



European  
Commission

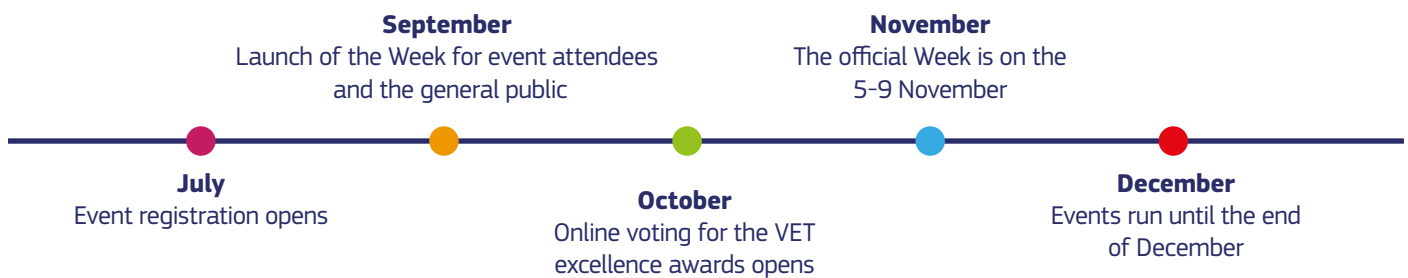
## EUROPEAN VOCATIONAL SKILLS WEEK



# THE WEEK FACTSHEET

European Vocational Skills Week is an initiative that takes place at national, regional and local level, with a series of events taking place in Vienna from 5-9 November 2018. There are lots of ways you can take part in the campaign to promote the Week, either by running your own event, or by spreading the word about the Week.

## WHAT'S HAPPENING THROUGHOUT THE CAMPAIGN?



## THE WEEK AIMS

- Showcase the numerous opportunities that VET can provide for young people and adults to “discover their talents” through VET
- Make companies realise the enormous potential and benefits of investing in human resources by engaging in initial skills provision for the young as well as upskilling and reskilling of adults
- Reinforce the message that vocational education and training is a path you can take pride in, and pursue, in the knowledge that it is beneficial for your future.
- Show that vocational education and training is a smart choice, is fun, and leads to high-quality jobs and increased employability.
- Highlight that there are great vocational training opportunities that successfully prepare you for interesting and challenging careers
- Show that it is never too late, vocational education is a desirable option for people of all ages

You can organise your own event or activity as part of the European Vocational Skills Week and become part of a large network of individuals and organisations promoting VET.

You can register your event on the website. Registered events and activities will be co-branded using the Week’s visual style. They will have access to promotional materials and benefit from a raised profile if they are included on the website.

You can get involved by promoting the Week through your networks and channels. There will be a whole range of content coming out of the European Vocational Skills Week including videos, infographics, leaflets and photos. These materials are ideal for sharing at events as well as through your online channels. You can also create your own content such as videos, photos and quotes from your events and activities.

Find out more: [ec.europa.eu/vocational-skills-week](https://ec.europa.eu/vocational-skills-week)

#DiscoverYourTalent

Employment  
Social Affairs  
and Inclusion

#EUVocationalSkills