



European
Commission

EUROPEAN VOCATIONAL SKILLS WEEK



European Vocational Skills Week, 5-9 November 2018

The highlights

This third edition of the European Vocational Skills Week, organised in cooperation with the Austrian Presidency of the Council of the EU, took place in Vienna from 5 to 9 November. The event brought together a wide range of stakeholders from across Europe to share their perspectives on Vocational Education and Training (VET) and its role in the future of work. The Week in 2018 aimed to promote VET as a way to help young and adult learners discover their talents and as a smart choice that leads to high-quality jobs and increased employability. Quality education, effective promotion of apprenticeships and inclusive policies to accommodate the most vulnerable groups were also emphasized during the discussions of the Week. The event focused on the future of VET: how it will develop and what challenges it will face.



Marianne Thyssen

European Commissioner for
Employment, Social Affairs,
Skills and Labour Mobility

“Each and every one of you has contributed to making this third European Vocational Skills Week a success. Our campaign has reached millions of Europeans to convince them that Vocational Education and Training (VET) is a great first choice. With your help, we will continue our work to position VET for what it is: an option that leads to successful careers and a choice that benefits the whole of Europe.”

Events in Member States

Over **1,800** national, regional and local events and activities will have been organised in the context of this third edition of the European Vocational Skills Week (the [registration](#) remains open until the end of December). There is a continued interest in the Week among European VET providers, regional and local authorities, civil society and youth organisations, social partners and enterprises, and research institutes. So far, events and activities have taken place in 45 countries, including all the EU Member States and 17 non-EU countries, reaching more than 2.4 million people.¹

Top types of activities

Open doors and information campaigns
Career days and seminars
Conferences and exhibitions

Top types of organisers

Vocational training providers
National and EU Agency authorities

Top countries by number of events organised

Hungary – **519** Croatia – **87**
Spain – **168** Romania – **84**
Austria – **150** Poland – **82**
Bulgaria – **96** Portugal – **80**

Top target groups

Learners in education
Vocational students
Teachers and trainers
Parents and families
Employers

Attendees participating in the VET researchers meeting at European Vocational Skills Week 2018, Vienna



Average session rating for Vienna events

4.15* out of 5

Number of participants in the Vienna events

622

Number of app users

439

Number of speakers in the Vienna events

122

Events organised by the European Commission in cooperation with the Austrian EU Presidency in Vienna

Participants at the Vienna events emphasised the importance of the Week:

“The European Vocational Skills Week provides us with information and the motivation to do more. Seeing that others are also working to improve the situation of VET, you realise that you are on the right track.”

Mait Palts, Estonian Chamber of Commerce and Industry, Estonia

“This European Vocational Skills Week provides us with a great opportunity to really understand what others do, to share experiences and best practices, as well as to connect with a European network at a political and professional level.”

Mario Cardona, Malta College of Arts, Science and Technology, Malta

“European Vocational Skills Week brings us renewed motivation and new ideas. This Week is always a moment where we can discuss VET and come up with ideas we had not thought about before. Because of the diversity of stakeholders and the way the Week is structured, there are so many different discussions and activities for inspiration. For example, the site visits, which would be great to replicate at national level.”

Giuseppina Tucci, OBESSU / The European Apprentices Network, EU

¹ The number of participants reached through the events is based on the estimates provided by the national event organisers.

*Based on 139 participants votes



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Award winners



Commissioner Marianne Thyssen and the award winners at the Closing Event in Vienna

VET Excellence Award Winners Companies and Learners

European Alliance for Apprenticeships -
Apprentice: **Domenico Calabrese**

European Alliance for Apprenticeships -
Large Companies: **ESB Networks DAC**

European Alliance for Apprenticeships -
Small Companies: **Atelier du Pain**

Training at Work: **Human Partner Sp. Z o.o. and Joanna Kamola**

International Skills Competition:
Daniel Gerber, Skills of Electrical Installation

Junior Achievement (JA) Europe:
Marmatia Technological High School, Simona ONA

VET Innovators

Innovative VET Provider: **Xabec Vocational Training Centre**

Ambassadors

This year, 24 national ambassadors and two pan-European ambassadors from a wide range of sectors and companies have been promoting the value of VET through media actions, during events and activities associated with the European Vocational Skills Week, and at the Week itself in Vienna.



Ambassadors and the Commissioner at the Closing Event in Vienna

Social media

The Week's social media campaign has reached **over 34.6 million** people² (twice as many as were reached by European Vocational Skills Week 2017) spreading awareness about VET, and demonstrating the citizens' interest in and engagement with the campaign.

Over **94,500,000** impressions³ of both hashtags **#EUVocationalSkills** and **#DiscoverYourTalent**

Total hashtag reach of **34,618,802⁴** citizens

Over **9,400** votes for the VET Excellence Awards 2018

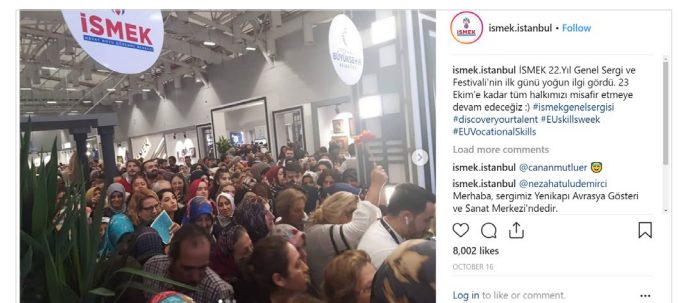
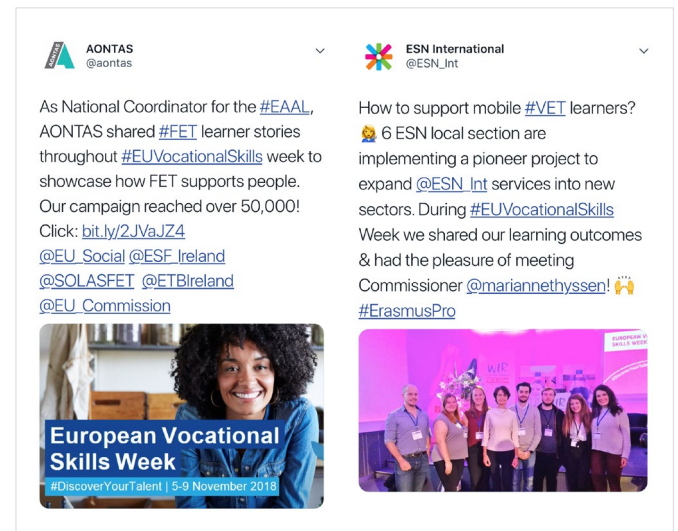
Over **20,800** posts about the Week on Twitter and Facebook

Over **100,000** visits to the European Vocation Skills Week webpages

Over **1,000,000⁵** views of Week-related videos

#EUVocationalSkills was trending in Vienna on Thursday 8 November

Posts



European Vocational Skills Week 2019

The next European Vocational Skills Week will take place from 14 to 18 October 2019 in Helsinki, Finland. Once again, events will take place all over and even beyond Europe. Find out more at: https://ec.europa.eu/social/vocational-skills-week/node_en_en

² The number of unique users who have seen posts about the Week.

³ The number of times that users have seen posts containing hashtags, keywords, URL, and/or mentions of the campaign.

⁴ The number of unique users who have seen posts about the Week.

⁵ Video views for Week-related campaign videos.

⁶ Total number of tweets published by and about the Ambassadors.