

mv4you



UdW GmbH
Unternehmensberatung
der Wirtschaft

Retention of Specialists and Professionals in Mecklenburg-Western Pomerania

Region

Territory:

23 189 km²

Population density:

70 inhabitants/km²

Historical background:

Decrease of population by migratory movement.

1991: -24 460

2000: -9.478

2011: -1 694



source: www.maps-of-germany.co.uk

Agentur mv4you – the project

admin: UdW GmbH (cf. LLC)

financing: project with annual financing och tidsbegränsning
ca. $\frac{3}{4}$ governmentally co-financed by Ministry of Labour,
Equality and Social Affairs Mecklenburg-Vorpommern
ca. $\frac{1}{4}$ self-generated
(via charged services for enterprises, e.g. job advertising)



Ministerium für Arbeit,
Gleichstellung und Soziales



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mv4you - double-tracked service (1/2)

(job) seekers (ca. 7,000 people)

- expatriates who like to move back
- local professionals who wish to stay/ look for new perspectives

- **stay in contact via internet**
(website and social network, photo competition for a calendar ...)
- **different newsletters**
(job advertisements, general info about MV, cultural info...)
- **individual enquiries**
(concerning flat, child care, school, advances education,...)



mv4you - double-tracked service (2/2)

enterprises...

...associations, unions, networks, public service

- looking for specialists, professionals and managers

- **distribution of job offers**
(job advertising, online, newsletter...)

- **recruiting and staffing service**
(more than 7,000 people in mv4you-pool, Social Media...)

- **representation of enterprises at job fairs and events**
(mv4you-Recruiting-Tour...)



mv4you – activities and events (1/3)

- **Commuter-Activities**
(at train stations,
motorway service areas,
markets...)



Arbeiten in MV statt Pendeln und Stau!

Mit Gewinnspiel



www.mv4you.de

**Pendler-Taschen-Aktion
Dein Job zu Hause!**

**am 20. Mai 2011 an der A24
Raststätte Schaalsee und
Parkplatz Schremheide
12.00 Uhr bis 18.00 Uhr**

www.pendleraktionstag.de

Mit Gewinnspiel



”Agentur mv4you”
Anne Weiß

Policy Round Table on talent retention,
ONE BSR, October 18th in Gdansk



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mv4you - activities and events (2/3)

- **Postcard-Campaigns**
„Heimweh“ & „Arbeiten wo Dein Herz schlägt“
- **Recruiting-Tour**
mv4you at several job fairs



mv4you – activities and events (3/3)

- **Business Talks**
(„Future builders MV“...)
- **Conferences**
(„TAKE PART! Your future in MV“...)

ZUKUNFTSMACHER **MV**
Starke Arbeitgeber für ein starkes Image



EINLADUNG

1. Quartal 2013
14.00 bis 19.00 Uhr



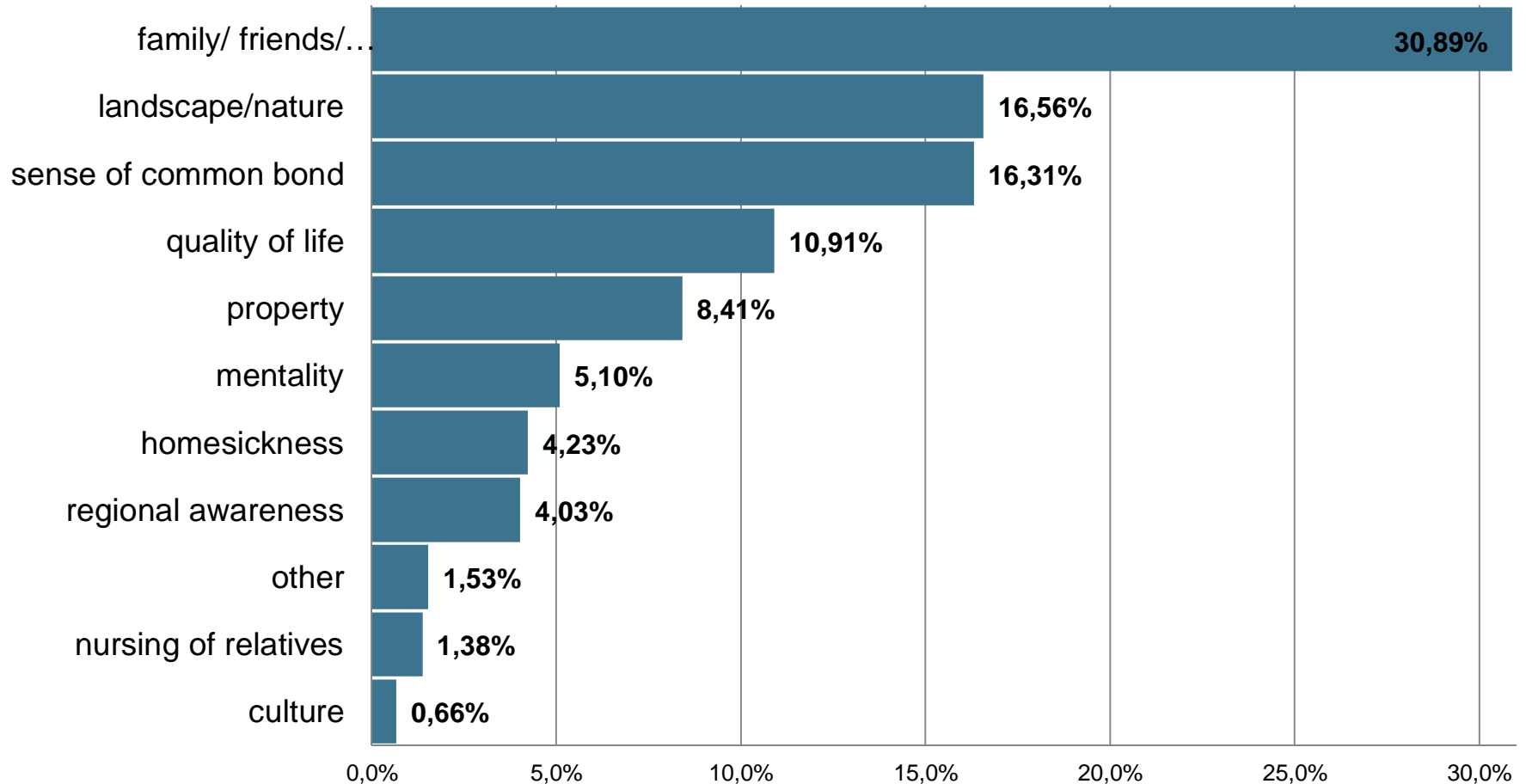
Termin: **01. Juni 2013**
Location: **Uni Rostock,
Ulmenstraße 69**

TAKE PART!
Deine Zukunft in MV

**Werde Teil
des Ganzen!**



Why do you want to work in MV?



According to mv4you-poll 2013: „Arbeiten in Mecklenburg-Vorpommern“

***More than 1200 people gained new prospects
in Mecklenburg Western Pomerania
by the help of mv4you.***

***All the companions and children following
immediately remain uncounted...***

Thank you!