

## Pressemitteilung

### Kuratorium Deutsche Altershilfe Wilhelmine-Lübke-Stiftung e. V.

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## Quality mark “Faire Anwerbung Pflege Deutschland” enters next round

It is unique and offers protection and benefits to interested nursing professionals from all over the world: The fair recruitment quality mark "Faire Anwerbung Pflege Deutschland" is awarded to recruiting agencies and employers that organize the entire process of recruiting international staff in a fair, ethical and transparent manner. For example, the employer pays principle applies. 54 companies already fulfilled the strict criteria and have been awarded the quality mark. It is awarded for two years and must then be reapplied for. This new round has now got off to a successful start. The first companies have been re-audited and awarded.

In 2022, the first quality marks "Faire Anwerbung Pflege Deutschland" were awarded to recruiting agencies and self-recruiting organisations. The basis for the quality mark, which is unique and now renowned worldwide, is the law to ensure the quality of the recruitment of nursing staff from abroad. The owner of the quality mark is the Federal Ministry of Health. It is awarded by the Quality Association Gütegemeinschaft Anwerbung und Vermittlung von Pflegekräften aus dem Ausland at Kuratorium Deutsche Altershilfe (KDA).

“Even two years after the first awards, we can still speak of a great interest in the quality mark”, emphasizes Helmut Knepp, Chairman of the Gütegemeinschaft Anwerbung und Vermittlung von Pflegekräften aus dem Ausland.

“Hospitals and care facilities are increasingly asking private recruitment agencies whether they carry the quality mark, as otherwise cooperation would not be possible.”

The fair recruitment quality mark is awarded if the test criteria for the recruitment process are met. The test criteria are based on a list of requirements that were developed as part of the international “fair recruitment” discourse on the basis of international and national requirements for ethical, fair and transparent recruitment. The criteria are checked by independent auditors.

The “Faire Anwerbung Pflege Deutschland” quality mark offers hospitals and care facilities guidance when selecting a suitable personnel service agency to help recruit nursing personnel from abroad. At the same time, it offers interested nursing personnel secure protection - particularly with regard to costs. In addition, all steps are explained transparently and comprehensibly and set out in writing. Information is available in many languages.

“The quality mark has created a standard that identifies Germany as an attractive destination country for nurses abroad - the employer pays principle applies, which means that none of the interested nurses have to pay for the placement costs and the associated costs such as language training, flight costs, etc.,” explains Dr. Jenny Wortha, Deputy Chairwoman of the Quality Association.

The quality association is an association of particularly quality-conscious companies, which awards the state seal of quality of the Federal Ministry of Health in self-administration of the industry as a RAL quality mark. Further information on the “Faire Anwerbung Pflege Deutschland” quality mark, the test criterias and the award-winning companies can be found here:

<https://www.faire-anwerbung-pflege-deutschland.de/>

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Quality mark "Faire Anwerbung Pflege Deutschland" protects foreign nursing personnel  
Gütegemeinschaft