



European  
Commission

# 2022

# European Vocational Skills Week Representatives Pack

EUROPEAN **VOCATIONAL  
SKILLS WEEK** 2022



#EUVocationalSkills

#DiscoverYourTalent

Employment  
Social Affairs  
and Inclusion

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## 1

## WELCOME

European Vocational Skills Week is a European Commission initiative that aims to raise awareness and increase the attractiveness of vocational education and training (VET). The Week aims to make VET an even more appealing proposition, and to help young people and adults reach their full potential. Events taking place all over Europe, the EEA and EU-candidate countries – locally, regionally, and nationally – showcase the immense opportunities offered by VET for young people, adults, and companies. This pack explains how you can help support the Week and spread the message of VET.

The 2022 Week will be held 16-20 May with events associated with the Week taking place across the EU prior, during and after the Week, bringing together a variety of stakeholders to share their expertise. The motto for this year continues to be #Discover your Talent, while the theme of the Week itself is **VET and the Green Transition**. The Week's theme is in line with the European Union's commitment to the [European Green Deal](#) – its plan to become carbon neutral by 2050 – and to equip everyone with the necessary tools for the green transition, ensuring no-one is left behind.

Events and activities associated with the Week are already being organised in EU Member States, the EEA and EU candidate countries, which can boost the visibility and work of countless organisations in the area of VET. The main Week activities are backed by a communications campaign, comprising stakeholder outreach and support, creation of videos and social media/media relations, among many other activities.

The motto of the campaign **Discover Your Talent!** seeks to highlight how every single person is talented and how VET can provide people with the necessary practical skills, knowledge, and competences to succeed in the fast-changing labour market and thrive in society. The theme of the Week – **VET and the Green Transition** - seeks to showcase the opportunities unleashed by the vision of the EU's Green Future, and the need to reskill and upskill on the road to a carbon-neutral Europe (the European Green Deal).



## HOW TO USE THIS PACK

This pack has been created by DG EMPL as a practical resource to help European Commission Representations promote the European Vocational Skills Week in EU Member States, among both stakeholders and the wider public. By using the materials set out here, you can help successfully communicate the benefits and opportunities of VET. **We look forward to working together.**

### The campaign objectives

**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;



Prepare for the post-pandemic economy in a changing job market



Identify and offer the skills needed for the Green Transition on the road to realising the European Green Deal.



# THIS YEAR'S THEME: VET AND THE GREEN TRANSITION



## In a Nutshell

European Vocational Skills Week 2022 will put skills at the heart of the Green Transition.

**Food for Thought:** What new skills will we need to thrive in an environment that protects earth's valuable resources? What role can VET play to ensure everyone has the needed skills for the Green Transition?

## 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 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](#).

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## KEY ASPECTS OF THE CAMPAIGN

The active involvement of organisations, companies, and individuals who can multiply messages on the value of VET is key to the success of European Vocational Skills Week 2022. Stakeholders involved in VET in the EU Member States, the EEA or EU candidate countries can support the Week in many ways.

The following activities are the major ways through which target audiences will interact with the campaign, as well the ways in which the campaign will have a wide reach and deep impact. We welcome all efforts to promote the following activities as soon as possible.

### Events and activities

#### **For potential event/activity organisers:**

Stakeholders can organise a broad variety of events and activities and tailor them to the needs of their organisation and the resources available. Given the ongoing restrictions to stop the spread of COVID-19, this year we are also encouraging digital events – it could be a webinar, digital press campaign, online careers fair, Facebook Live, Instagram Live or another online gathering. In-person events can of course still be held, if conditions allow.

These could include open days, tours, seminars, workshops, demonstrations, employee awards, competitions, quizzes, and many other types of events.

For an event/activity to be included as part of the Week, it must reflect the organiser's commitment to excellence in VET and can be held either prior, during or after the Week. Link the event to the Week by registering it [here](#). For more information, check the Week's [website](#).



## Share your story

We are building a library of VET-related experiences on the Week's webpage, compiling stories from individuals involved in VET to inspire others. People can share their story by completing this [form](#). All the submitted stories can be reviewed on the [Week's website](#). Representations are able to filter the stories according to country and promote those that are relevant to them.



## VET Excellence Awards

The VET Excellence Awards highlight best practices and recognise excellence in VET all over Europe. By showcasing the best examples of VET, the Awards provide visibility and recognition for good work, and motivate individuals and organisations that work with VET. This serves to build new networks, expand existing ones and create new career opportunities.

By using the Awards as benchmarks and creating a movement with a focus on excellence in VET, the initiative reaches far beyond the usual VET stakeholders. It ultimately raises the attractiveness of VET – one of the main aims of the European Vocational Skills Week.

A full list of the Awards alongside the application process for all categories is published on the Week's dedicated [VET Excellence Awards page](#).

**Attention:** not all award categories have the same deadline! Please advise all interested parties to check the conditions and deadlines for the award category they want to apply for.

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## MEDIA RELATIONS

Whatever format you choose to hold your event in, whether online or in-person, media coverage will promote your activity and show how it fits into the Week. This will make more people aware of your event/activity and motivate them to take part. Media coverage can also raise the profile of your organisation beyond your existing networks and spread the message of the event/activity and the Week far and wide.

### Press releases from the European Commission

All press releases regarding the Week will be sent to you so that you can disseminate them through your networks and pitch them to media outlets. Representations will receive the press releases via DG COMM. Interesting details you could pitch to media include:



Number and type of events taking place in your country as part of the Week



National Award winners and nominees in your country

### Op-ed

An OpEd by EU Commissioner for Jobs and Social Rights **Nicolas Schmit** will be shared with you. Please make provisions to promote the op-ed as soon as it is available.

### Suggestions

Other public relations activities could include:

- Offering to write articles for the national and local press;
- Offering an interview with a key figure in the Representation;
- Looking out for relevant events/activities and offering to support them.

### Further support

Further support and advice are available in the **media relations toolkit** and will also be featured in the **media relations webinar**.



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## SOCIAL MEDIA

How you can help spread the word:

### Share campaign video materials

Videos are hosted on the European Vocational Skills Week [website](#) as well as on the Commission's Social Europe [YouTube](#), [Facebook](#) and [Twitter](#) channels, for you to share, post natively and/or embed<sup>1</sup> into websites, blog posts and social media channels.

More information on how to make the most of social media can be found in the **social media toolkit**.

### Publish on social media

We have prepared some ready-made posts for Representations to publish on their online channels. These can be accompanied by photos, infographics, GIFs and videos to make them more interactive and engaging. They can be found in the social media toolkit. Here are some examples:

👉 We are excited to be organising a 2022 [#EUVocationalSkills](#) Week event this year.

Will you join us in  
*[insert country name and flag]*

[#DiscoverYourTalent](#)



<sup>1</sup> If you go to the video that you would like to use and press on Share or the icon, a URL will appear which you can use to embed the video.

👉 Vocational education & training will help you get a better job. You can learn and progress continuously, building skills and confidence.

Vocational training is a good path to a successful, rewarding career.

#EUVocationalSkills  
#DiscoverYourTalent



👉 It's never too late!  
If you're ready to #DiscoverYourTalent, click [here](#)

#EUVocationalSkills

👉 Need to get reskilled or upskilled?  
Check out our website to see how you can #DiscoverYourTalent

#EUVocationalSkills





## SUGGESTIONS

Other social media activities could include:



Looking out for relevant events/activities and promoting them via your social media channels;



Writing related articles in your newsletter, on your blog or website, and promoting them via social media.

## JOIN THE CONVERSATION

Follow the social media platforms below and be part of the conversation by using the hashtags **#EUVocationalSkills** and **#DiscoverYourTalent**

Please feel free to share content from these channels:



[@EU\\_Social](#)

[@EuropeanYouthEU](#)



[@SocialEurope](#)

[@EuropeanYouthEU](#)



## CONTACT US

We are happy to help with your communications activities.



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