Project information

“Boys’Day – Future Prospects for Boys”: a career orientation project for boys

Boys’Day – Future Prospects for Boys is part of the nationwide career and life planning network “New Paths for Boys” including the specialist online platform neue-wege-fuer-jungs.de. On Boys’Day male students aged 10 years and older get to know professions and subjects of study with a low proportion of men.

★ Project goal. Expanding the range of career options and male role models is the main project goal. Many male students choose their professions depending on gender, influenced by social role models. Boys’Day helps to find the best suitable profession without clichés, but complying with their interests and skills. Boys’Day is a low-threshold project which gives the participants an idea of professional practice.

★ Cooperation partners are companies, schools, colleges, job agencies, unions and organizations in health and nursing care, education, social work, youth and (gender) equality, as well as facilities from the service and crafts sectors.

★ Participation on Boys’Day takes place by practical vocational experiences. Furthermore communicative, digital and social key competences, that are important for entering a profession, are given in workshops regarding male role models.

★ Project success is documented through statistically measurable effects which can be found overleaf. Since 2011, when Boys’Day first started, the nationwide participation has risen steadily. Until today, 44.000 events with about 224.000 participative actions prove the prosperous overall balance.

★ The nationwide coordinating body is the organizer of Boys’Day. Existing since 2005, it provides a large collection of information and material for all target groups. These are organizations, students, specialists in youth work and hundreds of networking partners. Boys’Day originated from the network “New paths for Boys”. Male role expectations in society and particular needs of boys during the transition between school and career are a central part of the everyday agenda of the Boys’Day Team.

★ International Boys’Day. The project also takes place in Austria and Switzerland. Similar campaigns exist in parts of Belgium, Nizza and at the border triangle of Germany, Poland and the Czech Republic.
Boys’Day – a success story
Results of scientific evaluation
The nationwide Boys’Day draws maximum attention to gender-sensitive career orientation once a year. That has a lasting effect. Results of scientific evaluation prove a positive development:

- positive ratings
  Boys who took part in a one-day workplacement assess it “good” or “very good”.
- facilities confirm motivation
  During the events participating facilities recognize huge interest and commitment of boys.
- satisfied facilities
  Social facilities, companies and institutions are satisfied or very satisfied with the annual day of action.
- interesting careers
  The majority of participating boys shows motivation in the experienced work fields. Many of them later apply for an internship.

- positive assessments by schools
  The teachers of participating schools are satisfied or very satisfied with the annual Boys’Day.
- future prospects
  Many organizations later employ former Boys’Day participants.
- lasting career orientation
  Organizations perceive applications for internships, trainings and university places on Boys’Day.

- page views
  The website boys-day.de is popular: between January and February 2018 it listed 2.8 million views.

Any questions?
Nationwide coordinating body Boys’Day – Future Prospects for Boys
Competence Center Technology-Diversity-Equal Chances
Romy Stühmeier | Project manager
Phone: 0521.106-7360 | info@boys-day.de | boys-day.de