

Nordwest-Zeitung

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Always in the picture with the daily newspaper

PROMOTING YOUNG TALENT CeWe Color participates in the "Pro trainee" program – general knowledge promoted

A rising number of enterprises in the region are engaging in promoting their junior staff. CeWe Color is also enthusiastic about the "pro trainee" initiative.

OLDENBURG – The Pisa Study brought to light what instructors, general managers and department heads have been complaining about for a long time: many apprentices lack general knowledge. While new computer programs can be installed at the flick of a wrist and twittering and chatting are a part of everyday life, things frequently look gloomy when it comes to basic general knowledge in the areas of politics, science and society. For example in the renowned Pisa study, the leaning tower was moved to Paris.

Now a rising number of companies in the region feel that they no longer want to merely stand by and watch. They are involving themselves in the "pro trainee" initiative so that besides specialised knowledge, junior staff members will also get sound general knowledge. This is being done jointly with the **NWZ**.



Renowned studies have shown that school-leavers can almost double their general knowledge in only a few months by regularly reading the newspaper. Like other companies in the "pro trainee" initiative, Oldenburg photo service company CeWe Color is giving their young employees a newspaper subscription for twelve months. "We want to encourage our apprentices to read more to help them look beyond their own horizons," says company spokeswoman Dr. Hella Hahm. The profession that they are training in is irrelevant. Young people are currently undergoing professional training at CeWe Color in eight different departments. And the same applies equally for all of them: "Anyone who wants to be successful has to widen their horizon," Hella Hahm is convinced.

"pro trainee" does more than promote general knowledge. "We are supporting the apprentices with a simultaneous program. This is consistently growing together to become a big network," says Uwe Mork, head of the **NWZ** private customer department. Apprentices with the **NWZ** have organized an accompanying program for their contemporaries in the other participating companies. A knowledge quiz is regularly organized in which questions on specific topics may be asked and the apprentices are organizing walkabouts in the company and other events as well. This means that apart from the fact that the community spirit is growing among the young employees, the managing directors of the companies are also

seeing in the accompanying study how the general knowledge of their young staff members is growing.