



European  
Commission

# 2020

# Ambassadors Toolkit

Use this handbook  
to inspire people of  
all ages to *'Discover  
their talent'*

EUROPEAN **VOCATIONAL  
SKILLS WEEK** 2020



**#DiscoverYourTalent**

Employment  
Social Affairs  
and Inclusion



# WHAT IS EUROPEAN VOCATIONAL SKILLS WEEK?

## About the campaign

European Vocational Skills Week is an annual initiative of the European Commission to raise awareness of the benefits of vocational education and training (VET). The motto of the initiative is Discover Your Talent!

The 2020 Week will be a hybrid event taking place in person in Berlin and digitally across the EU, bringing together a variety of stakeholders to share their expertise. The theme of the campaign this year is **VET for Green and Digital Transitions**, in line with the Commission's priorities on a European Green Deal and a Europe fit for the digital age.

The overall objectives of the Week are to:



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Showcase the many ways VET can help young people and adults to 'discover their talent'.



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Demonstrate to employers the enormous benefits of investing in human resources by supporting the initial training of young people, as well as the upskilling and reskilling of adults.



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Validate the choices people make when they choose VET, by showing its competitive value.



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Develop awareness of European Vocational Skills Week, building on the success of previous campaigns.



The coronavirus pandemic has seriously disrupted all forms of education and training. This is an opportunity to take a fresh approach to VET, making it more modern, attractive, flexible and fit for the digital age and green transition. On 1 July 2020, the Commission put forward an ambitious agenda to guide COVID-19 recovery efforts in employment and social policy, with the focus on skills and VET. Its Communication on a European Skills Agenda for sustainable competitiveness, social fairness and resilience proposes 12 EU actions to support partnerships for skills, up- and reskilling and empowering lifelong learning. Its Recommendation on VET seeks to ensure that VET equips the workforce with the skills to support the COVID-19 recovery, as well as the green and digital transitions, in a socially equitable way. Learn more about all the initiatives [here](#).

**Every person, regardless of age or background, has talent. VET can provide them with the practical skills, knowledge and competences needed to succeed in the job market and in society.**

## Key messages



Key messages sum up what we want to tell people about VET and help the community speak with one voice. They strengthen the Week's impact and help to promote VET across Europe.

For all the key messages for each target group, please see the Key Messages section on the [website](#).



## WHAT IS VOCATIONAL EDUCATION AND TRAINING (VET)?

VET is defined as education and training that aims to equip people with the knowledge, skills and/or competences required in specific occupations or more broadly on the job market. It is a major part of lifelong learning and critical to Europe's efforts to respond to economic and social challenges.

We live in an era of rapid change – and successful businesses and organisations need to keep pace with constantly evolving tastes and trends. Globalisation and digitalisation are changing the nature of jobs and challenging the concept of work itself. It is vital that VET adapts and modernises to reflect market realities and equip VET graduates with the skills they need to pursue the employment opportunities of today and the future.

Closer ties between VET and businesses are a prime way to ensure that VET provides relevant skills. Work-based learning and apprenticeship schemes ensure the closest links between education and the world of work.



## THE EU AND VET

The European Commission works with national governments, employers, trade unions and countries outside the EU to:



Boost the quality of VET training



Improve teaching and training in the sector



Make courses more relevant to the labour market.

This role was enshrined in the 2002 Copenhagen Declaration, when EU Member States agreed shared priorities and strategies to promote Europe-wide systems for recognising skills and qualifications.



## FACTS AND FIGURES



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The employment rate of recent VET graduates in Europe is 78.9 % (2019).

Source: [Eurostat – Employment rates of recent graduates, pg. 2](#)



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10.8 % of Europe's population aged 25 to 64 participate in adult learning (2019).

Source: [Eurostat – Adult learning statistics](#)

60 % of VET graduates find their first long-term job within a month of finishing their studies (80 % after six months) (2018).

Source: [A quick guide to EU action on vocational education and training pg. 11](#)



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29 % of individuals (EU 27) have low overall digital skills (2019).

Source: [Eurostat](#)



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The COVID-19 pandemic has accentuated the existing digital skills gap and new inequalities are emerging.

Source: [European Skills Agenda for sustainable competitiveness, social fairness and resilience, pg. 1](#)



## WHAT IS YOUR ROLE AS AMBASSADOR?

Your inspiring story is a great example of how VET can help everybody make the most of their talents and discover a career that's right for them.

### Your mission

As an Ambassador, you can raise awareness of the exciting career opportunities VET can lead to, for people of all ages.

## We're asking Ambassadors to



- Be the voice and face of European Vocational Skills Week in your country and encourage stakeholders to actively take part in the Week's events/activities.



- Support and influence VET stakeholders, including parents, teachers, trainers, careers guidance counsellors, employers, trade associations, public authorities, student and apprentice organisations, etc.



- Actively inspire people from all backgrounds, especially young people deciding on future careers and educational pathways, and adults looking to upskill, reskill or pursue a lifelong learning experience.



- Promote VET and the potential it provides in your country via
  - Training organisations,
  - Job forums,
  - Education institutions,
  - Companies.



- Attend the European Vocational Skills Week closing event (online).

## Ambassadors' achievements in 2019

We're challenging Ambassadors to top these achievements from 2019!



> 4 million  
social media  
impressions



> 750 social  
media posts



> 150 media  
articles



> 25 press  
releases

## How can Ambassadors support the Week?

### By communicating about the Week



#### Social media

- Communicate the benefits of VET via your social media channels; show how choosing VET helped you discover your talent and embrace a fulfilling career.
- Share inspiring messages, videos and photos (please see the suggested posts).
- Post using the following hashtags to connect with other Ambassadors and stakeholders:

#EUVocationalSkills

for all content

#DiscoverYourTalent

for general content aimed at  
a broader target audience

- Communicate in your country's languages to better attract people from your country.
- Follow your colleague Week Ambassadors and share, retweet or comment on their posts.
- Check our social media toolkit for more tips.



#### Media

- Shoot a two-minute interview-style video for the Week communication campaign to be distributed via social media and other channels.
- Talk about VET in media interviews: we will help you set them up and provide you with talking points.
- Supply quotes and images to be used in press releases: we can draft these press releases for you and help pitch your story to the media.
- Write a personal article about why VET matters (we can help you with this).



### Events/activities

- Raise awareness of events/activities connected with the Week at national, regional and local levels in your country.
- Support Erasmus+ national agencies and European Alliance for Apprenticeships members.
- Take part in the Week, especially its closing event on 13 November (online).



### Be creative

Find new and innovative ways of raising awareness of VET. Whether you choose to write a blog, talk to a group of parents or students, or meet a high-level stakeholder, every effort can help raise awareness of the benefits of VET for people of every age.



## SAMPLE POSTS FOR SOCIAL MEDIA

### Twitter

I am honoured to be the 2020 [#EUVocationalSkills](#) Week Ambassador for *[insert country flag]*. Vocational education & training helps you gain a competitive edge. It is never too late!

[#DiscoverYourTalent](#) today!

→ <https://ec.europa.eu/social/vocational-skills-week/>

[#EUVocationalSkills](#)

[@EU\\_Social](#)



## Facebook

I am honoured to be the 2020 #EUVocationalSkills Week Ambassador for *[insert country flag]*.

Vocational education & training will help you gain a competitive edge. With vocational training, you can learn and progress continually, building skills and confidence.

Vocational training is a good path to a successful, rewarding career. It is never too late! If you are ready to #DiscoverYourTalent, click here

→ <https://ec.europa.eu/social/vocational-skills-week>

#EUVocationalSkills

@Social Europe

## Instagram

I am honoured to be the 2020 #EUVocationalSkills Week Ambassador for *[insert country flag]*. Vocational education & training helps you get a better job. It is never too late! Ready to #DiscoverYourTalent? #EUVocationalSkillsWeek

#vocationalskills #youaretalented #talent #skills #EU #greendeal #digitalskills #training #goals #motivation #success #vocationaltraining #qualityeducation #learninganddevelopment #edtech #digitaltools #jobadvice #successfulfuture

## LinkedIn

I am honoured to be the 2020 #EUVocationalSkills Week Ambassador for *[insert country flag]*.

With vocational training, people learn and progress continually, building skills and confidence.

Companies have skills gaps. Vocational education and training fills these gaps. Boost your business with continuous learning and upskilled employees – it's a win-win situation. See how to join with us and unleash your employees' talents

→ <https://ec.europa.eu/social/vocational-skills-week/>

#DiscoverYourTalent

#EUVocationalSkills

EU for Social Economy & Social Enterprises



## WHO ELSE IS INVOLVED?

You're not working alone!

In addition to the Ambassadors, the Week also brings together learners, education and training providers, civil society, public authorities, business organisations and the public to raise the profile of VET across Europe.

We will put you in touch with the organisations working to promote VET in your country.



## WE'RE HERE TO HELP!

You'll have a dedicated team member to support you throughout the campaign. We can draft social media posts, press releases or propose media interviews. In addition, you are invited to attend an online welcome event for Week Ambassadors, hosted by the Commissioner for Jobs and Social Rights Nicolas Schmit. This event will give you the opportunity to ask any further questions regarding your role.

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