



2020

National Contact Point Toolkit

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:



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



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.



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



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 the agenda [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 document in the resources section on the [website](#).



WHAT IS VOCATIONAL EDUCATION AND TRAINING (VET)?

Vocational education and training (VET) provides people with skills and knowledge training related to a specific occupation, trade or vocation. It is a major element 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.



improve teaching and training.



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



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

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



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](#)



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

Source: [Eurostat](#)



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](#)



YOUR MISSION

National contact points will play a vital role in the success of this year's European Vocation Skills Week. You are part of a network of key organisations working in VET across Europe promoting VET to all, and in particular encouraging local VET stakeholders to participate in Week activities.

How can you support the Week?



Events and activities

We invite you to identify and encourage VET organisations in your country to organise VET-related activities and [register them on the European Vocation Skills Week website](#).



Social media

Your social media channels and your network of contacts will be key to ensuring that all the VET stakeholders in your country and the wider public, regardless of their size, have the opportunity to play an active part in the activities planned as part of the European Vocational Skills Week. Our [social media toolkit](#) provides guidance and sample posts for different social media channels.

How can you support the Week?



Share your stories

We are sure there are hundreds of VET success stories in your country and we want to share them with other potential students to inspire them. Invite your network to submit their stories to us, so they can be [featured on the website](#).



Excellence Awards

If the [VET Excellence Awards](#) include nominees from your country, you will be key to promoting their candidacy through your networks and encouraging the public to vote for them.



Ambassadors

The Commission has appointed one VET Ambassador per country and we will produce a video interview for each of them. We're asking you to amplify the media impact of the Ambassador appointed to represent your country. Please see [this page](#) for more information on our Ambassadors. Your social networks will be of great help in sharing the video of your country's Ambassador with a wider audience.



Media relations

By contacting local, regional or national media in your country, you can spread the word about the Week to all and the local activities taking place. Our [media relations toolkit](#) contains guidance on maximising coverage of the Week.



CONTACT US

We are happy to help with any questions you might have about the role of national contact points, or about the European Vocational Skills Week in general.



Email: empl-vocational-skills-week@cecoforma.com



Phone: +32 485342774



Website: ec.europa.eu/social/vocational-skills-week

