



AUGUST HORCH AKADEMIE



COMPANY PROFILE



2013



Committed to Tradition

When August Horch designed its first sport vehicle named AUDI Type A in 1910, he set a new benchmark with regard to innovation and quality for his competitors.

Since 1995 AUGUST HORCH AKADEMIE sets the same benchmark for its products and services like his famous namesake. For the purpose of his tradition we continue today what was started over 100 years ago.



Customer Statement

As a private training provider offering seminars, consulting, event and project management services we strive for a maximum of customer satisfaction. We develop customized training programmes for management levels, organize memorable company events or develop and implement projects as external consultants.

Located in Germany's capital Berlin and in historic Zwickau we are closely linked within an European business network.

Carsten KRAUSS
Managing Director





Located in the Heart of Europe

Based in Zwickau with our head office in Berlin.
Airports in Altenburg, Leipzig, Dresden, Hof and Erfurt are within one hour.





15 Years of Experience in Project Management

With regard to our famous namesake August Horch we pursue his tradition to develop innovations that are heading the time and markets. As a private consultancy we deliver top-class training to managers and experts as well as consulting to training and research organisations. With our broad experience in EU and national funding programmes we support partnerships and projects in achieving outstanding outcomes and results.



In order to keep pace with global markets we advise training organisations and companies worldwide. In more than 40 successfully implemented projects over the past years, we were able to establish a partner base of more than 200 companies and institutions.



Within the framework of VET in Europa we develop and implement new training concepts, new learning infrastrucutres, new learner's networks and new training contents. Our main focus within this field ist industry and business administration.



Through the development and delivery of individual and process-driven we stay abreast of tomorrow's lifelong learning demands. From on-the-job coachings to outdoor team trainings we help our customers to implement a longterm HR strategy.





List of References (Extract)

“iVOC - International supporting network for vocational and academic guidance staff”
funded as a Leonardo da Vinci Learning Partnership under the Lifelong Learning Programm
Aug 2012 – Jul 2014
Project coordinator

“ACSE - Active Women Citizenship through Social Entrepreneurship”
funded as a Grundtvig Learning Partnership under the Lifelong Learning Programm
Aug 2012 – Jul 2014
Project coordinator

“SLIC - Sharing Learning In Communities”
funded as a Grundtvig Learning Partnership under the Lifelong Learning Programm
Aug 2012 to Jul 2014

“BizLearn.Net – Set up and facilitation of a (virtual) learning network for competence development of small and micro entrepreneurs ”
funded as a Grundtvig Learning Partnership under the Lifelong Learning Programm
Aug 2011 – Jul 2013
Project coordinator

“Volunteers Welcome!”
funded as a Grundtvig Learning Partnership under the Lifelong Learning Programm
Aug 2011 – Jul 2013

“The value of wasted materials”
funded as a Leonardo da Vinci Learning Partnership under the Lifelong Learning Programm
Aug 2011 – Jul 2013

“CREAT-Ind - Competencies and Skills for Entrepreneurs in Creative Industries”
funded as a Leonardo da Vinci Learning Partnership under the Lifelong Learning Programm
Aug 2011 – Jul 2013

“Late Career – Active Ageing and Pre-retirement Counseling”
funded as a Grundtvig Learning Partnership under the Lifelong Learning Programm
Aug 2010 – Jul 2012

“T.O.P. Skills for WIN Europe - Training On Professional Skills for Workers In Nations of Europe”
funded as a Leonardo da Vinci Learning Partnership under the Lifelong Learning Programm
Aug 2010 – Jul 2012

“Sch_asso_ICT – Schools Association for Improving ICT Vocational Training”
funded as a Leonardo da Vinci Learning Partnership under the Lifelong Learning Programm
Aug 2010 – Jul 2012





List of References (Extract)

“TRANSCOMPETENCES - Transparency of officials' generic competences and opportunities for developing them examples of selected EU Member States”

funded as a Leonardo da Vinci Learning Partnership under the Lifelong Learning Programm

Aug 2010 – Jul 2012

“REBASING - REsearch BASed Competence brokerING”

funded as a Leonardo da Vinci Transfer of Innovation under the Lifelong Learning Programm

Oct 2010 – Sep 2012

“EXCITE - Exchange of Methods to Increase ICT Skills for Senior and Underprivileged Learners”

funded as a Grundtvig Learning Partnership under the Lifelong Learning Programm

Aug 2008 to Jul 2010

Project coordinator

“Heraus-Forderung Automobil / TechnoCup” (Challenge Automobile / TechnoCup)

funded under European Social Fund

Dec 2008 - to May 2011

Evaluator

“ProTrain” (Process oriented training focused on capturing, reflecting and improving business processes)

funded as a Pilot Project under Leonardo da Vinci

Oct 2006 to Sep 2008

“SILVER - A Toolbox for Age Management in Organizations”

funded as an Leonardo da Vinci Transfer of Innovation under the Lifelong Learning Programme

Aug 2007 to Apr 2009

Piloting of actions / Translation of materials

“Welding India” (Public-private-partnership for the construction of a welders training centre in Guntur, India)

funded through the Federal Ministry for Economic Cooperation and Development

Jan 2006 to Dec 2008

Project coordinator / Short-term expert

“Lernreg II” (Establishment of a cross-border training network and development of cross-cultural training modules)

funded under INTERREG IIIA

Jun 2006 - to May 2008

Evaluator





List of Publications

„EXCITE - Exchange of Methods to Increase ICT Skills for Senior and Underprivileged Learners“
Final Dissemination Toolkit, 2010

„MiPro - Mitarbeiterbeteiligende Prozessgestaltung: Ein Beratungsleitfaden für den kontinuierlichen Verbesserungsprozess in klein- und mittelständischen Unternehmen“
(Participative Change Management: A Guideline for Introducing a Continuing Improvement Process into SMEs)
Contributions to Business and Labour Market Promotion (Book 6)
ISSN 1864-418X, 2006

„MiPro - Mitarbeiterbeteiligende Prozessgestaltung: Interaktives Beratungstool zur Umsetzung von kontinuierlichem Verbesserungsprozess“
(Participative Change Management: An Interactive Consulting Tool for Implementing the Continuing Improvement Process)
Interactive CD-ROM, 2006

„Berufsbildung für eine nachhaltige Entwicklung in der Automobilzulieferindustrie“
(Vocational Education and Training for a Sustainable Development in Automotive Industry)
Contributions to Business and Labour Market Promotion (Book 6)
ISSN 1864-418X, 2008

„ProTrain - Prozessorientiertes Training im Fokus des Verstehens, Reflektierens und Optimierens von Gesamtprozessen“
(ProTrain - Process Oriented Training Focused on Capturing, Reflecting and Improving Business Processes)
Interactive CD-ROM, 2008

„Innovationsmotor - Qualifizierte Fachkräfte, Ausbildung zum Wissenscoach“
(Skilled Workers - a Driving Force, Training of Knowledge Managers)
in „Lernen hört nie auf! Netzwerkarbeit in der Lernenden Region“
Zwickau“, 2006; S. 7-10

„Das Lernstudio - praktisch mehr Wissen. Zwickaus erstes Fitnessstudio für den Kopf“
(The Lernstudio - more hands-on know-how. Zwickau's first mental fitness center)
in „inform“ Netzwerkmagazin 01/08, S. 25-26

„Lernende Region Zwickau“
(Learning Region Zwickau)
in „Lernende Regionen - Förderung von Netzwerken“, 2008, S. 89

„Lernen neu denken - Lernzentren in den Lernenden Regionen“
(Learning re-thought - Learning Centres in Learning Regions)
2008

„Kontinuierlicher Verbesserungsprozess in der beruflichen Erstausbildung“
(Continuing Improvement Process in VET)
in „bildung für europa Journal der Nationalen Agentur beim BiBB“, 2009, S. 11





Our Approach to Project Development

Objective:

We support your development of new products and services through delivery of ideas and concepts for their future exploitation. By coordinating the entire research and development activities we provide our knowledge and experience to save both your human and financial resources.

Subjects:

We deliver full service throughout the complete project cycle - from a first idea and the application management to the successful implementation. This applies to the following subjects and areas:

Vocational Education and Training (VET)

- Development of training modules for VET and higher education
- Development of new concepts of learning in the working process
- Implementation of international mobility programmes

HR Management

- Introduction of systems for knowledge management and transfer
- Introduction of participative change management and continuing improvement
- Introduction of intergenerational learning

Technology Research

- Re-Engineering of factory and production planning
- Application of new materials
- Introduction of clean production technologies
- Implementation of technology transfer programmes

Our Approach:





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