

GERMAN ECONOMY AWARD IN SLOVENIA 2025/26

»LIFELONG LEARNING«

Application form

Deadline for applications:

27 February 2026

Why Lifelong Learning Award?

The Lifelong Learning Award, initiated by the German-Slovene Chamber of Commerce, recognizes organizations that systematically invest in the continuous development of their people as a key driver of long-term success. It recognizes companies that provide widespread access to high-quality, effective learning opportunities, align learning with strategic competencies and actively encourage employees to engage in lifelong development. The award also acknowledges the crucial role of organizational culture in embedding learning into everyday practice and recognizes forward-looking approaches to integrating artificial intelligence skills in a responsible and impactful way. Together, these elements reflect a holistic commitment to lifelong learning in a rapidly changing world.

A. GENERAL INFORMATION ABOUT THE COMPANY

Name of company	
Address	
Executive director	
Contact person (in case of further inquiries)	
Telephone number	
E-mail address	
Homepage	
Shareholders (company, individuals)	
Capital (share of Slovenian and German capital)	
Year of establishment	
Number of employees	

Sector: ☐ Manufacturing sector ☐ Finance sector ☐ Technology sector
☐ Services sector ☐ other (please indicate):

Brief company profile (products, services)

Please explain company's position on the market and company products and services. Please outline main sector challenges and the strategies implemented in response (max 300 words in PDF format).

Overall development of the Company

in €	2024	2025
Turnover		
Net profit / Net loss		
Volume of export		
Investments		
Gross average salaries		

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B. LIFELONG LEARNING

Awards recognizes efforts to make lifelong learning a significant contributor to the strategic competitive advantage. The jury will be looking for a clear indication of well-designed and implemented lifelong learning processes, as well as their integration into company strategy. Special attention will be given to examples of employer excellence reflected in a company's ability to address challenges related to the six subcategories below.

1) WIDE-SPREAD ACCESS TO INDIVIDUALIZED LIFELONG LEARNING OPPORTUNITIES

This category recognizes structural support employees receive within their company in the area of lifelong learning. The jury will be looking for evidence of systematic presentation of the internal and external portfolio of lifelong learning opportunities, as well as for various support mechanisms such as financing or time spent on approved lifelong learning initiatives treated as regular work obligation.

2) FOCUS ON EFFECTIVE LIFELONG LEARNING SOLUTIONS

This category recognizes the ability of the company to judge across huge variety of lifelong learning solutions and approve those, which are conceptually sound, lead to competence development within target area, are delivered in an effective way and are economical. The jury will be looking for approval criteria and professional position of lifelong learning solutions actually being used by the company.

3) CONTRIBUTION OF LIFELONG LEARNING TO STRATEGIC COMPETENCIES

This category recognizes the actual contribution of the lifelong learning to company success, either direct (measurable improvement of competencies aligned with company strategy), or indirect (personal development along universally accepted attitudes and behaviors). The jury will be looking for evidence of existence of target outcomes and effective feedback loop.

4) EMPLOYEE MOTIVATION TO USE LIFELONG LEARNING OPPORTUNITIES

This category recognizes companies that understand motivational mechanisms related to lifelong learning and strive to increase employee motivation in that area. The jury will be looking for the evidence of the actual levels of both extrinsic and intrinsic employee motivation for lifelong learning

5) ORGANIZATIONAL CULTURE AS KEY DRIVER OF LIFELONG LEARNING

This category recognizes companies that have developed specific traits of organizational culture promoting the importance of lifelong learning and recognizing individual achievements in that area. The jury will be looking for clear statement on target organizational culture supportive of lifelong learning as well as sufficient evidence of what that statements produces in reality.

6.) ADOPTION AND INTEGRATION OF ARTIFICIAL INTELLIGENCE (AI)

This category recognizes the company's strategic commitment to equipping its workforce with Artificial Intelligence (AI) competencies to maintain a competitive edge, while ensuring a clear framework for its responsible and ethical use. The jury will be looking for evidence of a diverse learning curriculum that includes general AI literacy, ethical guidelines, and industry-specific AI applications tailored to various professional roles. Special emphasis will be placed on the systematic inclusion of AI training within the broader learning portfolio and its impact on driving innovation and operational agility.