



# 2022 ANNUAL REPORT



**WIFI Austria**  
Economic Promotion & Development Institute  
of the Austrian Federal Economic Chambers

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Mag. Markus Raml

## DEMAND FURTHER EDUCATION – BUT ALSO ENCOURAGE IT

Companies are desperately looking for qualified employees. According to AMS estimates, there are currently around 300,000 vacancies that cannot be filled because there is a lack of qualified personnel. This labour shortage is becoming a major drag on our economy at a time of multiple crises, as our prosperity is only sustainable if we can position ourselves on the world markets with quality, flexibility, innovation, and creativity. Education is the key here, because in times of comprehensive digitization processes, learning should be part of everyday professional life. Nevertheless, almost a third of all employees say that they have no time for further education. Staff shortages are a major reason for this.

Potential doesn't just fall into one's lap, one has to strive for it. The last few years in particular, have shown that human factors are becoming more relevant in times of crisis. Everyone is talking about "New Work", processes and structures. What is often not an issue is what the employees actually want and can (or could) do if they are given the freedom to develop and further their education. Dealing with your own strengths and interests and with your own working methods, away from structural processes, is the basis for essential changes in the company. This is why the development of potential should be at the top of the agenda of all entrepreneurs and managers – including their own potential. After all, anyone who demands further education should also continuously broaden their own horizons. That's why I, as an entrepreneur, am also learning and supporting my employees in the best possible way by providing the freedom and corresponding service offers.

Lifelong learning is more than a catchphrase. It has become a must. More than ever, our common goal must be to promote and develop talent, from kindergarten to retirement age. This is the only way we can remain competitive in the future and secure Austria as a business location in the long term. We need a labour force that can not only keep up with the current challenges of professional life, but also want to actively and continuously enhance their knowledge and expertise. I am particularly pleased that, especially for entrepreneurs, the importance of further education for employees has increased over the years. Many of them realize that the further education of their staff is not only extrinsically motivated. Workers strive for meaning, self-realization, flexibility, and constructive corporate cultures. Let's create the right environment for it.

**MAG. MARKUS RAML**  
WIFI Austria Trustee

## #lerndichweiter

# ADULT EDUCATION BEYOND BORDERS



Mag.<sup>a</sup> Tatjana Baborek at the chamber meeting of European education experts in Luxembourg



Representatives of the German-speaking European chambers in Luxembourg

**The ecological and digital transition affects the entire EU economy. The change in the labour markets is a cross-border phenomenon, and the broad development of skills is a common goal. The most important educational policy issues were high on the agenda at the chamber meeting of European vocational training experts in Luxembourg. WIFI Austria also took part again this year, positioning the WIFI network as a driver in terms of sustainability and digitalization.**

## International networking

During the two-day meeting, we networked intensively with all German-speaking chambers in Europe. The main focus was

on topical educational policy issues and the exchange of experiences and best practices. It seems the interest groups are all faced with similar challenges. Currently, more than three-quarters of companies in the EU report difficulties in finding qualified staff, and the latest Eurostat figures suggest that only 37% of adults across Europe take up further education on a regular basis. As early as 2021, there were complaints throughout the economic area about a shortage of workers in 28 professions, from construction and healthcare to engineering and IT. Every labour market is affected by the growing demand for qualified workers. In this situation, the need of the hour is to pool European strength and to advance the future issues of vocational training and further education.

## European Year of Skills 2023

The initiatives will be progressively continued in the coming year. The President of the European Commission, Ursula von der Leyen, has proclaimed 2023 as the “European Year of Skills 2023”. In cooperation with the member states, social partners, the chambers of industry & commerce, and of course the institutions of vocational further education, new impetus is to be given to lifelong learning in 2023. The focus is on more effective and inclusive investments in training & further education, on ensuring labour market-relevant skills in cooperation with social partners and companies, and aligning the goals, desires, and skills of people in the labour market.



## LOOKING AT COMPETENCES IS VIEWING THE FUTURE

**Dr. Harald Mahrer**

Austria's economy faces another challenging year in 2023. But our companies will do their best and face the challenges with a great deal of commitment and flexibility. To do this, they need the necessary framework conditions. The shortage of skilled workers has developed into a general labour shortage. Three out of four companies are either badly or very badly affected. When there is a lack of staff, whether it is from truck drivers to caregivers, from IT specialists to hands-on jobs in crafts or tourism, then the public will soon see the effects.

That is why we now need a clear focus on training & further education and intelligent instruments so that we can move from a crisis into a future-oriented mode. Every year, we will be dedicating a week to talents, professions, and vocational further education in Austria as part of the "Skills Week Austria" programme. Using this initiative, the Chambers of Commerce will direct their attention to people and their skills, and thus to the future.

Our entrepreneurs are the key to this since they, as experts, keep an eye on the specialist and skill requirements of their industry. In the board of trustees and management committee of WIFI Austria, entrepreneurs therefore determine the direction and provide impetus for educational products that are truly needed both in Austria and abroad, thanks to WIFI International. Especially in challenging times, it is important that Austria positions itself worldwide as an innovative business location. WIFI Austria develops future-oriented educational offers specifically for this purpose, and as the leading training and further education trainer in Austria, it is an essential lever against the shortage of skilled workers.



**DR. HARALD MAHRER**

President of the Austrian Federal Economic Chamber



## WE NEED DIGITAL AND SUSTAINABLE LEARNING

**Mag.ª Mariana Kühnel, MA**

Nine out of ten employees in Austria rate lifelong learning as important. This gratifying result from the current WIFI Further Education Barometer shows that people want to learn what is needed in professional life and appreciate a practical training partner like WIFI Austria. However, at the time of the survey, only one in seven had recently completed a further education measure.

What does this mean for us? There is still a lot we can do to make lifelong vocational further education the norm for everyone. Particularly in times of multiple crises, Austria has to turn to the best. The acquisition of knowledge needs a fixed place in everyday work life – on all channels. WIFI Austria is an essential piece of the puzzle because the innovative educational products that it develops and creates can provide young and performance-oriented people with specialist training, the WIFI diploma, recognized certification, or even an academic degree.

In order to support companies holistically, the Chambers of Commerce have also founded "wîse up", a digital platform on which those who want to continue their education will find an extensive toolbox of content to help them individually tailor their knowledge acquisition journey, as well as a wide range of other WIFI offers. Indeed, it is digital learning that holds the key to the innovative strength that we need to master the great challenges of our time, whether it is the digitization processes in SMEs, the climate, and energy transition, or even the labour shortage. Our flexible learning formats enable us to get more people from the "wanting" to the "doing" stage and successfully using digitization as a trampoline.

More than half of all employees would like to use digital further education offers; among entrepreneurs it is even 60%. It's up to us to create the right framework conditions for them so that they actually implement this wish in order to meet the challenges of tomorrow.



**MAG.ª MARIANA KÜHNEL, MA**

Deputy General Secretary of the Austrian Federal Economic Chamber



Mag.<sup>a</sup> Tatjana Baborek

## OUR ASPIRATION: DIGITAL, SUSTAINABLE, AND INNOVATIVE

The world of adult education has changed. Digitization now shapes how we learn, live, and work – and that is not just since the pandemic. In addition, it is becoming increasingly clear that the way we live, and work has an impact on our planet. To ensure that everyone has a fair chance of a good future in economic and ecological terms, we must strengthen and expand vocational training & further education. In order to achieve this, we need innovative learning formats that offer flexibility and are geared towards the needs of learners and companies alike. Digitization, sustainability, innovation: these aspirations have guided our activities in the past year – and will continue to do so in the future.

**WIFI Austria bears the responsibility of** continuously developing vocational training & further education. With a brand awareness of over 94% in Austria, WIFI is the country's largest non-governmental training & further education provider. We support the population and entrepreneurs in their efforts to dynamically adjust to the constantly changing “new normal” environment.

Together we make it possible to counteract the rapid challenges of the working world, not only with cutting-edge content that is in strong demand on the market, but also with our tailor-made educational formats. Through blended learning, which is the perfect balance of face-to-face and online learning, we can inspire our customers and achieve a high satisfaction and recommendation rate of almost 90%. Also, our tried-and-tested face-to-face events offer practitioners even more opportunities to explore further education and expand their network.

**We struggled with some major challenges in 2022.** What was known as a skills shortage a year earlier has now turned into a general labour shortage. Never before have there been so many vacancies that could not be filled, and new skills and working methods that are in demand in the market. For this reason, 2023 will be the “European Year of Skills”. Strengths are being pooled throughout the European economic area in order to promote competitiveness and talent, as it is only strong, inclusive, effective training, and further education institutions that can develop their full potential. The new performance agreements, which were negotiated between WIFI Austria and the Federal Ministry of Education, Science and Research at the Austrian Adult Education Conference (KEBÖ), take these requirements into account. We are also setting the strategic course, for example with regard to life-long learning. In this way, we will continue to defy multiple crises and see challenges as opportunities – and will consistently strengthen our position as the prime education partner for business.

**MAG.<sup>a</sup> TATJANA BABOREK**  
Director of WIFI Austria

**#gemeinsamtauftragdererwachsenenbildung**

# WIFI NETWORK: STANDING STRONG TO PROMOTE ADULT EDUCATION

**WIFI is facing major challenges. As a learning companion, we focus on the needs of all those interested in training and further education, both in the analogue and in the digital world. As an educational partner for industry, our graduates are skilled specialists. We're developing the "learning of the future" – this is how our Verbund Strategy 2025+ describes it. An essential part of our success is the cooperation within the WIFI network. Together we will continue to develop our strategy – on all levels.**

## **Strategic Board of Trustees Meeting: How is Gen Z learning?**

Anyone who grew up in the digital age learns differently. Generation Z, those born around the year 2000, need educational products that fit their behaviour and needs. WIFI directors and institute management in St. Pölten exchanged views on this very issue. Topics such as social media, new mobility, sustainability, subscription, and consumer behaviour must be considered in order to reach this target group. The focus is on simple digital services with a certain "experience factor". This correlates with the vision of the WIFI digital strategy of placing the focus on customers in the digital world of education as well.

## **KEBÖ: Adult education framework conditions (exchange and networking)**

The Austrian Adult Education Conference (KEBÖ) is Austria's most important platform for networking and exchange in adult education. WIFI Austria institute director Tatjana Baborek assumed the leadership role of representing WIFI in the KEBÖ association when she joined in 2020. The common focus is on the positioning of vocational adult education in Austria and actively improving the framework conditions.

It is against this background that the representatives negotiate performance agreements with the Federal Ministry of Education, Science and Research (BMBWF). Over a series of rounds of talks with BMBWF, the catalogue of goals and services for the 2022-2023 period was revised, specified, and positively renegotiated, resulting in an annual 5% increase in funding. In addition, the representatives have taken measures to focus on areas such as up-skilling and re-skilling, as well as digitization and digital skills development. Further negotiations and preparations for restructuring the performance agreement from 2024 are currently ongoing with BMBWF. The legal framework regarding Covid-19 and cooperative measures in the area of joint further education were also determined with the partners.

## **WIFI International: strategic reorientation**

The international market demands innovative training products on trending topics such as digitization, green jobs, and social entrepreneurship. WIFI International has strategically realigned itself to achieve synergy effects in the WIFI network. One result of this strategy was the merging conversion from a limited company (GmbH) to a commercial institution (BGA), which took place last year. This enables WIFI International to act as the main contact for Austrian companies abroad and can therefore work specifically on tailor-made educational products and project activities within the framework of Erasmus+, while focusing on business development, sustainability, quality, and service. An integral part of this strategy is the close cooperation with state WIFIs, foreign trade centres and business delegates.

## **Cooperation on all levels**

WIFI Austria is represented in all the important bodies that shape lifelong learning in Austria and make it fit for the future. These include the Advisory Board of the erwachsenenbildung.at portal, the steering groups for the National Qualifications Framework (NQF) and the Adult Education Initiative (Initiative Erwachsenenbildung), as well as the task force of the Fit4Internet initiative, which is the platform for increasing digital skills in Austria. Ms Tatjana Baborek was elected to the managing board of SZA (Schweißtechnische Zentralanstalt), an association in which we support trade and industry as a non-profit association. For example, we provide know-how in the field of joining technology (welding, soldering, and gluing) according to national and international standards. In conclusion, wherever further training is negotiated, WIFI Austria and the WIFI network have a strong voice.



**BOARD OF TRUSTEES OF WIFI AUSTRIA**

**WIFI DIRECTOR**

**Learning  
Management &  
Services Team**

**WIFI  
International**

**WKÖ/WIFI  
Certification  
Body**

# THE DIGITAL LEARNING FUTURE HAS ARRIVED

**WIFI's digital business strategy entered its third year in 2022. With it, we are also focusing on customers and their needs in the digital world of education. As a result, we are already taking advantage of the growth opportunities that digitalization offers us. In concrete terms, the strategic orientation is reflected in new products and services that affect all business areas.**

## Strategic focus

Digital education opens up a wide range of possibilities and diverse forms of presentation. But how does a market leader implement digitization all across the board? A strategy meeting of institute management was devoted to this topic. Practical and compact face-to-face courses with experienced trainers have always been WIFI's strength. As an education partner for companies, our goal is to provide digital education solutions for members. Consequently, the focus of developments and investments should be on blended learning. The institute management also focused on a future online marketplace, the distribution process, and corresponding commercial models.

## Specific projects

In the past year, WIFI has invested even more work on specific products. With the WIFI Content Contest, innovative course ideas were sought within WIFI's largest resource – its trainers! Content teasers, e-learning concepts and digital learning routes were conceived, launched, or already implemented in all business areas, and existing service elements were adapted.

## Improved user experience

We are constantly working on improving the user experience on our websites and in our shops so that users can navigate the WIFI world even more easily. For this purpose, requirements regarding data structure and data governance were formulated and are already in a respective concept. The goal



is to provide customers with the appropriate price-relevant services in every phase of the customer journey. Our digital customer area, "MyWIFI", plays an important role in achieving this goal. It acts as a service and information hub and is constantly being further developed in order to further improve the user experience.

## Digital content

WIFI institutes produce educational content in very many places. The aim is to ensure stronger networking of the "Digi-Taktik" units of the WIFI network. Specialized content creation hubs throughout Austria will network regularly in the WIFI world so as to exchange content and share best practices. In this way, existing service elements can be continuously improved so that WIFI can react even more quickly to trends and current requirements.

## wise up: digital learning for everyone

As the largest non-governmental education provider, WKO has developed its own digital education platform known as "wise up", which aims to offer an easy-to-use, market-tested learning solution that enables companies to digitize their own in-house learning content. Furthermore, some 15,000 courses are also now available on the platform. As the market leader, WIFI only contributes high-quality products and services, but also takes on an advisory function when it comes to content. Last but not least, the mutual networking creates a win-win situation when it comes to offering digital vocational training.

# TRAINERS: THE BEST IDEAS FOR NEW LEARNING

The disruptive developments have permanently changed the learning formats and content of adult vocational education. Practical and creative online structures were a must in the early phase of the pandemic to accompany participants right through to the end. In the meantime, they have proven themselves and have been incorporated into the digital business strategy of WIFI Austria with other innovative approaches. As part of an online event, the WIFI Content Contest went in search of outstanding virtual training concepts. It quickly became clear that, whether it is didactically tailored learning videos and learning routes, integrated solutions, or completely new formats of digital learning, the innovative strength of the WIFI trainers, who stem from professional practice, is simply enormous.

## Content contest: now is implementation time

The trainers have proven through their submissions that they are technically and didactically on the ball. In May, a total of eleven winning projects were awarded, with trainers from WIFI in Tyrol, Salzburg and Upper Austria leading the way. Their project ideas on topics such as practical graphics training, the German vocational qualification examination and low-threshold project management offers are already being finalized.



Winners of the WIFI Content Contest Tirol (fltr): Patricia Hueber (Education Manager IT, WIFI Tirol), Werner Kropf (Bezirksstelle Imst), Lisa Schamschula (1st Place), Paul Vyskovsky (Director WIFI Tirol)



(fltr) Dr. Renate Woerle-Vélez Pardo with the winners of the WIFI Content Contest Salzburg: the project team Thomas Ritter with Benedikt Lang and his daughter (3rd place), Valentina Eder (2nd place), WIFI product managers MMag.ª Annemarie Schaur (personality/business administration) and Ursula Winter, Dipl.-FW (tourism/trade)



Winners of the WIFI Content Contest Upper Austria (fltr): Dr.ª Sabine Wolfsteiner (Head of WIFI Entrepreneur Academy), Elisabeth Lettner, MSc (Product Manager WIFI Entrepreneur Academy), the prize winners: "Innovation" Johannes Dünstinger, MSc, and Mag.ª Daniela Kraincic with WIFI Upper Austria institute director Mag. Harold Wolfslehner

## Congress for training and further education

How can today's learning settings be designed in such a way that participants will continue to learn with enthusiasm in the future? And how can trainers create the framework conditions, both online and in person, in which motivation and self-learning are promoted in the best possible way?

The 2022 training congress was dedicated to these questions in keeping with the motto "Motivation – the key to learning?!" A total of 150 participants devoted themselves to exploring this topic in twelve workshops and gained further inspiration from keynotes by Dr. Marco von Munchausen.

## New tools for trainers

When trainers teach digitally, also their methods need an update. For this purpose, new materials are constantly being developed at WIFI Austria – in accordance with the WIFI learning model LENA, which encourages learners to learn actively and sustainably. In the previous year, all 77 LENA methods were adapted for digital use – a versatile tool for WIFI trainers. The "Trainer::Tool::Lab" platform also currently has 40 methods available. Altogether, a total of 42 articles on various instructions, tips and tools are available to trainers. In addition, the ninth issue of the LENA magazine on the subject of "sustainable learning" was published.

## Campaign to recruit trainers

WIFI institutes are also looking for people with great professional experience and specialist knowledge. To this end, we launched a campaign on various channels last year. The goal was to motivate people who may not have thought of passing on their specialist knowledge. For this purpose, we brought in some of our trainers as advertising ambassadors, to talk about what makes their trainer job so special for them. They made time for interviews as well as a social media campaign. The online campaign was supported by a radio promotion on "Kronehit", which covered training as a part-time job.

# LEARNING MANAGEMENT & SERVICES: THINKING AND IMPLEMENTING INNOVATIONS

**The entire education market is characterized by digitization. Learning takes place online, face-to-face or as a combination of both. Companies and those interested in further education are demanding new content and formats that match their current challenges. For the market leader, this means that just being there is not enough. WIFI Austria also set strategic priorities in 2022 that reflect the needs for innovation, digitization and sustainability. New educational products were created in order to face future crises with resilience and to leverage the potential that digital change promises in the education sector, not only on the training & further education market, but also within the organization itself. Across all sectors, whether face-to-face or digital, the expansion of our product range in line with current requirements was the focus of our activities last year.**

## **New learning formats for a new era**

The expectations of further education institutions are increasing. Learning should increasingly be more modular, flexible, and online. In the past year, innovative ideas at WIFI Austria were not only collected, but also conceptualized, developed, and implemented. A particularly original idea emerged from the WIFI Content Contest (see page 9). “Creative Graphics with Affinity” tackles the need for easy-to-implement media design for SMEs and presents graphic skills by learning videos and learning paths designed in an interactive and contemporary format. The digital needs of companies are also met by “data analysis with Excel and Power BI”. In five compact modules, participants learn how to structure amounts of data and how to draw key figures and analyse them. Other classic WIFI products are also being expanded to include digital elements. After all, the WIFI Further Education

Barometer 2022 confirms that customers most notably wish for blended learning, i.e., online learning in combination with face-to-face learning. The perfect ratio is 41% online and 59% face-to-face. In the balance sheet accounting course, the participants work on the topic of accruals and deferrals using an e-learning route. The online language courses in cooperation with the provider “Speexx” offer smart learning support and numerous technical innovations. Trainers currently have over 40 methods, tips and tools on the Trainer::Tool::Lab platform. Ultimately, the future of digital learning has only just begun.

## **New products for societal challenges**

Not only digital forms of learning, but also sustainability is increasingly finding its way into the WIFI course program. In the sustainability management course, participants learn how to implement projects on the circular economy and sustainable development goals, and how to embed them in companies. In future, they will also be able to obtain the “Certified Sustainability Expert” personal certificate.

## **CURRENT TRAINING TRENDS**

- **Blended Learning:**  
Learners demand online learning in combination with face-to-face learning
- **Modular Learning:**  
Educational offers are increasingly online and can be used flexibly
- **Sustainability and crisis management:**  
These are becoming the focus of vocational training & further education

Companies could not escape the topic of crisis management in the past year. A current WIFI course helps grasp the topic in operations. Here too, there is a corresponding certification with the “Certified Crisis Expert”. New training courses in the field of fibre optic technology offer step-by-step insights into the technical knowledge and provide an overview of the occupational safety measures.

## **New preparatory courses for master craftsman exams**

The allocation of the master craftsman’s examination to level 6 of the NQF in 2018 was a great success for professional further education. Since then, specialist organizations and master craftsman examination offices have been working on new, binding, and competence-oriented examination regulations. We have already successfully implemented the necessary further development steps. The WIFI preparation courses respond optimally to the changed conditions and help prepare participants for their exams in the best possible way. The challenge is that the new examination regulations no longer include purely knowledge-based questions. Instead, it is the technical, business, and legal know-how of the prospective master craftsmen that is checked by means of concrete case studies and practical situations. This year, the Learning Management & Services Team worked particularly intensively on the updates of the preparatory courses. The main focal points were on providing product managers with ongoing information, ensuring continuous exchange with all stakeholders, conducting online trainer training courses and creating uniform, competence-oriented learning documents. The goal was to prepare for the master craftsman title using a nationwide, contemporary, and uniform structure.

### FIT for digital growth

In times of increasing specialization, “off the shelf” further education models are often no longer sufficient. There was an extensive FIT campaign in 2022 to revive internal company training and sharpen WIFI-positioning in the B2B target group. Fresh slogans and interviews with well-known corporate customers, helped ensure that the target group was made aware of the many advantages of in-house training.

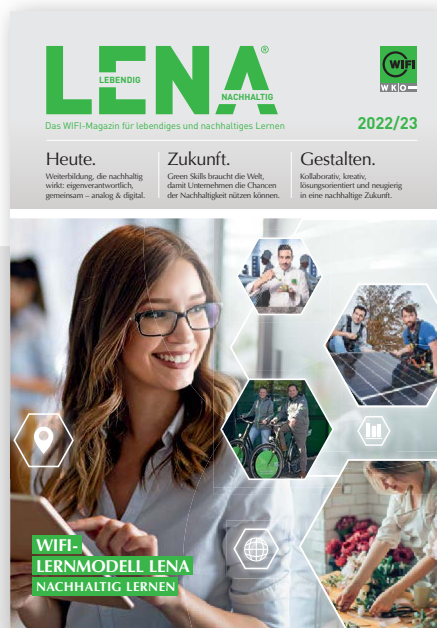


The participants of the SOFAtalk 2022 discussed the topic of sustainability in Filmquartier Wien.



Ing. Mst. Alexander Wacek, MBA, MSc,  
Director WIFI Team Learning Management & Services

*“Needs-based vocational training & further education is the answer to the current shortage of workers. It is our job therefore to continuously develop the wide range of WIFI products in the analogue and digital sectors. This is how we will secure skilled workers for Austria’s economy.”*



### LENA Magazine 2022: Learning sustainably

The WIFI learning model “LENA” is derived from “LEbendig” & “NACHhaltig” (lively and sustainable). The current LENA magazine has 48 pages of content presenting the solutions to a sustainable learning future. In addition to numerous current examples from the WIFI landscape, there is also the traditional SOFAtalk with experts from further education, business, and human resources. The group dealt with the question of what opportunities for the world of work lie in sustainability. You can find the associated podcast and e-paper at [wifi.at/lenamagazin](http://wifi.at/lenamagazin).

# WIFI INTERNATIONAL: TRAINING TO AUSTRIAN STANDARDS BUT BEYOND AUSTRIAN BORDERS

**In 2022, the overseas markets were also on the move, thanks to factors such as the energy crisis, scarcity of raw materials, and the pandemic. As in 2021, training was primarily implemented online, both in the soft skills and in the hard skills areas.**

## China

A total of 45 metal and machining technicians, plastic mould makers and mechatronics technicians completed their final apprenticeship exams in Shanghai – based on the Austrian model. This is due to the ongoing training alliance of ALPLA, ENGEL, ODU and STIWA – albeit in hybrid form. The commission monitored the entire examination process via high-resolution cameras and then held technical discussions via MS Teams. This innovative project is to be continued as it supports Austrian production companies on overseas markets. Further projects are therefore planned for 2023, both for the training alliance in Shanghai and for ALPLA in Mexico.

## Indonesia

Together with a local consortium of companies, WIFI International brought Austrian craftsmanship know-how to Indonesia. Didactic and technical training for carpenters in WIFI Upper Austria was carried out with a company called “KIP” and will continue in 2023 in Makassar, Indonesia with an Austrian coach. Carpenter training sessions were conducted in Medan, Indonesia, in cooperation with BitMedia. The carpenters had the opportunity to work on the job in an Indonesian carpentry workshop. The welder supervision training for M.U.T. in Serang will take place in 2023.

## B2B projects in Albania, Kosovo, and Moldova

WIFI International again cooperated successfully with chambers and companies in different countries this year. Online and face-to-face courses were held in Moldova, Albania, and Kosovo. Subsequent matchmaking events give businesses the opportunity to get in touch with Austrian companies in the same industry. This is done in close coordination with AUSSEN-WIRTSCHAFT AUSTRIA.

## Serbia

WIFI International presented itself to the Serbian market in the Austria section of the Serbian business magazine “CORD”.



Carpenter training company KIP, WIFI Upper Austria

## Trainers: further education

Current training topics will always be global in 2022. This is one of the reasons why ten international trainers completed the “WIFI Certified Digital Transformation Expert” training course, which started in 2021 and was completed this year. Other international trainers are continuing their education to become certified WIFI trainers in “Adult Education Plus”, with certification exams scheduled for March 2023. Here the “plus” means that both online and hybrid areas are also covered in the training course. In this way, international trainers can be deployed flexibly. This measure is to be repeated every year with new training topics in order to promote the sustainability of the international educational offer.

## WIFI International becomes a commercial operation

The new strategic focus of WIFI International made it necessary to change its legal form. As of July 1, 2022, WIFI International GmbH was converted into a WIFI International BgA, a business of a commercial nature. In this way, we can implement “one face to the customer” in management and organization. All previous services and contracts concluded with WIFI International GmbH will be seamlessly taken over by the BgA. Economic development, quality, and service will be the focus of our activities in the future. We want to develop innovative training products for the international market on trending topics, also as part of EU projects, and for a wide range of offers. In this way, we can make better use of synergy effects in the WIFI network and offer training modules that are tailored to individual needs.



Carpenter Trainer Shadowing, Medan, Indonesia



Carpenter training company BitMedia Solutions: Presentation of the workpieces, Medan, Indonesia

### EU projects

EU projects continue to develop further education, which is why we re-established the EU project area in 2020/21. After all, it is not only the WIFI network but also companies that benefit from vocational training & further education, training material, and the state-of-the-art train-the-trainer programs. In this area we work on the topics of digitization, green jobs, social innovation, social entrepreneurship, artificial intelligence, and virtual reality.

### Reference List (excerpt)

**ALPLA**

**ENGEL**



## 5 SUCCESSFUL ERASMUS+ PROJECTS

- **Erasmus+ project: "EntreComp4Transition"**  
Topics: entrepreneurship, green skills  
Duration: 3 years
- **Erasmus+ project: "Cyanotypes"**  
Topics: creative industries and entrepreneurship  
Duration: 4 years
- **Erasmus+ project: "The Urban Shift"**  
Topics: strengthening green and digital skills; university theory and professional practice combined  
Duration: 3 years
- **CoVe Erasmus+ Excellence project: Eurochambres "EULEP"**  
Topics: digitization, AI, VR, social innovation  
Duration: 4 years
- **Erasmus+ project: "S.E VET"**  
Topic: social entrepreneurship  
Duration: 3 years

## FURTHER ERASMUS+- OR. DIGITAL SME HORIZON PROJECT SUBMISSIONS

- **Digital SME Horizon project: "CYBERSET"**  
Topic: cyber security  
Duration: 3 years
- **Erasmus+ project: "CoreGreen"**  
Topic: development of job profiles for green jobs  
Duration: 2.5 years
- **Erasmus+ project: "Skills4Retail"**  
Topic: development of courses for digital professions in trade  
Duration: 4 years
- **CoVe Erasmus+ Excellence Project: "SLALOM"**  
Topic: digital jobs  
Duration: 4 years



Mag.ª (FH) Claudia Neumann,  
WIFI International Team Leader

*"Well-trained specialists are the guarantee for economic growth. WIFI International is the #firstpartner for lifelong learning and tailor-made educational offers in vocational training & further education."*

# CERTIFICATIONS: “YES” TO PROVEN COMPETENCE AND QUALITY

**If you want to assert yourself in a difficult environment, you have to change and renew yourself. In times of multiple crises, the WKÖ/WIFI certification body relies on new certification programs and digitization.**

## Over 8,000 personal certificates

A total of 8,279 personal certificates were awarded in the 2021/22 course year. This is the second highest number in the 27-year history of the WKÖ/WIFI certification body. Whether it's welding technology, quality control, process management, energy technology or service, the importance of certified degrees is increasing across all subject areas. This is because companies need qualified personnel to ensure their competitiveness on the national and international markets. Employees, in turn, expand their career opportunities through recognized qualifications. Here, the WKÖ/WIFI certification body is number one in Austria and thus forms the third pillar of competence assessment within the WKÖ, alongside the master craftsman examination and apprenticeship body.

The field of welding technology was able to maintain the previous years' high level. Certifications for steel construction – such as according to EN 1090 (harmonized standard for

construction regulations) and EN ISO 3834 (qualification of specialist welding companies) – ensured lively testing activity. The WKÖ/WIFI certification body is authorized to do this as a “notified body”.

## New: more sustainability and digitization

New certification programs reflect current economic developments, such as sustainable action in the media industry (“Certified Green Consultant Media/Culture”) or digital skills (“Certified Digital Transformation Professional” and “Digital BIM Practitioner”). In addition, a “Certified Fitness Trainer” program was finalized in order to enable high-quality and recognized qualifications in this specialist area and is available in the new course year in the branch offices in Upper Austria, Carinthia and Salzburg.

## Successful classification in the NQF scheme

The submission of the “Certified Professional Photographer PLUS” certificate began more than two years ago, and after extensive cooperation with the experts from the Federal Guild of Professional Photography, the mega-project was finally completed. The NQF steering group agreed that the certificate would be classified at NQF level VI. We also witnessed the promotion of “Trainers in adult education PLUS (with digital



skills)” to classification Level V. Only a few organizations have an NQF classification. The WKÖ/WIFI certification body is one of them!



## THE CERTIFICATION BODY IN FIGURES (COURSE YEAR 2021/22):

**Total personal certifications**

**8,279 certificates**

**Procedure tests**

**23 certificates**

**Product certifications**

**14 certificates**

### KMU.DIGITAL continued successfully

The KMU.DIGITAL campaign of the Austrian Federal Ministry for Labour & Economy (BMAW) funds consulting for companies in the field of digital skills, provided that a consultant has certification. The WKÖ/WIFI certification body supports this campaign through the “Certified E-Commerce and Social Media Expert (CESE)” program, recognized by BMAW; there is also the option of being entered in the AWS database. The new edition of the funding campaign meant that the certification program was evaluated, and new tasks were developed.

### Cooperation with specialist groups

The quality standard of fitness studios is not only relevant for the public, but also for cooperation with insurance companies, among other things. This is why the WKÖ/WIFI certification body has been cooperating with the specialist group for leisure and sports companies of the Upper Austrian Chamber of Commerce for the last three years. The agenda of the first evaluation meeting this year included discussions on the requirements that studios have to meet for certificates according to ÖNORM EN 17229. It was decided that the temporary cooperation was successful and should be continued.

### Outlook

The need for qualified crisis management is increasing. That is why the Board of Trustees for Safe Austria (KSÖ) and WIFI Austria are exploring possibilities for a joint training course offer. The goal is to develop a “Certified Crisis Expert” certificate. In the area of sustainability, a certification program “Certified Sustainability Expert (CSE)” is to be developed, which is aimed at organizations of all sizes.

### CERTIFICATION AS A TESTING PROCEDURE IN CONTEXT



Mag. Dietmar Schönfuss,  
Director of WKÖ/WIFI certification body

*“The WKÖ/WIFI certification body is accredited and monitored by the Austrian Federal Ministry for Labour & Economy. Certificates that are awarded according to the EN ISO/IEC 17024 standard therefore enjoy special recognition both in Austria and abroad. In this way, they become ‘qualification shares’, which are currently very popular with companies and certificate applicants.”*

# SPECIALISTS: A CHALLENGE FOR FURTHER EDUCATION

The WIFI Further Education Barometer is an annual adult education trend study conducted by IMAS. It reflects the current concerns of entrepreneurs; for example, seven out of ten companies report difficulties in filling vacancies. Indeed 47% of those would classify it as very difficult. This imbalance is also reflected in the economic mood. Compared to the previous year, the confidence of entrepreneurs has fallen by almost 20 percentage points and is roughly at the level of the pandemic's early phase. The lack of staff is not only the biggest obstacle to domestic economic growth, but also to further education.

## Further education in digital change

For more than a quarter of Austrian entrepreneurs, the lack of personnel and skilled workers is one of the biggest challenges in further education and development – especially in the internal areas. At the same time, the importance of work-based learning is reaching a record level. From the company side, 91% rate the further education of their employees as important. The pandemic also massively accelerated the digitization trend. This is also confirmed by the survey results of the latest further education barometer, where more than 50% of those in employment are generally willing to use digital further education offers. Among entrepreneurs it is even almost 60%. On average, a third of employees and entrepreneurs prefer hybrid forms of online and face-to-face models. Digital learning and in particular the flexible learning formats such as the blended learning variant, which combines the best of classroom and online learning, are most definitely here to stay.

## Lots of motivation, but little time

Some 87% of Austria's employed class the significance of life-long learning as important. Personal implementation, on the other hand, is still lagging behind a bit, but has been at a consistently high level for some years now. The main motives for continuing vocational further education are requirements by management (22%), personal interest (16%), professional necessity (15%) and promotion opportunities (13%). The main obstacles are the lack of necessity (47%), the need for further training (41%), and general lack of interest (37%). The increase in the lack of time factor compared to 2021 is quite remarkable, with a total of 54% of those surveyed citing professional stress, or a lack of time in their private lives, as an obstacle to further education, compared to 37% in the previous year. While in countries such as Sweden or Finland every third person has completed further education in the past four weeks, in Austria it is only every seventh, according to Eurostat.



September 6, 2022, press conference IMAS Further Education Barometer



WIFI Further Education Barometer with IMAS (from left): Mag.<sup>a</sup> Tatyana Baborek; Mag.<sup>a</sup> Mariana Kuehnel, MA; Mag. Markus Raml

## Fortbildung als Karrierebooster

**B**erufsbegleitendes Lernen wird aus Sicht heimischer Unternehmen immer wichtiger. Das zeigt die repräsentative IMAS-Umfrage „Weiterbildungsbarometer 2022“ im Auftrag des WIFI der Wirtschaftskammer Österreich. Demnach betrachten 91 Prozent der Unternehmen die Fortbildung ihrer MitarbeiterInnen als wichtig.

**ANREIZE.** „Wer sein Know-how und seine fachlichen Fertigkeiten durch eine maßgeschneiderte Weiterbildungsweiterentwicklung, kann im Arbeitsmarkt raschentscheidende Karriereschritte setzen“, so Markus Raml, Kurator des WIFI Österreich, im Rahmen der Studienpräsentation. In Österreich



V.l.n.r.: Tatjana Baborek (Institutsleiterin WIFI Österreich), Mariana Kühnel (stv. Generalsekretärin Wirtschaftskammer Österreich) und Markus Raml (Kurator WIFI Österreich).

müssten mehr Anreize für Fortbildungen gesetzt werden, plädiert Mariana Kühnel von der WKÖ. Etwa durch eine steuerliche Absetzbar-

keit für alle berufsbezogenen Weiterbildungen oder eine Bildungsprämie für Unternehmen. **info: wifi.at**

vormagazin, 06.10.2022



Die Nachfrage nach „Green Jobs“ in den Bereichen Umwelt und Nachhaltigkeit steigt rasant. Allerdings fehlen auch in diesem Sektor die Fachkräfte. Neu geschaffene Ausbildungen an den WIFIJs sollen dem entgegenwirken.

**U**mweltbewusstsein und Nachhaltigkeit stehen hoch im Kurs, doch auch im „Green Job“-Sektor ist der Fachkräftemangel deutlich zu spüren. Mindestens 13.000 nachhaltige Stellen mit großen Zukunftspotenzialen sind unbesetzt – umso besser sind aktuell die Gehaltsmöglichkeiten und Aufstiegschancen. „Grüne Lehrberufe“ erheben sich durch ihren Beitrag zum Klima- und Umweltschutz und ihre sichere Zukunftsperspektive bereits großer Beliebtheit.

„Die sogenannten Green Jobs erleben in Europa derzeit einen regelrechten Boom. Auch in Österreich ist jeder 20. Arbeitsplatz bereits ein nachhaltiger. Die stark steigende Nachfrage nach Fachpersonal kann am Arbeitsmarkt derzeit allerdings bei weitem nicht gestillt werden“, so Markus Raml, Kurator des WIFI Österreich. Er betont, dass bei entsprechender Ausbildung noch nicht dagewesene Karrierechancen auf Fachkräfte jeden Alters warten.

**Nachhaltige Jobs sehr gefragt**  
Allein in der stark wachsenden IT-Branche fehlen derzeit rund 20.000 Fachkräfte. Ähn-

lich ist die Situation im Photovoltaik-Sektor, in dem laut Prognose des Branchenverbandes bis 2030 30.000 Fachkräfte gesucht werden. Doch Markus Raml ist sich sicher, dass die vielen „umweltbewussten“ Jobmöglichkeiten eine Trendumkehr bewirken und für eine Attraktivierung der Lehre sorgen werden. „Grüne Lehrberufe“ erheben sich durch ihren Beitrag zum Klima- und Umweltschutz und ihre sichere Zukunftsperspektive bereits großer Beliebtheit.

Nachhaltige Jobs halten jedoch auch für bereits Berufstätige, die sich für eine Veränderung interessieren, hervorragende Perspektiven bereit. „Im Hinblick auf Top-Karriereschancen für qualifizierte Kräfte sind Umschulungen und Weiterbildungen hin zu umweltfreundlichen Berufen in aller Munde. Österreichs WIFIJs werden ihrem Anspruch als Fachkräfteschmelze Nummer eins auch bei den Green Jobs gerecht und punkten mit maßgeschneiderten Bildungsangeboten für alle Altersgruppen“, sagt Tatjana Baborek, Institutsleiterin WIFI Österreich. „Das ist unser umfassender Beitrag, um den Rekord-

Fachkräftemangel durch eine Qualifizierungsoffensive zu überwinden.“

**Grüne Bildungsangebote hoch im Kurs**  
Die WIFIJs bieten eine Vielzahl an höchst gefragten Ausbildungen. Dazu zählt die Ausbildung zum Energieeffizienz-Beauftragten, die vermittelt, wie Energiemanagement-Systeme in Unternehmen angewandt werden und damit Energie gespart werden kann. Diese kann mit einem international anerkannten Zertifikat abgeschlossen werden.

Für den Umstieg auf erneuerbare Energien können Interessierte mit der WIFI-Ausbildung zur/zum „Öko-Energie-Techniker/-in“ wertvolle Qualifikationen erwerben. Der Lehrgang zum/zur zertifizierten Photovoltaik-Techniker/-in bzw. -planer/-in behandelt wiederum in drei Kursmodulen alle praktischen, technischen und wirtschaftlichen Grundlagen dieser Zukunftstechnologie.

In den vielfältigen WIFI Qualifizierungslehrgängen können Kfz-Fachkräfte alle Grundlagen der E-Mobilität erlernen.

Im Masterlehrgang für integrales Gebäude- und Energiemanagement können etwa Management- und Koordinationskompetenzen mit ökologischem Schwerpunkt auf akademischem Niveau erworben werden.

**INFO:**  
[www.wifi.at](http://www.wifi.at)

Wiener Wirtschaft, Green Skills, 16.02.2023



Trainerin Lisa Schamschula vom WIFI Tirol konnte den ersten Platz belegen

## Die besten Ideen des digitalen Lernens

Auszeichnung. WIFI Österreich vergibt „Content Contest“

**D**ie letzten Jahre haben die Formate und Inhalte der beruflichen Erwachsenenbildung nachhaltig verändert. In den WIFI-Kursen und -Lehrgängen wurde auf praktikable und kreative Online-Strukturen gesetzt. Um die virtuellen Lehrangebote langfristig auf höchstem Niveau zu etablieren, rief das WIFI nun erstmals zum „Content Contest“ auf.

**Ausgezeichnete Projekte**  
Im Rahmen eines Online-Events wurden nun die innovativsten Blended-Learning-Konzepte von WIFI-Trainern

aus allen Bereichen der Fachkräfteausbildung prämiert. „Der neu geschaffene WIFI Content Contest ordnet sich in unsere Vision ein, Österreichs Nummer Eins im Blended Learning zu werden“, erklärt sagt Tatjana Baborek, Institutsleiterin WIFI Österreich. Aus einer Vielzahl an Einreichungen wurden elf Projekte für den Preis nominiert, und umfassend von einer Fachjury bewertet. Überzeugen konnte dabei die Trainerin Lisa Schamschula vom WIFI Tirol für ihr progressives Blended-Learning-Konzept „Creative Grafik mit

Affinity“, das auf den Umständen mit den kostengünstigen, aber sehr professionellen Affinity-Layout-Programmen ausgelegt ist. Der Trainingszugang vereint Selbstlernerheiten, Übungen und Social-Learning gekonnt mit analogen Einheiten durch die Trainerin zu einem integrierten Gesamtkonzept. Den zweiten Platz holte die am WIFI Salzburg tätige Trainerin Valentina Eder. Die ausgezeichneten Trainingskonzepte sollen nun, im Zuge von österreichischen WIFI-Bildungsangeboten, zum Einsatz gebracht werden.

HELENE TUMA

Kurier, 11.08.2022

## Die Trends in der Weiterbildung für 2023



Lebenslanges Lernen ist zum Inbegriff geworden, um mit den gesellschaftlichen und wirtschaftlichen Veränderungen mithalten zu können. Der pandemie-bedingte Digitalisierungsschub in der Weiterbildung hat sich verfestigt.

Kurzes Lernen zwischen durch: Bei digitalen Lernangeboten ist das ganz einfach möglich und wird auch immer mehr genutzt.

Distance, hybrid oder in Präsenz – auch heuer wird in der Weiterbildung auf unterschiedliche Formate gesetzt. Nachhaltigkeit und Greens Skills stehen hoch im Kurs.

Denn obwohl die Einschränkungen zum größten Teil aufgehoben wurden, haben bei der E-Learning Benchmark Studie 2022 knapp 92 Prozent der Unternehmen an, dass sie bereits E-Learning für die betriebliche Weiterbildung nutzen. Für die Umfrage wurden vom eLearning Journal und dem deutschen Bildungsanbieter Goodhabitz 448 Unternehmen aus dem deutschsprachigen Raum befragt.

Digitale Angebote immer noch gefragt: Zwar habe sich der Anteil der E-Learning-Angebote im Vergleich zu 2021 von knapp 55 Prozent auf gut 36 Prozent verringert. Er liege aber noch immer über dem Niveau vor Corona. Dieser Weiterbildungstrend sei auch für die WIFIJs klar sichtbar und spürbar. „Digitale Lernformate, insbesondere Lernformate, die die Teilnehmerinnen und Teilnehmer Flexibilität bieten, aber gleichzeitig auch zur Eigeninitiative motivieren, sind definitiv gekommen, um zu bleiben“, sagt Tatjana Baborek, Institutsleiterin des WIFI Österreich.

Beim jährlichen WIFI Weiterbildungsbarometer habe sich gezeigt, dass die Teilnehmerinnen eine Aufteilung von 49 Prozent zu 51 Prozent in Bezug auf Online- und Präsenzveranstaltungen wünschen würden, ergänzt sie. „Wie beim Medienkonsum und beim Einkauf erwarten die Menschen auch in Sachen Weiterbildung mittlerweile die volle Flexibilität“, unterstreicht Franz-Josef Lackinger, Geschäftsführer BFI Wien.

Auch wenn sich an der grundsätzlichen Ausrichtung und Bedeutung von Höherqualifizierung nichts maßgeblich geändert habe, würden aktuell drei Einflussfaktoren das Weiterbildungsverhalten der Menschen prägen: Neben einem veränderten „Konsumverhalten“ gehören für Lackinger auch die Faktoren Zeit- und Fachkräftemangel dazu.

Der Standard, 11.01.2023

## WIFI mit Aufwärtstrend bei Studienzahlen

Das WIFI-Studienprogramm will individuelle Karrierechancen und Top-Positionen in der Arbeitswelt Wirklichkeit werden lassen. Dahinter steht als Erfolgsfaktor die Verflechtung von fachlicher Kompetenz und Hochschulwissen, die Ausrichtung im Bedarf der Wirtschaft und die passgenaue Konzeption für fachliche anspruchsvolle Maturas. Nach dem pandemiebedingten Rückgang der Studienzahlen steigt sich laut WIFI ein Aufwärtstrend im Studienjahr 2022/23, der vom Wunsch nach beruflicher Veränderung und der großen Nachfrage nach den beruflichen Zukunftswissen bestimmt wird. Nach einem Zuwachs von 10 Prozent im Vorjahr sind die vielen Anmeldungen für das sommerliche Studienjahr ein positives



Die WIFI hat nach pandemiebedingten Rückgängen eine hohe Nachfrage für das kommende Studienjahr.

Signal. „Die große Nachfrage nach akademischen Programmen zeigt zum einen, dass das Interesse an längeren Ausbildungen nach den über zweijährigen Unisicherheiten der Pandemie derzeit wieder sehr groß ist. Zum anderen: merken wir, dass viele Individuen herausfinden, dass die Zeit des Entschlusses gefasst haben, sich beruflich weiterzuentwickeln. Insbesondere die wirtschaftlichen Zukunftsthemen stehen höher im Kurs denn je“, sagt Tatjana Baborek, Institutsleiterin WIFI Österreich.

Tiroler Tageszeitung, 04.05.2022

## Jeder zweite Betrieb hätte gerne noch mehr Lehrlinge

NÖ: „Wer jetzt eine Lehre beginnt, dem stehen mehr Optionen denn je offen. Jeder zweite



Der Lehrabschluss ist gefragt wie nie zuvor.

**SCHWERPUNKT LEHRE**  
Ausbildungsbetrieb würde gerne mehr Lehrlinge ausbilden, wenn er genügend Bewerbungen hätte“, sagt Mariana Kühnel, Vize-Generalsekretärin der WKÖ. Auf eine beim AMS offen gemeldete Lehrstellen kommen aktuell nur 0,6 Bewerbungen. Mehr als die Hälfte aller Betriebe geben an, häufig Schwierigkeiten bei der Suche nach Mitarbeitern mit abgeschlossener Lehre zu haben.

**Vielfältige Karrierewege**  
Die Lehre mit Matura ist keine Seltenheit mehr, werden nach dem ersten Lehrabschluss die letzten Teilprüfungen der Matura abgelegt. Die Kombination von Lehre und Matura

Bezirksblatt Niederösterreich, 28.09.2022

Wenig Zeit zum Lernen laut der E-Learning Benchmark Studie steht der Mehrheit (64 Prozent) der Mitarbeitenden weniger als eine Stunde Lernzeit pro Woche zur Verfügung. Allerdings bedeutet ein umfangreiches Zeikontingent wenig, wenn Mitarbeitende die verfügbare Zeit zum Lernen nicht in Anspruch nehmen können. Tatsächlich legen die Ergebnisse der Studie 2022 diese Vermutung nahe, denn mit 17,4 Prozent können nur eine Minderheit der Befragten ihre Lernzeit auch wirklich nutzen.

Demgegenüber können 63,6 Prozent der Mitarbeitenden ihre Zeit nur teilweise in Anspruch nehmen, während fast ein Fünftel (19 Prozent) angibt, gar keine Zeit zum Lernen zu haben. Auch am BFI Wien hat die Zeitrage bei der Weiterbildung an Einfluss zugenommen. „Eine der Folgen des Lebens in einer schnelllebigen Umgebung mit vielfältigen Anforderungen an unsere Aufmerksamkeit ist, dass die Menschen mehr zu tun haben und sich weniger Zeit zum Lernen leisten können“, ergänzt Lackinger.

Kurzausbildungen boomten Dementsprechend stieg die Nachfrage nach Kurzausbildungen und sogenannten Mikrozertifikaten. In wenigen Lerneinheiten können die gerade gebrauchten Kompetenzen vermittelt werden. Solche Mikrotrainings, die Wissen in „kleinen Häppchen“ vermitteln, können besser zwischen den in den Alltag eingebaut werden. „Der Fachkräftemangel hat sich mittlerweile zu einem allgemeinen Arbeitskräftemangel entwickelt. Berufliche Aus- und Weiterbildung ist dabei der Schlüssel“, sagt Baborek.

Nachhaltigkeit, Green Skills und Krisenmanagement sind die Themenfelder, die im kommenden Jahr stark nachgefragt sein werden, ist sie überzeugt. Ähnliches erwartet auch Lackinger: „Inhaltlich beobachten wir, dass besonders einschlägige berufliche Weiterbildungsangebote sowie das Nachholen von Berufs- und Bildungsabschlüssen sehr stark nachgefragt sind.“

Der Auf- und Umstieg sei für Arbeitnehmerinnen und Arbeitnehmer mit entsprechenden Kompetenzen derzeit leichter möglich als noch vor der Pandemie. „Und mit einer gezielten Qualifizierung hat man auch im neuen Jahr die besten Karten – vor allem wenn die Qualifizierung im Spannungsfeld Nachhaltigkeit und Green Jobs ist“, ergänzt Lackinger. (Gudrun Ostermann, 11.1.2023)

# EVENT HIGHLIGHTS OF THE WIFI WORLD

**Celebrating and working together: there were many events throughout the WIFI year – despite the restrictions. In contrast to the previous year, many of the highlight events were held in person again. Other gatherings took place in virtual or hybrid form, just like the “new normal”!**



50 Years of KEBÖ (ftrl): LH Mag.<sup>a</sup> Johanna Mikl-Leitner; Georg Primas, Ring d. EB Öst.; Mag.<sup>a</sup> Tatjana Baborek; Mag.<sup>a</sup> Sabine Letz, CEO at VÖGB

## Anniversary celebration: 50 years of KEBÖ

It was half a century ago that the conference of non-profit adult education associations in Austria (KEBÖ) was constituted. A special event with a future perspective was held as part of this year's anniversary celebration.

“Adult education in the changing face of our society” was the motto of the event, at which the comprehensive achievements and successes of the conference were once again highlighted. Over 100 guests were in attendance, including Federal Minister Martin Polaschek and Governor Johanna Mikl-Leitner, who in her opening speech congratulated the “enablers of lifelong learning and local providers of education”. In a panel discussion, representatives of four associations gave their assessments of the development of adult education to date and also, their outlooks for the future. Sabine Letz (VÖGB), Tatjana Baborek (WIFI), John Evers

(VÖV) and Georg Primas (RÖBW) all agree that, in addition to a solid basic funding, adult education requires secure national funding so that European funding can also be utilised. Furthermore, cooperation on par with the Ministry of Education is needed. In the coming years, too, the conference will work to ensure that adult education is more firmly anchored and recognized as part of the state education system.

## WorldSkills in Salzburg: success for Austria's specialists

Once again, Austria stood proud at the WorldSkills final, the 46th professional world championships for skilled workers in Salzburg. The Lower Austrians Jonas Schulner from Groß Gerungs and Oliver Waily from Waldenstein became world champions in the team competition for concrete workers. Caroline Pahle from Tyrol secured a bronze medal in the chemical laboratory technology competition, while Marko Nebragic from Vorarlberg won bronze in the forwarding logistics competition. Altogether, a strong indication of Austrian specialists' standards!



(ftrl): Mag. Markus Raml; Oliver Waily and Jonas Schulner, WorldSkills Gold Medalists in the concrete structure category; Mag.<sup>a</sup> Tatjana Baborek

## 100 “klimaaktiv” projects awarded

“klimaaktiv mobil” is the climate protection initiative of BMK to support Austria's local authorities, companies and associations in the implementation and promotion of climate-friendly and health-promoting mobility. Even before the bicycle trend gained momentum, WIFI worked in cooperation with klimaaktiv mobil and the Association of Austrian Sporting Goods Retailers to develop appropriate training courses for bicycle technicians, which will now soon be available throughout all of Austria.

As a result of this cooperation, a multitude of trained bicycle technicians are now working in an extensive range of tourist businesses. This not only strengthened e-mobility, but also made climate-friendly tourism more attractive. The Ministry of Climate Protection (BMK) honoured a total of 100 exemplary institutions, organizations, communities, and companies at the Austrian Cycling Summit in Vienna. This shows that WIFI training courses have multiple effects, interlocking like links in a chain.

## New contacts and perspectives

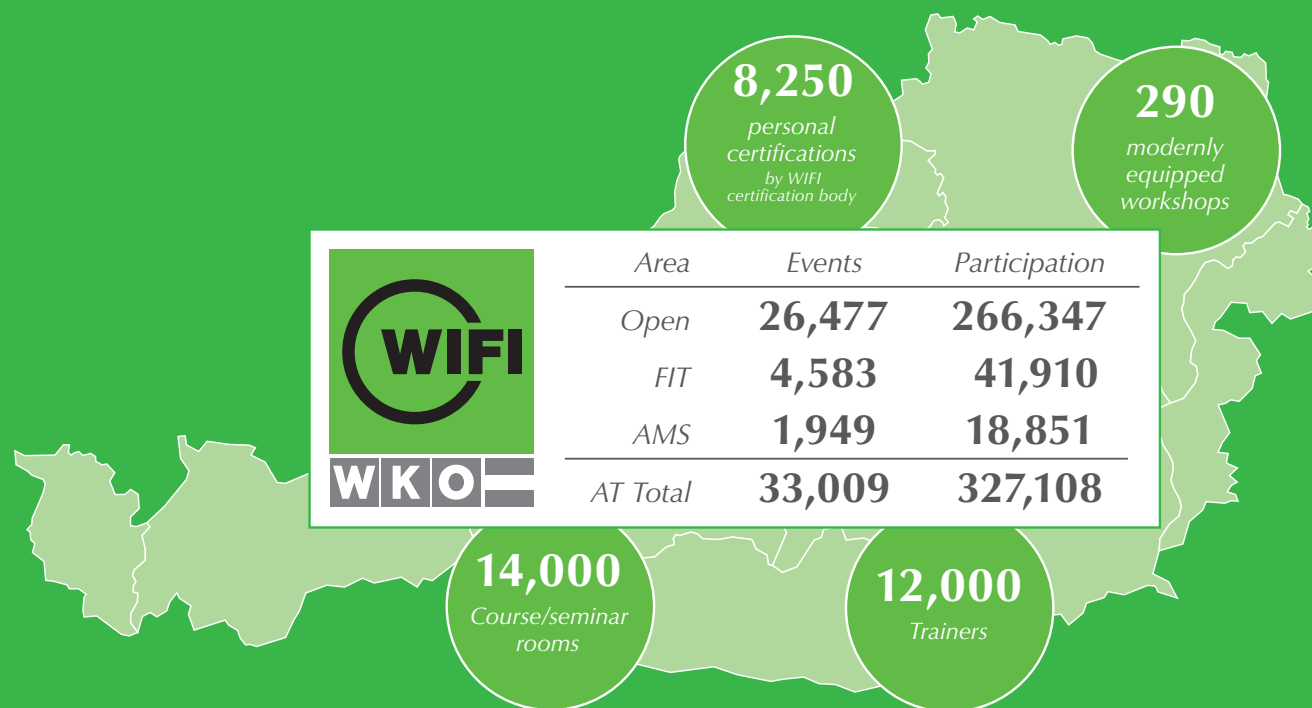
WIFI Austria once again organized and enriched numerous congresses and gatherings. The motto of the annual congress for training and further education in 2022 was “Motivation”. Valuable keynotes and twelve workshops dealt with the question of how to maintain the enthusiasm for learning and how to create the optimal framework for self-learning. A study on online learning by Mag.<sup>a</sup> Monika Herbstrith-Lappe provided valuable input on this subject. At the JW Summit, exciting model companies, innovative business talents, and international keynote speakers showed how you can benefit from digital, regional, and sustainable strengths. More than 500 women entrepreneurs from all over Austria and from all sectors met at the Austrian Women Entrepreneurs' Congress – from micro-entrepreneurs to industrial companies. WIFI Austria is always there to act as a learning and training companion.

## Adult education radio prize

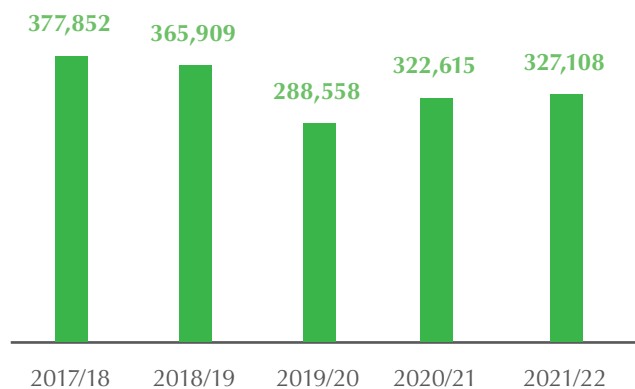


Radiopreis der Erwachsenenbildung (ftrl): Mag.<sup>a</sup> Tatjana Baborek, winner Julia Reuter („Die Hirtenberger Patronenfrauen“), Dr. Stefan Vater

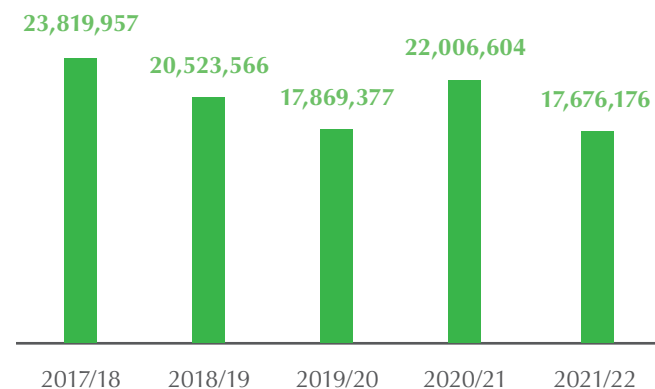
# WIFI 2022 AT A GLANCE – FACTS AND FIGURES



PARTICIPANTS BY COURSE YEAR



PARTICIPANT HOURS BY COURSE YEARS



Sources: internal survey 2022

# WIFI AUSTRIA – WE ARE HERE FOR YOU!



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