The European Vocational Skills Week

Raising the attractiveness and image of VET through quality and excellence

Presentation for the Coordinators' Meeting of CSOs active in Education and Training
Brussels, 7 June 2017

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European Commission,
Directorate General for Employment, Social Affairs and Inclusion
Unit E3, Vocational training, Apprenticeships and Adult learning
1) **Taking stock**
What was done, and what did we achieve?

2) **Looking forward**
Build on experience and raise the ambition!
Why do we need a Vocational Skills Week?

• Priority in Skills Agenda, and 2015 Riga Conclusions:
  "Raise the attractiveness and improve the image of VET"

• VET is often (but wrongly) seen as...
  "if nothing else works... then maybe VET"

• We needed to:
  Showcase VET **Excellence** and **Quality**
  VET as a "**smart** choice" for both young and adults,
  with benefits for **learners**, **companies**, and **society**
Key highlights of the 2016 Week

- **Wide mobilisation** and **collaborative** approach
- **Grass-roots enthusiasm** at national and local events
- Commission led events **bringing VET stakeholders** together
- **High level support** – Ministers, foreign leaders, MEP’s, Vice Presidents, Commissioners
- **Image** – The VET Week visual identity and the motto "Discover your Talent" are now well established
- Opportunity for **Networking** – sense of **European "VET community"**
2016 Week Results: Evaluation (in numbers)

✓ 1,733 events were registered and 983 were accepted
✓ 784,569 participants in national events and activities
✓ 1500 attendees in Brussels, plus 1021 views online
✓ Total media reach: 71,288,481 (68,116,412 online, 3,172,069 print)
✓ Social media campaign targets were all exceeded
✓ Nearly 300 online + print media items in 37 countries
✓ Most successful video: Norwegian Minister of Education
Top posts on Facebook defined by reach
(The number of unique people who may see these posts.)
Source: Facebook
## Feature video on VET

**Norwegian Minister of Research and Education delivering a message regarding the importance of Vocational Educations and Training and promoting the European Vocational Skills Week**

### EC AV Library

### Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Statistics</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>32 views, 219,109 reached, 152,158 video views</td>
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<tr>
<td>Twitter</td>
<td>Social Europe: 563 organic views</td>
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<td></td>
<td>European Youth: 580,978 impressions, 183,135 views</td>
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2016 Week Results: Evaluation (in quality)

- **72%** of national activities organised as a **result of the Week**
- **91%** of respondents said the Week had **improved image of VET**
- **90%** of Brussels participants said their **expectations were met or exceeded**
- **93%** of Business Forum participants said they **would do something different on VET as a result of the Week**
- **Small budget** for communication: **high leverage** of local events without direct financial support from the Commission
Feedback

Jos de Goey @josdegoey · Dec 9
On behalf of #WorldskillsEurope Thanksl @mariannethyssen for your appreciation to Lisa and Euro & @WorldSkills @EUVocationalSkills

Gun Britt Zeller @GunBrittZeller · Dec 9
#euvocationalskills week is over, it has been a very inspiring experience. Meeting a lot of… https://instagram.com/p/BNzAAJbupG/

Jez Brooks @hottiejoz · Dec 9
Termic week talking about Vocational Education & Skills. Check out the stories of the week #EUVocationalSkills

Emilian Pavel @PavelEmilian · Dec 9
There must be a second one, #EUVocationalSkills are essential for our future! I applaud you for this initiative!

Emu Social @EU_Social
It's a wrap for the first #EUVocationalSkills Week, thanks for following us throughout it! Will there be a second one? Watch this space 😊

In any case, I would like to thank you all of you for VET Week. It was among the most interesting and helpful events for VET, we felt as part of a real European Community of schools, researchers and policy makers. Thanks!
Excellence through collaboration
Shortlist

- Project no. 16:
  EC - DGs ENV and CLIMA, and EASME - LIFE Programme
  ‘A breath of fresh air’

- Project no. 23:
  EC - DG ECHO
  Fast-tracking humanitarian assistance for refugees

- Project no. 25:
  EC - DG EMPL
  Mobilising stakeholders to promote vocational skills

- Project no. 57:
  EC - DG SANTE, the EMA, EFSA and the ECDC
  Inter-institutional cooperation to fight against antimicrobial resistance
Extend reach, particularly to learners, parents, careers guidance counsellors, non-VET teachers and businesses (in particular SMEs), through local activities

Create more synergies with other EU and national activities

Allow longer preparation time to enable local organisers to mobilise better

Improve website

Expand media reach, e.g. country-specific press releases

Issue call-to-action for social media engagement

Create short videos: emotive, entertaining and memorable (impact)

Create more meaningful role for "Ambassadors"
Commissioner Thyssen announcing the 2017 Week
http://europa.eu/1Kc37jF
Looking ahead
2017 Vocational Skills Week

**When:** 20 to 24 November 2017
(all local events taking place from September to December 2017 can be registered as part of the Week)

**Where:** Local, local and local... with 2 days of events in Brussels (*plus closing*)

**VET Awards:** Set of category of awards as symbols of VET excellence

**Ambassadors:** Network of Ambassadors, as role models and mobilisers

**Targets:**

- People involved in events at national and local levels: **1.000.000**
- Number of events/activities at national and local levels: **1.500**
- Participations in events organised by the Commission in Brussels: **1.500**

**Thematic approach:** Mobility, Partnerships, Sector approach to skills
## 2017 Vocational Skills Week
### Outline of key events

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<thead>
<tr>
<th>Date</th>
<th>Detail</th>
<th>Venue</th>
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<tr>
<td>20/11</td>
<td>National opening events in the Member States with the participation of Commissioners and national authorities, VET learners, VET providers, companies, teachers and trainers, social partners</td>
<td>MS level</td>
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<td>21/11</td>
<td>Day on “Employers for Skills” with a strong SME engagement and the involvement of the PES and VET providers. Focus on work-based learning (e.g. apprenticeships) as well as adults workplace learning. VET Week Ambassadors’ to mobilise action for these events</td>
<td>MS level</td>
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<td>22/11</td>
<td>A full day VET Conference. To include a high-level plenary focussing on the three themes related to the 2017 VET week, i.e. mobility, partnerships, and sectoral skills approaches covering competitiveness, skills for the future, and smart specialisation. Includes workshops bringing together VET stakeholders</td>
<td>Brussels</td>
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<td>23/11</td>
<td>“Business-Education Summit” organised in the context of the Pact for Youth, together with CSR Europe Hearing on career-long professional learning</td>
<td>Brussels</td>
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<td>24/11</td>
<td>Closing event including speakers from outside the EU and Europe, as well as a “Eurovision” style participation from a selected number of MS highlighting key national events. A VET awards ceremony, and an artistic performance or craft demonstration by vocational learners</td>
<td>Brussels and MS</td>
</tr>
<tr>
<td>Category</td>
<td>Short Description</td>
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<td>International skills competitions Awards</td>
<td>Recognises exceptional performance of the European VET learner that attained the highest points in international Skills competitions (Euroskills or Worldskills).</td>
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<td>Cedefop VET Photo Award</td>
<td>Comprises 2 awards for the best series of photos. The photos should tell a story, supported by a short narrative. The purpose of the competition is to mobilise VET learners throughout Europe to showcase what VET means for them, and how they go about their daily VET learning experience.</td>
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<td>ETF Award for Entrepreneurship</td>
<td>Award for good practice in promoting entrepreneurship as a key competence in VET. The competition is open to all VET providers from ETF partner countries.</td>
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<td>Innovative VET provider Award</td>
<td>Identify a European VET provider that has contributed to VET excellence through innovative practices.</td>
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<td>VET research Award</td>
<td>This award aims to reward an outstanding VET research project, or an individual researcher with an outstanding contribution to VET innovative thinking.</td>
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<td>Teacher Award</td>
<td>Identify a VET teacher who has excelled in improving the VET learning experience or has contributed to innovative approaches to VET learning.</td>
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<td>EAfA Award</td>
<td>Reward excellent contributions to the supply, quality, image and mobility of apprenticeships. Comprises 3 sub-categories: 1) Two companies (a) one large company, b) one SME, 2) Two apprentices (if possible male and female), and 3) In-company trainer</td>
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<td>Career-long professional learning Award</td>
<td>Identify good practices on career-long professional learning in micro and small enterprises, that can inspire new practices and policies for continuing VET.</td>
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2017 Vocational Skills Week
Concept for Ambassadors network

What for?
• To promote the attractiveness and excellence of VET, by building widespread engagement and promoting the Vocational Skills Week

How?
• Inform young people, adults, families, careers advisers, schools, companies (employers and employees), etc., to the opportunities offered by VET

Ideal profile
• Well-known personalities, business people, artists, teacher, or inspiring role models, capable of reach-out to wide audiences, with a "VET story to tell"
What can you do?

Why not…….

• Organise your own event and ask the Commission to place it on our electronic map
• Attend or speak at a Week-linked event
• Write an article on VET and highlight the Week
• Promote VET and the Week on social media
Find out more...

The New Skills Agenda for Europe
http://ec.europa.eu/social/main.jsp?catId=1223

Vocational Skills Week:
http://ec.europa.eu/social/VocationalSkillsWeek

European Alliance for Apprenticeships:
http://ec.europa.eu/apprenticeships-alliance

Pact for Youth:
http://www.csreurope.org/pactforyouth