



European
Commission

2022

Toolkit for National Contact Points

EUROPEAN **VOCATIONAL
SKILLS WEEK** 2022



#EUVocationalSkills

#DiscoverYourTalent

Employment
Social Affairs
and Inclusion

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WHAT IS EUROPEAN VOCATIONAL SKILLS WEEK?

About the campaign

European Vocational Skills Week is a European Commission initiative now in its sixth edition to raise awareness of the benefits of vocational education and training (VET). The motto of the communication campaign promoting the Week throughout the year is once more **Discover Your Talent!**

The 2022 Week will be held **16-20 May** and will feature the theme of **VET and the Green Transition**. This 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 this transition, ensuring no-one is left behind.

Events and activities associated with the Week will take place prior, during and after the Week across Europe, and we are counting on your valuable assistance to help us spread the word. Bringing together a variety of stakeholders to share their expertise, the Week aims to make VET a more appealing proposition and help young people and adults alike reach their full potential in their professional and personal lives. The overall **objectives** of the Week are to:



Showcase the many ways VET can help young people and adults '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.



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?

Additionally, as the coronavirus pandemic continues to disrupt many forms of education, work and training, VET provides solutions to overcome obstacles through new skills acquisition, upskilling and the creation of new networks of collaboration.

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](#).



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. VET graduates are equipped 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:

1

Boost the quality of VET.

2

improve teaching and training.

3

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.



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 that wish to play a more active role in promoting VET, by encouraging local VET stakeholders to participate in the Week's activities.

How can you support the Week?

- Encourage local VET stakeholders to organise events and activities and [link them to the Week](#)
- [Register national events and activities](#) on the [Week's website](#)
Promote the Week through your own contacts and networks
- Provide dedicated assistance to potential event organisers in your country
- Encourage those with their own first-hand accounts of success through VET, to share their experience through the [Share Your Story feature](#) on the website.
- Support and promote any nominees from your country for the [VET Excellence Awards](#) (to be held during the Week on 18 May) through your networks and encourage the public to vote for them.



Social media

Your social media channels and your network of contacts will be crucial to ensuring that all the VET stakeholders in your country, 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](#) in the resources section of the Website provides guidance and sample posts for different social media channels.



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.



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, linked to the Week to benefit from cross promotional outreach.



VET 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.



Media relations

By contacting local, regional, and national media in your country, you can spread the word about the Week and the local activities taking place. Our [media relations toolkit](#) in the Resources section in the Week's Website contains guidance on maximising coverage of the Week. Additionally, check out our key [communications toolkit](#) in the same section to help you spread the word.



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.



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