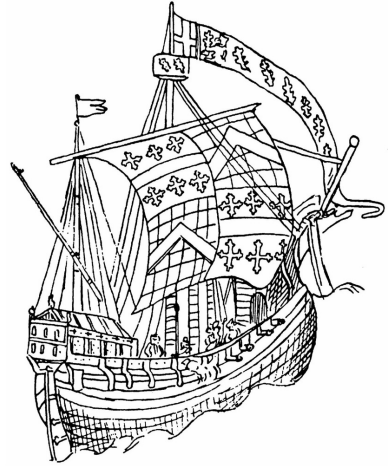


**Final Multiplier Event of the REGROW Project**  
**“Recruiting the Young Generation Workforce:  
Innovative HR Management”**  
**Tallinn, 20. January 2023**





## HANSE-PARLAMENT



Hanse-Parlament

- Non-profit network of more than 50 chambers of commerce, industry and crafts and BSOs representing more than 570.000 SMEs and 24 universities with the overall goal to promote small and medium-sized enterprises





There is a **major shortage** of young skilled workers, especially in SMEs.



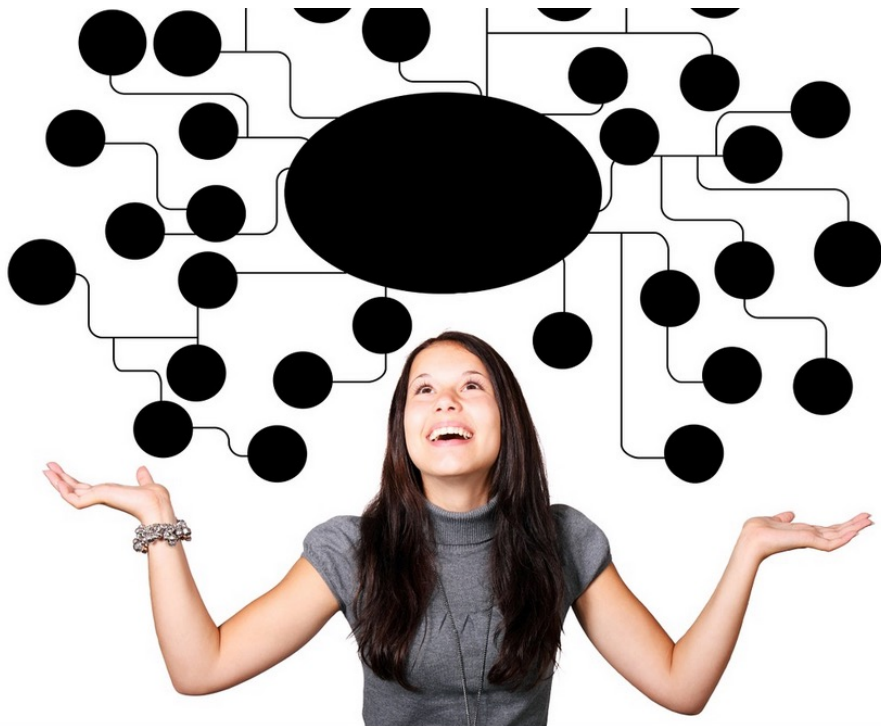
SMEs have problems **integrating junior staff properly** into the company once they have recruited them and building a relationship based on mutual satisfaction.



Many SMEs have some catching up to do in the **design of their human resource management system**, due to limited personal resources.



The working life is getting longer and longer and the skills of older workers are to be **meaningfully retained** in the company.



Strengthen Business Support Organizations in their institutional capacity of **promoting modern human resource management** In SMEs.

Help SMEs in making their human resources management more **strategic, sustainable and inclusive**.

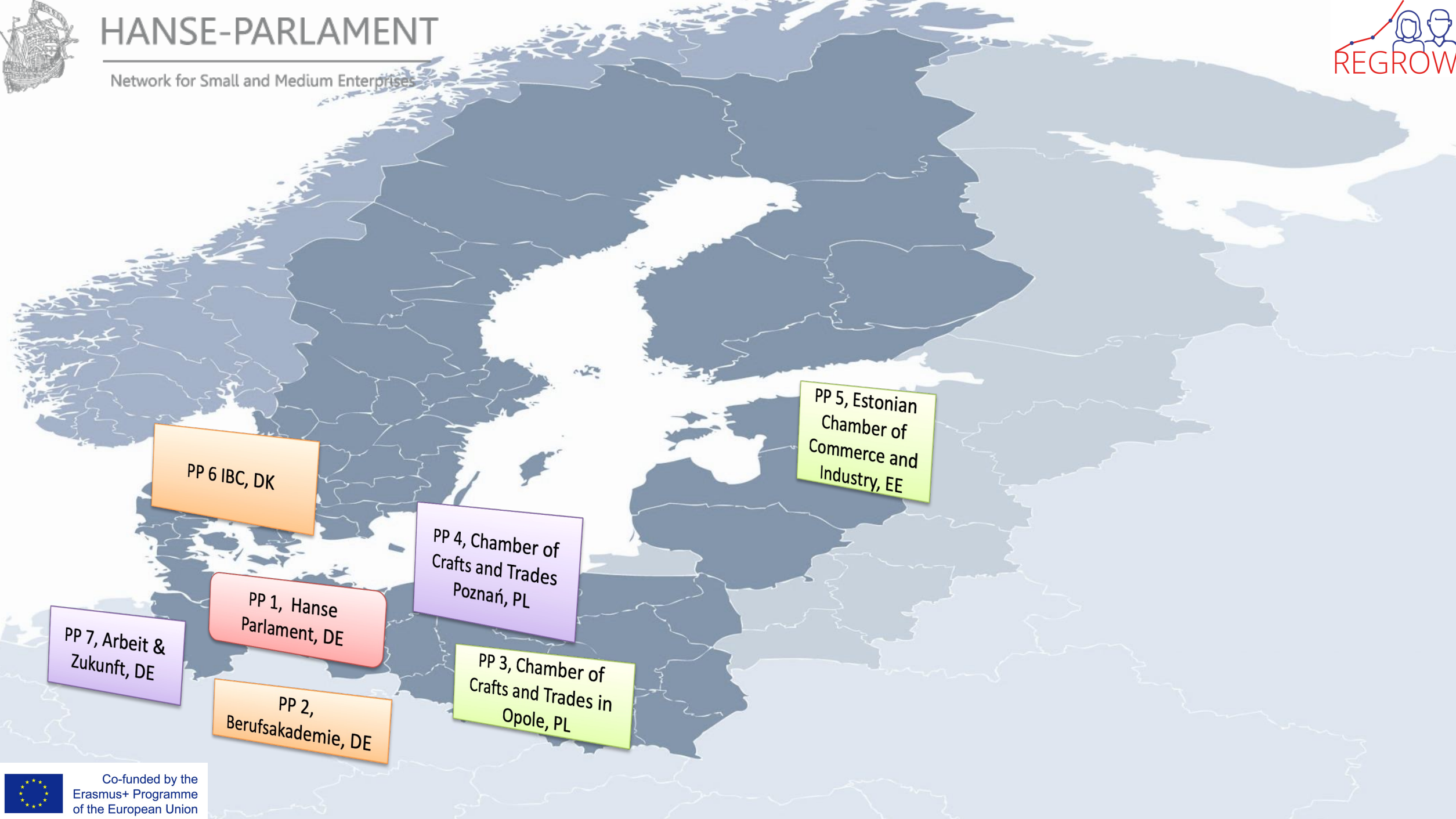
Reconciling employees' **skills and ideas about life** with the company's goals.

Finding **ways for older workers to pass on their experience** and take on new tasks.



# HANSE-PARLAMENT

Network for Small and Medium Enterprises



PP 6 IBC, DK

PP 5, Estonian Chamber of Commerce and Industry, EE

PP 4, Chamber of Crafts and Trades Poznań, PL

PP 1, Hanse Parlament, DE

PP 7, Arbeit & Zukunft, DE

PP 3, Chamber of Crafts and Trades in Opole, PL

PP 2, Berufsakademie, DE



- **Duration:** 01-09-2020 – 28.02.2023: 30 months
  - **Programme:** ERASMUS +
    - **Budget:** 348.702 €
  - **Aim:** Helping SMEs to secure urgently needed employees, especially from the Millennial generation and the Generation Z.





## Target Groups

- ❖ Owners and managers of SMEs
- ❖ Advisers and teachers from chambers and other SME promoters and VET institutions
- ❖ People from the Millennial and Generation Z generations who are also key beneficiaries

## Other Beneficiaries

- ❖ Training and job seekers
- ❖ SMES
- ❖ Chambers other SMEs Promoters and other VET institutions



**I01** Best practices and digitisation **concept** to support personnel management

**I02** **Toolbox** for the determination of personal competences and conceptions of life as well as comparison with company goals

**I03** **Train-the-Trainer Program** for BSO staff

**I04** Training programme for **SME managers**

**I05** Training program for **mentors**

**I06** **User Manual**





**Thank you for your attention  
and enjoy the conference!**



**Next: Prof Dr. Uwe Schaumann Millennials and  
Generation Z – Results of the latest research**