



European  
Commission

# JOIN THE EUROPEAN VOCATIONAL SKILLS WEEK



## DISCOVER YOUR TALENT!

### ORGANISE YOUR OWN EVENT/ACTIVITY – Guidelines

#### || WHAT IS THE EUROPEAN VOCATIONAL SKILLS WEEK?

The European Vocational Skills Week is an initiative of the European Commission aimed at making vocational education and training (VET) for quality skills and jobs more attractive through a combination of events taking place all over Europe, locally, regionally and nationally. Stakeholders taking part in the **Week** will have the opportunity to share examples of excellence in VET, as well as innovative teaching practices, successful vocational programmes that encourage apprenticeships, workplace learning, upskilling and reskilling, and of sustainable business-education partnerships.

#### || WHEN IS IT?

The **European Vocational Skills Week** will officially start with an opening event on **5 December** in Brussels. On **9 December**, an award ceremony in Brussels will close the European Vocational Skills Week.

During the Week, events will take place in parallel at European, national, regional and local levels, and in other participating countries.

**All the successful events throughout 2016**, organised all over Europe (including those held before the Week), will be highlighted on social media, websites, publications, videos and through forums.

#### || WHO IS INVOLVED?

The European Vocational Skills Week is open to all organisations in any of the 28 EU Member States, European Free Trade Association members (Iceland, Liechtenstein, Norway and Switzerland), or candidate countries.

If you are, or you represent a VET learner or teacher or trainer, a youth or learners' association, a vocational education and training provider, an adult learning organisation, a company, a public or private employment service, a researcher, a career counsellor, a parents' association, a local/regional/national authority, a think tank, a chamber of commerce, a social partner or other group with an interest in vocational education and training, then you can contribute to the European Vocational Skills Week!

## II WHY SHOULD YOU JOIN?

The European Vocational Skills Week is a unique opportunity for you to engage with society at large, so raising the profile of vocational education and training in your community, and across Europe as a whole. It is an opportunity for key stakeholders with similar goals to connect and come together in a combined effort that capitalises on all your successes.

Through your involvement, you will be able to:

- co-brand using the unique **‘European Vocational Skills Week — Discover your Talent!’** visual identity and slogan;
- be part of a large network of individuals and organisations promoting VET;
- receive more exposure and interest in the work that you do in the area of vocational education and training, e.g. brochures, the publication of success stories, social media, communication campaign;
- ensure the wide visibility of your work by having your events promoted on a web-based map compiled and shared by the European Commission.

### Why promote vocational education and training (VET)?

VET provides people with practical, transversal skills; knowledge and competences needed on the labour market; and the ability to share in society at large.

Young people, parents, and adult learners make decisions every day about their career. **Your** event/activity can help them see the benefits of choosing VET. Whether it is formal education for young people, continuing vocational training, advanced technical training, professional higher education or any type of job-related learning for adults, your involvement can put the spotlight on the wide choice available throughout Europe.

## II HOW CAN YOU CONTRIBUTE?

There are many events/activities that can help raise the profile and enhance the appeal of your vocational education and training initiatives. Get inspired by the following ideas and suggestions that you could organise yourself or together with others:

- organise events such as:
  - career days or education fairs (e.g. at schools, businesses, and learning centres)
  - open days/doors or family days at companies and VET providers

- workplace ask-an-expert sessions
- information days/nights showcasing vocational programmes
- workshops, conferences, skills shows
- national/regional/local skills competitions, quizzes or contests, awards ceremonies
- ‘Employee of the year’ awards in your company that showcase someone particularly dedicated to continuous training
- speeches highlighting key findings of vocational skills research and reports
- launch events for new on-the-job training programmes
- meetings involving statements or announcements by local political representatives or spokespersons that support the importance of vocational and lifelong learning
- celebrity visits to companies to ‘do a different job for a day’
- tours of companies and on-site work facilities for learners and other interested partners
- open-house on basic skills training to encourage preparation for the workplace
- demonstrations of new ‘idea collection’ tools for your workforce (e.g. intranet, blog for trainees and employees, idea management programmes)
- job and employment tradeshow with hands-on activities;

- organise photos or video competitions for VET learners to show why they enjoy their VET training;
- organise targeted media campaigns involving role models among youngsters and successful VET graduates;
- develop a communication strategy within your own organisation to raise the profile of vocational education and training among key decision-makers, such as governments and large companies;
- coordinate and run campaigns or communications initiatives that stimulate interest in craftsmanship and showcase employment prospects;
- designate ambassadors to share their successes with vocational training and their career (e.g. top chefs, gardeners, chocolate makers, engineers, sports people);
- plan online and social media activities: websites, Twitter, YouTube, Facebook, blogs (e.g. initiate a social media conversation or event with VET experts online);
- make use of your existing networks and build new partnerships with key stakeholders, such as those mentioned above (“Who is involved?”).

You can adapt or rebrand your existing or upcoming events/activities to become part of this initiative.

### Possible key messages for promoting vocational education and training and lifelong learning:

- Every single person is **talented**. Some talents may be obvious, some still hidden.
- Vocational education and training is a **smart choice, is fun, and leads to excellence** in education, high-quality jobs and increased employability.
- There are great vocational training opportunities that successfully prepare you for **interesting** and challenging **careers**, as well as **active engagement in society**.
- VET is a desirable option for people of **all ages**, and prepares people for jobs **the world over**.
- Learning throughout life is essential for **employability and personal development**.
- Quality training develops the **creative and innovative** potential of learners.
- **Upskilling** and **reskilling throughout life** for improved job opportunities and better integration in society is a key to success.
- Lifelong learning enhances **social inclusion, diversity, and active citizenship**.

## II HOW CAN YOU TAKE PART?

Here are some simple suggestions to help you to prepare your proposal:

- Hold a brainstorming session (within your own organisation or with other partners).
- Establish your timeline. The activity should take place **before or during** the European Vocational Skills Week in December 2016.
- Develop an initial outline, and plan what you would like to do.
- Decide on your main target audiences.
- Think about how best to reach these audiences. What would trigger their interest or be helpful for them? What actions do you want them to take?
- Decide what your key messages are and how you will integrate them into your activity and promotional materials.
- Build on the successes of previous activities and let them inspire you for this particular promotional activity.
- Confirm whether or not you have a budget for any planned activities. This may determine the scope of your activities. For instance, would it be a local, regional or national event? Do you need a co-sponsor?
- Once you finalise the planning, please fill in the registration form available under this link: <https://ec.europa.eu/eusurvey/runner/register-your-VocationalSkillsWeek-event>

All events/activities registered will be screened to ensure all necessary information is available. You will be contacted either for further clarification or with confirmation that your event is on the map on the European Vocational Skills Week website.

## II WHAT'S NEXT, ONCE YOU GET THE GREEN LIGHT?

- Once you receive confirmation, you will also receive a communication kit that you can use for your event/activity, together with guidance material.
- Align your advertising and promotional materials with the unique **visual identity** and **slogan** of **the European Vocational Skills Week — Discover your Talent!**
- Plan and promote your event/activity. Make use of existing networks to publicise and promote your activities. Invite and advertise among stakeholders and the local media. Let the European Commission help you with your promotion through its many communication activities that can highlight your events and those of the European Commission (such as a dedicated website and logo, webcasting, use of mobile apps, infographics, tweets and other social media, and contacting the press).
- Hold your event/activity.
- Share the results of your experience (e.g. videos, photos, stories, testimonials) by using the hashtag #EUVocationalSkills and by alerting DG Employment social media accounts (@EU\_social on Twitter, @socialeurope on Facebook and @EuropeanYouthEU also on Facebook), which can share or like your contributions and publicise your activity. If you have a good story or example, you may get the chance to have it highlighted during the closing event of the Week in December.
- After the Week closes, you will be contacted to provide feedback on the outcomes of your events, as well as suggestions for future similar Weeks.



## II FREQUENTLY ASKED QUESTIONS

### What is the timing of this activity?

We encourage events/activities for this year to be held before and during the European Vocational Skills Week itself (5-9 December 2016).

### Are there any restrictions on taking part?

Your proposal should meet minimum quality standards. The activity proposed should:

- 1. reflect your commitment to excellence in VET and/or adult learning, as highlighted in the organisation of the Week;**
- 2. aim to improve the image, attractiveness and quality of VET;**
- 3. involve learners;**
- 4. if possible, supply information on positive outcomes (e.g. in terms of greater interest in VET programmes from potential learners, employability, etc.)**

Information in the registration form should be completed in full, and the communications kit should be used correctly.

### Are there subsidies available?

No — the European Commission is providing assistance in kind by promoting events via social media, by making a leaflet available in all languages, and by ensuring wide media coverage. Registering an event/activity on the Vocational Skills Week webpage does not guarantee access to any EU funding.

### Will there be another European Vocational Skills Week next year?

This year's activities and outcomes will be evaluated to determine possible continuation of the European Vocational Skills Week into 2017. The aim is for the events/activities held to inspire all involved to continue promoting VET skills in the near future and on an ongoing basis.



## II FOR MORE INFORMATION

Should you require further information, please have a look at the European Vocational Skills Week website (<http://ec.europa.eu/social/VocationalSkillsWeek>) or email [EMPL-VOCATIONAL-SKILLS-WEEK@ec.europa.eu](mailto:EMPL-VOCATIONAL-SKILLS-WEEK@ec.europa.eu).

WE ENCOURAGE EVERYONE TO BE PART OF THE  
EUROPEAN VOCATIONAL SKILLS WEEK 2016  
**DISCOVER YOUR TALENT!**