

Title of the Challenge

**Develop ChatBot to Enhance Employer Branding  
at the Max Planck Society**

**What is the main issue the challenge addresses?**

How can the Max Planck Society better connect with and inspire the next generation of trainees? This challenge is about making our vocational training opportunities more accessible and appealing to young talent, especially high school and secondary school graduates. We want to remove barriers for underrepresented groups, such as those with migration backgrounds or refugees, and show that Max Planck is a welcoming, international environment where everyone can thrive.  
Your mission: help us share our story in a modern, inclusive, and engaging way.

**Call to Action**

Design an open source ChatBot that makes it easy for prospective trainees to explore vocational opportunities at the Max Planck Society. Map out an engaging Employee Journey that identifies the best ways to connect with young talent at key points in their decision-making process. Think about how to reach and inspire diverse audiences, including underrepresented groups, and suggest practical ideas, like social media content, to bring one of these touchpoints to life. If you're a creative mind who wants to create something meaningful, inclusive, and impactful, join our challenge.

**What is the desired impact of the challenge?**

We hope to modernize how the Max Planck Society communicates with future trainees by developing innovative, accessible tools like a ChatBot. By providing clear, inclusive information, we want to inspire young talent from all backgrounds to consider starting their careers with us. This challenge is a chance to enhance outreach, celebrate diversity, and position the Max Planck Society as a forward-thinking and welcoming employer that aligns with global goals like Quality Education and Reduced Inequalities. Together, we can create innovative solutions to inspire and connect with the next generation of talent.

**Related SDGs**



**Category for the challenge**

- People
- Nature
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Economy

### **Who is behind this challenge?**

Max-Planck-Gesellschaft zur Förderung der Wissenschaften e.V. The Max Planck Society (MPG) is a globally renowned organization for cutting-edge research, offering vocational training in a wide range of fields—from precision mechanics and biological laboratory work to animal care, IT, and office administration.