

Summary of the Tanzania paper

INITIATIVE: 'Employer of the Year Award – Apprenticeship and Internship Award'

This initiative focuses on making employers' engagement in apprenticeships and/or internships a valuable human resources initiative within their companies. Through an annual prestigious national employers' event, the initiative recognises and highlights employers' engagement in apprenticeships and/or internships at the same level as other human resource initiatives. With regard to the target group, this initiative is of interest to any employers' association that already has or is considering the introduction of 'employer of the year' awards, which will facilitate apprenticeships and/or internships. Moreover, the initiative is targeted at projects looking for a variety of ways to support the introduction of or strengthening of apprenticeships and/or internships.

The Association of Tanzanian Employers (ATE) is one of three African employers' associations – along with the Federation of Ugandan Employers (FUE) in Uganda and the Federation of Kenyan Employers (FKE) in Kenya – that have established Employer of the Year Awards (EYA). The EYA in Tanzania is held annually and provides a platform for identifying, ranking and recognising excellence within a number of categories.

The ATE organised the first EYA in 2005 and has since established it as one of the major annual employers' events in Tanzania. Over the years, the EYA has developed to become inclusive of the diversity of the ATE's member base – for example, by including awards targeted at different types of members, such as large and small companies, public, private and NGOs. This means that similar ATE members are 'competing' with each other, which makes the EYA fairer and thereby more attractive to members. Through the EYA, the ATE seeks to promote organisations that put people at the core of their businesses and are implementing policies, systems and processes that create and sustain enterprise competitiveness and productivity improvement.

The specific objectives of the EYA in Tanzania are:

- to recognise ATE members that have excelled in putting in place outstanding management policies and best business practices;
- to recognise and benchmark employers with the best management and business practices;
- to develop a set of guidelines by which employers in Tanzania can strive to improve management and best business practices;
- to compile information on the status of management and business practices among ATE members and identify areas for improvement; and
- to motivate organisations to excel and become good corporate citizens.

Even though the EYA was originally not established to facilitate apprenticeships, it can now be seen as an initiative that is promoting employers' engagement in apprenticeships and internships to an extent equal to traditional awards subjects, such as governance and leadership, quality, productivity and innovation.