

DISCOVER YOUR TALENT. YOUR JOURNEY. YOUR CHOICE.

Campaign Key Messages

TARGET GROUP

KEY MESSAGES



ALL

You have talent. Discover your talent with vocational education and training (VET).

Discover your talent and prepare today for Europe's economy of the future.

Invest your time in vocational education – it's worth it. Training leads to better jobs and a better quality of life.



YOUNG
LEARNERS
AND
PARENTS

Maximise your career opportunities with vocational education, especially in the new green and digital economy. Vocational training enables you to learn and progress continually, building skills and confidence. Vocational training can set you on a path to a successful, rewarding career.

New qualifications are valuable to employers and recognised across many industries. Vocational education and training improves your job prospects. Vocational education and training is the smart choice. It leads to high-quality jobs, wide career opportunities and stable employment.

Challenge yourself in a new career. Engage actively in society, gaining an emotionally rewarding experience while participating in your local community. Learn to give while you gain.

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ADULT
LEARNERS

It is never too late! Vocational education is about new opportunities.

Vocational training gives adult learners the chance of a new career path, to skill- up for the new economy.

Constant learning is part of your career.
New skills = employability, flexibility and stability.

Adult education boosts personal skills and increases social opportunities and community engagement, giving you strong roots in Europe's green, digital future economy.



BUSINESSES

Companies have skills gaps. Vocational education and training fills the gaps. Boost your business with continuous learning and upskilled employees.

Future-proof your business with a continuous learning programme. Upskill and reskill your employees to create a flexible, switched-on team.

Invest in education and training. The green, digital economy needs new skills. Europe is here to help.

Invest in future generations. Offer vocational education and training opportunities to young people. It's an investment in your business.

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PRIMARY AND
SECONDARY
TEACHERS
AND SCHOOLS/
CAREERS
AND ADULT
LEARNING
COUNSELLORS

VET is a valuable option with a wide range of career opportunities.

VET education is recognised by industry and offers qualifications that are valuable to businesses.

A full range of new options is open to learners completing VET studies.

VET education offers adults the possibility of pursuing a new professional path by equipping them with the most sought-after skills in today's marketplace.