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# Introduction

## The digital skills gap

In the last decade, the business world has changed dramatically due to the impact of digital innovation. As part of the drive towards digitalization, the amount of information collected in the form of text, image, audio, and video files, as well as data from a multitude of technical and business processes, has increased steadily over the years. People, companies, and organizations were faced with challenges due to data overload – until cloudbased services changed the game.

“**The cloud**” began to enable digital innovation and now fuels many of the recent digital trends and new business models, from AI and machine learning to IoT and global content delivery. The key reasons for the unstoppable spread of cloud-based solutions are the global availability of services, which enables application deployment in multiple physical locations with just a few clicks, and the scalability of resources that allow for dynamic changes in the business. These combine to make the cloud a beneficial companion for many companies, especially smaller businesses and start-ups, as it enables them to go from an idea to (IT) implementation much faster than ever before, and at dramatically lower cost.

Because cloud computing is foundational for many digital solutions, building the right cloud skills becomes critical to any company’s digital transformation.

A study by Deloitte<sup>1</sup> shows that the combination of agile infrastructure and organizational factors is a sign of digitally mature companies.

## What opportunities does cloud computing offer?

In the context of work process organization, the revolutionary innovation of cloud computing is its agility coupled with resource scalability and service availability. The introduction of cloud services provides employees with opportunities to create value without being tied to office spaces or set hours. At the same time, this requires active self-management and a good understanding of cloud computing tool functionalities and processes. It is therefore crucial to every organization that employees are empowered to navigate the new digital world.

## What are cloud skills and why is there a skills gap?

Although cloud skills are not yet completely defined, their main attributes can be described as:

1. Understanding IT basics, including data generation and handling, as well as knowing about currently emerging service models (e.g. Infrastructure-as-a-Service, Software-as-a-Service)
2. Awareness of how cloud computing works, including relevant actors, processes, and specifics
3. Data security awareness, including concepts such as encryption, authorization, and protocols.

Cloud-based IT systems are being implemented rapidly in many organizations, but employees’ professional development cannot always keep pace with progress, especially for employees who do not already have significant IT knowledge, and the result is a “**cloud skills gap**”. In fact, this gap seems to have widened in recent years, making it necessary for every organization to identify and overcome its shortfalls as quickly as possible.

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<sup>1</sup> Kane G.C. et al., “Accelerating digital innovation inside and out”, Deloitte, 2019.



## Employees with cloud skills are in high demand.

A survey by 451 Research<sup>2</sup> shows that 85 % of IT decision-makers report shortages of cloud skills. The cloud skills gap therefore presents companies with the dilemma of whether they should hire new talents who have the right skills or train their existing employees. While some organizations might tend towards the first option, especially if they are growing fast, in more traditional and knowledge-intensive businesses the second option may be the right choice. Long-standing employees are carriers of precious experience and know-how that cannot be replaced or regained easily. Since employee skills are the foundation of long-term success, training and developing existing talents is increasingly important.

One of the most effective ways your organization can close its cloud skills gap is by updating IT skills within existing staff. This requires a comprehensive training strategy that includes both in-depth cloud skills for key technical teams and cloud fundamentals for a wide range of stakeholders. Training everyone from executives to IT staff in cloud fundamentals will help build excitement around the cloud and get teams speaking a common language.

The challenges of technological change can only be met if everyone can work together. Therefore, it is essential that companies and employees are not left alone with increasing training needs but receive support from both government and society. In particular, public funding for education and training measures with a focus on cloud skills could be an effective instrument that paves the way for companies, employees, and society in general to rapidly enter the modern digital age.

## A good example of a proactive approach to tackling this issue is Amazon Web Services (AWS).

AWS Training and Certification offers the resources that companies need to develop their teams, innovate in the cloud, and transform their organization. AWS and the AWS Training Partner Network offer group training, in person or online, led by expert instructors who teach in-demand cloud skills and best practices using a mix of presentations, discussions, demonstrations, and hands-on labs.

AWS also provides education programs that provide new paths for individuals to develop cloud expertise and enter the technology workforce. These programs, which include AWS Academy and AWS re/Start, work hand-in-hand with

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<sup>2</sup> 451 Research's Voice of the Enterprise (VoTE): Cloud, Hosting & Managed Services, Organizational Dynamics, 2020.

organizations, educational institutions, governments, and private sector companies to empower individuals along different professional journeys to prepare for high-quality jobs.

## Cloud skills as business driver and labor market factor

In parallel with technical progress, society is evolving in the direction of a knowledge economy, and this trend favors certain skills. For years, demand has been growing for abilities such as identifying synergies in business processes and automating them; handling large amounts of data; and extracting information and conclusions from diverse data sources. These skills are the perfect prerequisite for implementing cloud-based solutions, which are often a key success factor for sustainable business development, as noted above. To give some examples<sup>3</sup>:

1. Companies with cloud training are **2.2x** more likely to agree that their IT infrastructure has been simplified significantly by using the cloud.
2. They are **2.5x** more likely to agree that the cloud means new capabilities are added faster.
3. They are **4x** more likely to agree that the cloud can improve IT resource utilization.
4. They are **3.7x** more likely to understand how to successfully increase and decrease capacity on demand.
5. They are **2.7x** more likely to agree that the cloud can help foster innovation.
6. They are **5.3x** more likely to agree that the cloud can improve the global reach of products and services to better serve client requirements.

Research also shows that the main driver of fast cloud adoption is **employee training**. Organizations that train their employees comprehensively can adopt cloud services and solutions 80 % faster and are 1.9 times more likely to move towards full deployment.

As cloud skills gain importance across all industrial sectors and business areas, training in the field of cloud solutions has numerous major benefits, including for the employees. It prepares trained talents for future technological changes and increases their value in the job market. Training individual employees also creates spill-over effects within the company, because skills and specialist knowledge are exchanged between colleagues and spread throughout the company. This kind of knowledge transfer should not be underestimated.



## Cloud skills training for employer branding

The primary goal of employer branding is to communicate a positive corporate image to talents who are interested in joining the company or are already on board. A robust cloud skills development program is a promising way to show how the organization invests in and values its people. This can enhance recruitment by establishing the organization's

<sup>3</sup> IDC Whitepaper: Train to Accelerate your Cloud Strategy.

**reputation** as an ambitious, forward-looking enterprise. Companies that are seen as a “cloud employer of choice” are typically considered more desirable places to work and new tech talent tends to value companies that support their professional growth.

Employing staff with certified cloud know-how can also help to better attract and retain talent. Among IT leaders at organizations with certified staff, 93 % say the decision to support employees in earning certifications improves recruitment and 96 % agree it improves retention<sup>4</sup>.

As the cloud becomes the “new normal”, it is important for companies to accelerate cloud adoption to differentiate their business and better serve their customers. Timely, effective, and efficient personnel development is one of the key success factors on the path towards digital transformation.

## Public Funding Opportunities for Professional Training

The coronavirus (COVID-19) pandemic is taking a heavy social and economic toll in Europe. Lockdowns, voluntary social distancing, and related supply chain disruptions have led to a substantial decline in economic activity. However, the pandemic would have impacted Europe much worse without the cloud infrastructures and skills already established in the workforce and the unprecedentedly strong and multifaceted economic stimulus response to the crisis. Across Europe, governments have deployed sizeable fiscal packages to **support** companies, with job retention programs preserving millions of jobs. One of these measures for creating security in the labor market in these challenging times is state support for **digital employee training courses**.

Training and educating employees is a process that requires significant effort in terms of budget and time. Small and medium-sized enterprises or family-run businesses face particular challenges here because they often lack the resource flexibility to invest in digital training for their employees.

European governments have recognized this challenge and initiated various **supportive measures** for larger and smaller companies as well as unemployed, underemployed, or underrepresented individuals, with the goal of reducing the barriers to and risks of professional training, especially in emerging areas such as cloud-based services. In the following table, we have summarized examples of currently available programs and measures<sup>5</sup>.

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<sup>4</sup> ESG Research Insights Paper commissioned by AWS, “Understanding the Value of AWS Certifications to Organizations”, October 2020.

<sup>5</sup> Further conditions apply.



# German National Programs

In a survey by Bitkom, a clear majority of German managing directors and board members admitted that their company lags behind when it comes to digitization. Well-trained employees are an important prerequisite for a successful digital transformation; therefore, the Federal Government is actively promoting further education to ensure the competitiveness of German companies. This section presents a brief overview of current funding programs in the Federal Republic of Germany.



## FURTHER.EDUCATION!

WEITER.BILDUNG!

<https://www.arbeitsagentur.de/m/weiterbildung-qualifizierungsoffensive/>

**Commercial enterprises  
of all sizes** (SMEs and  
large companies)

### Brief description

The WEITER.BILDUNG! qualification campaign enables companies of various sizes and industries to benefit from all the advantages of training their employees. This program supports qualification measures of more than 120 hours duration. The training may be implemented in a flexible way, for example with regard to training times (full-time, part-time, in-service ...), and is open to companies employing low-skilled workers who they intend to prepare for new technologies.

### Type and amount of support

- Reimbursement of training course costs: up to 100 % for smaller companies with under 10 employees and up to 15 % for larger companies with over 2,500 employees
- Wage subsidies: up to 75 % for smaller companies with under 10 employees and up to 25 % for larger companies with over 2,500 employees
- Additional bonuses are available for older or severely disabled employees as well as employees without vocational qualifications if they participate in training courses

### Application procedure

Please contact the funding body via +49 800 555520 or

<https://con.arbeitsagentur.de/prod/apok/kontakt/de/unternehmen/unternehmensanfrage?scope=form>





**go.digital**

go.digital

<https://www.innovation-beratung-foerderung.de/INNO/Navigation/DE/go-digital/go-digital.html>

SMEs (up to 100 employees)

## Brief description

Through the program go.digital the Federal Ministry for Economy and Climate Protection (BMWK) aims to support companies in gaining professional advice as well as the accompaniment by authorized consulting firms. The five modules covered by this program are:

- Digitalisation strategy: this aims to develop new, functioning digital business models and processes or to digitize existing ones. It can cover topics such as the introduction of new innovative processes or technologies, (communication) processes, services, or the handling of data.
- IT security: all advisory and implementation measures that serve IT security are eligible for funding. This includes measures to pursue the generally recognised protection goals such as confidentiality, integrity, availability, authenticity and reliability into the operational procedures and business processes
- Digitized business processes: the work processes in the company are to be digitalized as continuously as possible or without media discontinuity through the introduction of secure electronic, preferably mobile processes.
- Data competence: by improving data literacy, the aim is to make better economic use of the company's data (primary self-use and secondary use through data sharing).
- Digital market development: under this module the online presence is supposed to be professionalised to increase turnover and to maintain and increase the competitiveness of the beneficiary company nationally and internationally in the long term.

## Type and amount of support

- Incentive type: Non-repayable cash grant
- 50 % of eligible costs
- Max. rate of up to EUR 1,100 per consultancy day applies
- Max. consultancy duration: 30 days

## Application procedure

The online application can be submitted by the consulting firm via the portal easy-Online

<https://foerderportal.bund.de/easyonline/nutzungsbedingungen.jsf?redirectFrom=/easyonline/easyOnline.jsf>



# German Regional Programs

Due to the strong federal structure in Germany, state governments and ministries have a wide range of instruments to support local industries. Regional funding programs are often used to provide low-threshold and focused support for companies, especially small and medium-sized enterprises. The following lists some regional funding programs aimed at professional education.



## BADEN-WÜRTTEMBERG: Digitization premium Plus

BADEN-WÜRTTEMBERG: Digitalisierungsprämie Plus

<https://wm.baden-wuerttemberg.de/de/service/foerderprogramme-und-aufrufe/liste-foerderprogramme/digitalisierungspraemie>

SMEs (up to 500 employees)

### Brief description

The Digitization Premium Plus supports digitization projects and measures to improve IT security of the entire value and process chain. Eligible activities include the introduction of new digital information and communication technology (ICT) systems for products, services, processes, improvement of ICT security and artificial intelligence applications as well as training measures.

### Type and amount of support

- Incentive type: Grant or loan
- Up to 30% of eligible costs / max. EUR 3,000 for grants
- Up to 4% repayment subsidy

### Application procedure

For information on the application process please contact the L-Bank hotlines for the loan variant (0711 122 2345) or for the grant variant (0721 150 3020).



## BRANDENBURG: Continuing Education Guideline 2022

BRANDENBURG: Weiterbildungsrichtlinie 2022

<https://www.ilb.de/de/arbeit/uebersicht-der-foerderprogramme/weiterbildungsrichtlinie-2022/>

Companies and  
freelancers

### Brief description

With ESF+ funds, the state of Brandenburg provides supports for the qualification of employees of companies of all sizes and freelancers. The program offers two funding options by providing the company with a personalized education check or by granting support for qualification measures.

### Type and amount of support (Education Check)

- Incentive type: Non-repayable cash grant
- Up to 60 % of eligible costs, max. EUR 3,000 per employee and continuous education programme
- Eligible expenses are participation at an external continuous education programme

### Type and amount of support (Qualification Measures)

- Incentive type: Non-repayable cash grant
- Up to 50 % of eligible costs, min. funding amount of EUR 1,000

### Application procedure

Applications can be submitted via the customer portal <https://kundenportal.ilb.de/irj/portal> until December 31<sup>st</sup>, 2023.



## BREMEN: Digital SMEs – funding for digitization projects in SMEs

BREMEN: Digitaler Mittelstand – Förderung von Digitalisierungsvorhaben in KMU

<https://www.bab-bremen.de/sixcms/media.php/163/79045/RL%20Digitaler%20Mittelstand%20final.pdf>

SMEs and freelancers

### Brief description

Funding is provided for digitization projects, including training measures for employees in the use of digital technologies provided by third parties. Possible project types are:

- Introduction, implementation and upgrade of digital platforms with existing or newly created distribution channels, digital standards, document management systems, digital (production) systems
- Improvement of information security, e.g. through internal or external authentication procedures for processes, products and services, digital protective measures against product piracy, increasing the usability of security solutions, initializing the security-relevant use of cloud technologies, implementing cloud technologies, implementation of IT and data security concepts
- Training measures for employees in the use of digital technologies

### Type and amount of support

- Incentive type: Grant
- Up to 40 % of eligible costs
- Up to EUR 17,000

### Application procedure

Application documents are available on the website <https://portal.bab-bremen.de/site/#/public/home>.

For applicants with registered office or place of business in Bremen (city), applications must be submitted to the Bremer Aufbau-Bank GmbH ([www.bab-bremen.de](http://www.bab-bremen.de)). For applicants with registered office or place of business in Bremerhaven, the application must be submitted to the BIS Bremerhavener Gesellschaft für Investitionsförderung und Stadtentwicklung mbH ([www.bis-bremerhaven.de](http://www.bis-bremerhaven.de)).



## HAMBURG: Continuous Education Plus

HAMBURG: Weiterbildungsbonus PLUS

<https://www.zwei-p.org/weiterbildungsbonus/>

**SMEs (up to 249  
employees) and  
freelancers**

### Brief description

The city of Hamburg supports its industry with funds of the European Social Fund (ESF) for the training and qualification of employees. This programme is eligible for employees, freelancers / self-employed persons and members of the creative industry.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Employees and freelancers: Up to 50 % of eligible costs, max. EUR 750 per training
- Members of creative industry: Up to 90 % of eligible costs

### Application procedure

Please visit <https://www.zwei-p.org/serviceportal/> to submit the application online.



## RHINELAND-PALATINATE: Continuous education

RHEINLAND-PFALZ: Förderprogramm Berufliche Weiterbildung

<https://www.berufliche-weiterbildung.rlp.de/foerderprogramm-betriebliche-weiterbildung-2021-2027>

SMEs and large  
companies

### Brief description

With funds from the ESF+, the state of Rhineland-Palatinate supports companies of all sizes in offering training and qualification measures of max. 120 hours to their employees. Focus is on developing skills relevant for the specific company, including professional and social skills.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Up to 60 % of eligible costs in the region of Trier, up to 40 % in other regions of Rhineland-Palatinate
- Max. EUR 1,500 per employee and max. EUR 30,000 per year and company
- Eligible expenses are participation at an external training or at an internal training which will be conducted by an external trainer, as well as personnel costs for trainings during working hours

### Application procedure

Applications are submitted online via the <https://eureka-plus.rlp.de/EurekaRLPPlus/login.xhtml> website



## RHINELAND-PALATINATE: QualiScheck

RHEINLAND-PFALZ: Förderprogramm QualiScheck

<https://www.berufliche-weiterbildung.rlp.de/foerderprogramm-qualischeck-2021-2027>

Employees

### Brief description

With funds from the ESF+, the state of Rhineland-Palatinate supports trainings of employees related to a current or a potential future employment.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Up to 60 % of eligible costs
- Max. EUR 1,500 per person, year and continuous education programme
- Eligible costs are registration-, participation- and/or exam-fees as well as studying material

### Application procedure

Please visit the <https://www.eureka-plus.rlp.de/EurekaRLPPlus/login.xhtml> to submit an application online.





## SAARLAND: Support for the qualification of employees in large companies

SAARLAND: Förderung der Qualifizierung von Beschäftigten in großen Unternehmen

[https://www.saarland.de/mwide/DE/portale/ausundweiterbildung/weiterbildung/grosse\\_unternehmen/grosse\\_unternehmen\\_node.html](https://www.saarland.de/mwide/DE/portale/ausundweiterbildung/weiterbildung/grosse_unternehmen/grosse_unternehmen_node.html)

Enterprises with more than 250 employees

### Brief description

With this funding program, the Ministry of Economic Affairs, Innovation, Digital and Energy is offering large companies a financial incentive to specifically qualify employees with regard to technological change in order to secure jobs in the company. Funding is provided for in-house training courses held in the company and in online formats, as well as for external qualification measures. The projects supported are intended to provide employees with knowledge and skills that correspond to a concrete need in the participating companies which serve to secure employment and/or improve employability.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Reimbursement rate: up to 40 % of eligible expenses
- Eligible costs (in-house training): Personnel costs of trainers
- Eligible costs (external training): Costs of training
- Maximum funding volume: EUR 2 Mio.

### Application procedure

Please contact the Ministry of Economic Affairs, Innovation, Digital and Energy via [referat.f6@wirtschaft.saarland.de](mailto:referat.f6@wirtschaft.saarland.de)



## SAARLAND: Competence through continuing education

SAARLAND: Kompetenz durch Weiterbildung (KdW)

<https://fitt.de/kdw>

SMEs

### Brief description

With this funding program, the Ministry of Economic Affairs, Innovation Digital and Energy is offering small- and medium-sized companies a financial incentive to qualify employees with regard to technological change in order to maintain the performance and competitiveness of SMEs in the state. Funding is provided for external qualification measures in form of public training courses and e-learning. The projects supported are intended to provide employees with knowledge and skills that are related to the employees' current or future work in the company.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Reimbursement rate: up to 40 % of eligible expenses
- Eligible costs (external training): Costs of training
- Maximum funding amount per training per employee: EUR 2,000
- Maximum funding amount per company per year: EUR 20,000 (< 10 employees), EUR 100,000 (10-49 employees), EUR 250,000 (50-249 employees)

### Application procedure

1. Please submit the registration form [https://fitt.de/fileadmin/user\\_upload/projekte\\_content/kdw/Registrierung\\_2022\\_05\\_23.pdf](https://fitt.de/fileadmin/user_upload/projekte_content/kdw/Registrierung_2022_05_23.pdf) to the service point (KdW Servicestelle).
2. If SME criteria are fulfilled, you will receive an individualized registration form by e-mail to proceed with the application.



## SAXONY: Digitization grant

Sachsen: Digitalisierungszuschuss

<https://www.sab.sachsen.de/f%C3%B6rderrichtlinie-digitalisierung-zuschuss-efre-2021-bis-2027>

SMEs

### Brief description

This scheme offers support in introducing specifically micro-enterprises to digital transformation topics (“introduction”) as well as support for complex digital transformation projects. Eligible projects may cover:

- Planning, conception, preparation and technical realization
- Acquisition of necessary hardware and software
- Introduction of the solution including training

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Reimbursement rate:
  - “Introduction” type of projects: Up to 60 % of eligible costs
  - “Transformation” type of projects at small enterprises: Up to 50 % of eligible costs
  - “Transformation” type of projects at medium enterprises: Up to 35 % of eligible costs
- Maximum volume of eligible costs:
  - “Introduction” type of projects: EUR 10.000
  - “Transformation” type of projects at small enterprises: EUR 60.000
  - “Transformation” type of projects at medium enterprises: EUR 100.000

### Application procedure

Please visit the website

<https://portal.sab.sachsen.de/login?showLoginText=true&registrationAllowed=true&foerdergegenstand=02411-digitalisierung> to submit an online application.



## SCHLESWIG-HOLSTEIN: A3 Continuous Education Bonus

SCHLESWIG-HOLSTEIN: A3 Weiterbildungsbonus Schleswig-Holstein

<https://www.ib-sh.de/produkt/a3-weiterbildungsbonus-schleswig-holstein/>

SMEs, large companies  
and freelancers

### Brief description

Within this scheme, the state government of Schleswig-Holstein provides funding of seminar costs for continuous vocational training for employees and freelancers. The program is supported by funds from the ESF.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Up to 40 % of eligible costs
- Max. EUR 1,500 per person, year and continuous education programme
- Eligible expenses are registration-, participation- and/or exam-fees as well as studying material

### Application procedure

Please visit the website <https://idp.serviceportal.schleswig-holstein.de/webidp/Authentication/ShowLogin?ConversationId=774ff61d-3795-444f-a34a-b0cf16e215b8> to submit an online application.



## THURINGIA: Funding of lifelong learning, especially of flexible options for continuing education and securing skilled workforce – Guideline for skilled workers and continuing education

THÜRINGEN: Förderung des lebenslangen Lernens, insbesondere von flexiblen Möglichkeiten für Weiterbildung und Fachkräftesicherung – Fachkräfte- und Weiterbildungsrichtlinie

[Fachkraefte-und-Weiterbildungsrichtlinie-vom-20.06.2022.pdf \(thueringen.de\)](#)

Companies and employees

### Brief description

The state of Thuringia provides support for projects that benefit securing skilled workforce as well as for corporate and individual trainings. The funding opportunity serves to secure employability as well as meeting the demand for skilled workers by promoting lifelong learning.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Up to 50 % of eligible costs
- Up to EUR 1,000 per training
- Eligible expenses: costs of training, personnel costs

### Application procedure

Please visit the website <https://www.foerderportal-thueringen.de/login.xhtml> to create an account and submit an online application. For further information, please visit <https://www.aw-landesverwaltungsamt.thueringen.de/foerderung/foerderung-a-z/weiterbildungsscheck>.



# Switzerland

In Switzerland, SMEs make up 99 % of the economic landscape. The digitalization of these companies is therefore an important element in enabling the country to withstand European and international competition. Since an important factor in successful digital transformation is a well-trained workforce, and since SMEs in particular usually have access to limited financial resources, the Swiss government supports personnel development by providing funding opportunities. This section provides an overview of support programs with a focus on continuing education in Switzerland.



## Taxing educational costs for employees

Commercial enterprises

### Brief description

Under Swiss tax law, employers are allowed to deduct the qualifying costs of job-related initial and continuing training for their employees as expenses for tax purposes – provided they were paid by the employer. For employees, on the other hand, these ‘benefits’ (i.e. paid education) do not qualify as taxable income, although they must be included on salary statements if invoices for educational costs are addressed to the employer. In order to qualify as deductible job-related education or further professional education, the following criteria must be met:

- The training aims to renew, deepen, or extend existing job qualifications or acquire a new job qualification
- The training must meet a certain level of quality and methodology in order to be tax-deductible
- The following qualify as job-related education or further professional education if they relate to the current job or an envisaged future job: courses, seminars, congresses, other events of an educational or scientific nature



## Subsidies for teaching general IT competences in the workplace

Förderschwerpunkt „Einfach besser!... am Arbeitsplatz“

<https://www.sbf.admin.ch/sbf/de/home/bildung/wb/weiterbildung-in-unternehmen/foerderschwerpunkt-grundkompetenzen-am-arbeitsplatz.html>

Commercial enterprises

### Brief description

For businesses to function properly, employees today need a whole range of skills. This program therefore supports companies in keeping their employees fit for the challenges at work. Eligible courses target basic IT skills, e.g., utilizing digitally controlled devices, ICT security aspects, using online services. The transfer of knowledge on these cloud-related topics should aim at:

- Threats to personal security through identity theft, fraud, and blackmail, as well as the potential threat to data due to cloud computing
- Backup and recovery of files in the cloud

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Cash grant: up to CHF 7,200 per training cohort of 12 participants maximum
- Cash grant: a flat fee of CHF 3,000 for developing a new training measure

### Application procedure

1. Submit a subsidy application
2. Carry out the educational measure
3. Complete the reporting form
4. Applications accepted at anytime





# Austria

Digitization is an ongoing process that affects almost all dimensions of the Austrian economy. However, when it comes to the workforce, Austrian companies often face a shortage of trained digital professionals at all levels. To overcome this issue, the Austrian government has initiated and maintains some funding programs for professional development. A brief overview is given in this section.



## Qualification support for employees

Qualifizierungsförderung für Beschäftigte

<https://www.ams.at/unternehmen/personal--und-organisationsentwicklung/qualifizierungsfoerderung-fuer-beschaeftigte>

Commercial enterprises

### Brief description

The program promotes further training for lower-skilled and older workers with the aim of improving workforce skills, securing jobs, and increasing incomes. Depending on the type of employee (individuals who have completed only compulsory schooling; female staff who have completed an apprenticeship or vocational secondary school; staff who have reached the age of 45 and have completed higher than compulsory schooling), one or several of the following training goals should be targeted:

- Carrying out higher-value tasks in the same workplace
- Changing to a higher-quality position
- Improving basic skills (e.g. computer skills)
- Completing certified training
- Achieving a professional specialization
- Adapting to the current state of the art/knowledge

The training course must last at least 16 hours and the results obtained should be usable in other companies, industrial sectors, or business areas.

### Type and amount of support

- Reimbursement of up to 50 % of training course fees
- Reimbursement of up to 50 % of personnel costs
- Up to EUR 10,000 per person and request

### Application procedure

Apply by contacting the funding agency online or by phone. Contact details are given here:

<https://www.ams.at/organisation/adressen-und-telefonnummern>. Applications accepted at any time.



## Digital Skills Checks 2023

Digital Skills Schecks 2023

<https://www.ffg.at/ausschreibungen/SkillsSchecks2023>

Commercial enterprises

### Brief description

The Digital Skills Checks program funds companies for professional training of their employees towards a new sustainable and digitized economy. The aim is to increase these skills in Austrian SMEs and their workforce to be able to respond to the new technologies and management practices of the decade like:

- Renewable energies
- Sustainable and digital transformation
- Programming
- Blockchain and more

Eligible off- and online trainings are provided by:

- Research institutions and universities
- COMET competence centers
- Digital innovation hubs
- Certified adult education institutions: the training providers and certificates listed with Ö-Cert are eligible for funding <https://oe-cert.at/qualitaetsanbieter/> and <https://oe-cert.at/weg-zu-ocert/qm-systeme.php>

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Up to 80 % of eligible training costs
- Up to EUR 5,000 per employee, maximum of 25 employees per company

### Application procedure

Online application continuously via eCall <https://ecall.ffg.at/Cockpit/Cockpit.aspx> until 31<sup>st</sup> of March 2024.



## Salzburg Education Cheque

Salzburger Bildungsscheck

<https://www.salzburg.gv.at/wirtschaft/ Documents/Bildungsscheck-RL.pdf>

Employees

### Brief description

The Salzburg education cheque supports job-oriented continuous education or training measures related to qualifications that can either be directly applied in working life or are a prerequisite for a desired career change (retraining). The aim of this funding measure is to improve the professional qualifications of Salzburg employees.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Up to 50 % of eligible training costs (up to 80 % under special circumstances)
- Up to EUR 2,000 per employee

### Application procedure

Online application continuously via the online form

[https://service.salzburg.gv.at/formserver\\_egov/start.do?event=view&id=eg\\_0096\\_BF\\_V1\\_0](https://service.salzburg.gv.at/formserver_egov/start.do?event=view&id=eg_0096_BF_V1_0)



## AK Wien Digi-Winner

AK Wien Digi-Winner

<https://www.waff.at/foerderungen/digi-winner/>

Employees and  
jobseekers

### Brief description

The Digi-Winner program of the Vienna Chamber of Labor (AK) supports training measures related to digitization. The aim of this funding measure is to improve the professional qualifications and chances in the digital world of work of members of the AK in Vienna.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Up to 80 % of eligible training costs
- Up to EUR 5,000 per employee

### Application procedure

Online application continuously via the online form (for information look here: <https://www.waff.at/foerderungen/digi-winner/>) or via email (Digi-Winner@akwien.at).



## Continuing education bonus Tirol

Weiterbildungsbonus Tirol

<https://www.tirol.gv.at/arbeitswirtschaft/arbeitsmarktfoerderung/weiterbildungsbonus-tirol/>

Employees

### Brief description

The program supports job-oriented continuous education or training measures related to qualifications of employees who have at most an compulsory school certificate (Pflichtschulabschluss) or a polytechnic school certificate without further education in Tirol. The aim of this funding measure is to improve the professional qualifications of employees and ensure active participation in the labor market.

### Type and amount of support

- Incentive type: Cash grant
- Up to 90 % of eligible training costs
- Up to EUR 3,000 per employee

### Application procedure

Applications must be submitted 4-12 weeks before the start of the training via the online form

<https://portal.tirol.gv.at/FormsWeb/fr/tirol/78/new?empfaengerGvOuid=AT:L7:LVN:114100&cid=1745> until 31<sup>st</sup> of December 2024. Additionally, the original application in paper form must be submitted to the Office of the Tyrolean Provincial Government before the deadline.



## Promotion of continuing education Carinthia

Förderung der beruflichen Weiterbildung Kärnten

<https://www.ktn.gv.at/DE/repos/files/ktn.gv.at/Abteilungen/Abt11/Dateien/Bildungsf%c3%b6rderung/Ma%c3%9fnahmenschwerpunkt%20Weiterbildung.pdf?exp=1147279&fps=033323b474adedf7a8ed671965a36de79d3ad8f1>

Employees

### Brief description

The program supports job-oriented continuous education or training measures related to qualifications of employees in Carinthia within a state framework program. The aim of this funding measure is to improve the professional qualifications of employees in order to better meet the challenges of social and economic change.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Up to 75 % of eligible training costs
- Up to EUR 2,500 per employee

### Application procedure

1. Applications must be submitted via the online form <https://portal.ktn.gv.at/Forms/AFS/AR17> until 31<sup>st</sup> of December 2023.



## Digi-Check for apprentices

Digi-Scheck für Lehrlinge

<https://www.wko.at/lehre/digi-scheck-lehrlinge-2023-2024>

Trainees

### Brief description

The program supports job-oriented training measures of apprentices related to digitization, climate protection, sustainability, energy and resource management, and foreign languages. The aim of this funding measure is to improve the professional qualifications of apprentices in competencies relevant to the future.

### Type and amount of support

- Incentive type: Non-repayable cash grant
- Up to 100 % of eligible training costs
- Up to EUR 500 per training measure
- Up to 3 training measures per apprentice per year

### Application procedure

1. Applications can be submitted online or by mail. The application form for the respective state is listed on the website <https://www.wko.at/service/bildung-lehre/digi-scheck-lehrlinge-2023-2024.html>.



# Outlook

Against the background of ongoing technological changes and the associated risks for companies and employees, it is vital to focus on target-oriented solutions, such as training employees in relevant technologies. To enable this, policy-makers must recognize the need for training measures and actively support their implementation – and they do.

As part of the next long-term EU budget, the European Commission has proposed to implement a Digital Europe Program for 2021–2027 at a total value of EUR 9.2 bn. This program focuses on building and boosting Europe’s digital capacities and facilitating the deployment of digital technologies for use by Europe’s citizens and businesses. The subsidies under this program can be paid directly to companies. One part of this program supports workforce upskilling by means of short training courses that reflect the latest developments in key capacity areas. A budget of EUR 600 m is allocated to incentivizing training measures and companies that offer digitization-related training to their own staff are eligible to participate.

Another upcoming EU-wide program is the European Social Fund (ESF+), which provides EUR 102.2 bn in the 2021–2027 funding period for regionally-oriented measures throughout Europe that offer professional qualifications and promote integration into the labor market. One focus of ESF+ is funding initiatives to improve education and training, and a significant portion of the fund is devoted to this purpose. In its previous period, ESF primarily supported SMEs, while also helping universities and vocational training institutions to build closer relationships with businesses and employers in their countries and regions.

These measures are intended to help increase prosperity, create new opportunities, and strengthen social cohesion for all European citizens.

## Deloitte Services

In the field of cyber and strategic risk, Deloitte’s Risk Advisory is specialized in a wide range of AWS-enabled business solutions (SAP on AWS, Legacy to AWS, Data and Analytics Modernization, Amazon Connect). These can be efficiently integrated to meet your needs – when and where you need them most.

Deloitte’s Global Investment and Innovation Incentives (GI<sup>3</sup>) Service Line supports companies and individuals with the structured acquisition of public funding, whether that means grants or tax incentives. Taking advantage of grants, credits, and incentives requires time and effort. Deloitte’s GI<sup>3</sup> teams are highly experienced in the practicalities of preparing, negotiating, and agreeing applications, from the initial feasibility review to document submission.

Professional workforce training in companies, qualifications for lower-skilled people, and adapting companies for new ways of working are all important to governments, and therefore there are various funding opportunities to support these areas. Deloitte assists companies and organizations with their applications for incentives in all legal, organizational, and financial matters.

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