

Girls Day 2014: Brose inspires schoolgirls



Guided by apprentice toolmaker Sophia Escher (17), Eva Dohles (13) makes a metal part during Girls' Day.

Coburg/Würzburg/Hallstadt/Wuppertal/Berlin (27. March 2014).

As part of Girls' Day, 88 girls in 7th and 8th grade from all the different types of secondary school visited Brose to find out about technical occupations. They spent a day being given a taste of various different jobs at Brose's training locations in Coburg, Hallstadt, Würzburg, Wuppertal and Berlin.

It is the 11th time that the family-owned company has taken part in the project. "Girls' Day is very important to us," says Michael Stammberger, Head of Training. "By taking part, we make an important contribution to career guidance, without the influence of traditional gender roles. The students also find out about career opportunities at our international company."

The main focus of Girls' Day is on hands-on experience and experimentation.

For example, the budding young mechatronic and electronic technicians built a wire loop game, while prospective IT specialists dismantled a PC. In the product design area, the girls experimented with computer-aided design (CAD) software and earned themselves a "CAD driving license".

13-year-old Eva Dohles, who attends a secondary school in Sesslach, became a toolmaker for the day. She made a ludo game from Plexiglas: "I filed a dice, deburred and filed edges and marked measurements," she says with enthusiasm. Eva likes to work with her hands. She recently did a work placement at Brose and was keen to go back.

The success of Girls' Day is demonstrated by the case of Sophia Escher: she was given insights into her dream job at Girls' Day four years ago and found out about Brose

as a potential employer. Today, the 17-year-old is in her second year of a toolmaking apprenticeship. At Girls' Day this year she patiently told the girls about the jobs on the machines and explained how to use the tools. Sophia Escher enjoys the variety in her job, and particularly likes the fact that she gets to make something herself. The youngsters were inspired by her enthusiasm: "I can imagine training as a toolmaker," says 13-year-old Eva Dohles.

Brose became an officially certified Girls' Day Company this year. It is the first time this quality label has been awarded in the Coburg region. The aim is to set national quality standards in terms of the way the day is organized, and with regard to sustainability and status.