

## Press Release

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### **Ready. Charged. Career!**

**Skilled labour campaign promotes career opportunities in renewables on Schleswig-Holstein's west coast.**

**Greater visibility for jobs in renewable energies - that is the aim of the new skilled labour initiative of the Energieküste umbrella brand. Since October 2024, the campaign with the energetic slogan 'Ready. Charged. Career!' has been drawing the attention of young professionals and skilled workers to the advantages of the North Sea region and promoting the career prospects there. The message: the west coast of Schleswig-Holstein is the beating heart of innovative, sustainable energy projects and the place to be for young people who want to invest their energy in the future and make the world a better place.**

'The Energieküste is already a magnet for talent in the energy sector. With our skilled labour campaign, we want to put the numerous jobs in renewable energies even more in the spotlight,' reports Kirsten Voss, Project and Marketing Manager at Energieküste. Following the launch of Ready. Charged. Career! in autumn 2024, the campaign is set to grow continuously over the coming years. 'Phase 1 is aimed at presenting the most sought-after training occupations on the Energieküste and showing which partners, companies and projects enable a successful start to a career,' continues Kirsten Voss.

### **Pioneering spirit meets work-beach balance**

The website of Ready. Charged. Career! is flanked by an Instagram channel which, with the support of numerous Energieküste makers and testimonials, showcases the advantages of Schleswig-Holstein's west coast and the companies based here. Marketing expert Voss argues that career opportunities are by no means the most important criterion for choosing a professional location. 'Above all, young people want a good quality of life for themselves and their families. This is exactly where our campaign comes in. Here, skilled workers can fully develop their talents, make a start in a forward-looking industry and relax in their free time by the Elbe, the canal and between the wind and the North Sea waves. We like to show that!'

### **On the road with Jördis: working student meets young energy transition talent**

A central face of Ready. Charged. Career! is Jördis Flatterich, a working student at Energieküste. For the campaign, the 23-year-old from Immenstedt sets off in search of the latest training trends on the Energieküste, meets trainees and career changers in companies and talks to them about their goals and career paths. The whole story can be seen on Instagram at [energie.kueste](https://www.instagram.com/energie.kueste). This is where Jördis meets Melissa Hanft, for example, who works at the energy transition company GP JOULE as an electronics technician for industrial

engineering. At the Elbe port in Brunsbüttel, the working student experiences port logistics at first hand and gets up close and personal with heavy equipment such as the 70-tonne dredger. She is accompanied by Lukas Kraft and Timo Timmermann, who have completed their training as port logistics specialists at the SCHRAMM group and have been taken on by their training company. In her latest training check, Jördis Flatterich takes a close look at Deutsche Windtechnik's lateral entry programme and talks to Jannik Josten and Achim Daries, who have made the leap from their former jobs as a bricklayer and carpenter to become service technicians for wind turbines.

Anyone interested in a future career in renewable energies will find a wealth of information on suitable training occupations and study programmes, an overview of available training places and institutions and initiatives that support young people starting their careers on the Energieküste on the website <https://www.ready-charged-career.de/en>.

### ***About the Energieküste***

The Schleswig-Holstein North Sea coast is Germany's hotspot for renewable energies. Experts, researchers, creative minds and energy enthusiasts are shaping a highly innovative energy system from existing resources. To pool their expertise, the districts of North Friesland, Dithmarschen, Steinburg and Pinneberg founded the Energieküste umbrella brand and platform in 2020. The aim of the districts and economic development agencies that have joined forces to form the West Coast Regional Cooperation, which are regarded as incubators for innovations in the field of renewable energies, is to strengthen the existing economy, attract new companies and skilled workers and establish a striking image for the business location. The Energieküste is financed with funds from the West Coast regional budget and by the project partners. The regional budget is supported with funds from the federal-state joint task 'Improvement of the regional economic structure' from the state economic programme.

**Further information is available at [www.energiekueste.eu](http://www.energiekueste.eu).**

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