

Schoolgirls get enthusiastic about technology at Brose



13-year-olds Isabel Götz (left) and Samira Nasser (right) were given a taster of technical jobs at automotive supplier Brose as part of the Girls for Technology Camp. They were particularly interested in milling.

Coburg (07. August 2014)

Twelve girls aged 12 to 14 spent the first week of the summer holidays exploring technical careers at international automotive supplier Brose. They were taking part in the 13th Girls for Technology Camp organized by the Education Center of the Bavarian Industry Association (bbw). Brose is the only company in the Upper Franconia region to have been involved in the program since the beginning.

The participants spent five days working on their own projects in the fields of technical product design, mechatronics and tool mechanics. Brose apprentices and trainers helped them make a wire loop game, design a kaleidocycle using a computer program and make a peg game. "I particularly enjoyed the milling because we had to work as a team," says Isabel Götz (13) from Schweinfurt, who heard about the camp at school. She made friends with the other young people on the camp and had fun joining in with the group activities, including a trip to the climbing park.

The aim of the Girls for Technology Camp is to interest schoolgirls in technical careers at an early age through an age-appropriate program. "The project is a recipe for success. The practical tasks give the 12 to 14-year-olds confidence in their own abilities. We help the young women expand their career options and show them the opportunities and challenges of a modern technical working environment," explains Michael Stammberger, Manager Apprenticeship Brose Group.

The participants presented the results of the taster week to their parents and the camp organizers at a closing event. "I hope we managed to kindle an interest and that some of the schoolgirls will apply to do their vocational training or dual track university course with us," says Stammberger. "Several girls from previous camps have opted to do apprenticeships with us."

Over 2500 schoolgirls across Bavaria have gained an insight into technical careers through the Girls for Technology Camp over the past 12 years. Fifteen companies were involved in the program this year.