

# EUROPEAN VOCATIONAL SKILLS WEEK 2019: DISCOVER YOUR TALENT!

**On [date], the [name of event/activity] will take place in [city, town or area] as part of the fourth European Vocational Skills Week.**

This will be a great opportunity to... [Your event/activity's information goes here. See [Media Relations Toolkit](#) for guidance:

- name of event/activity, date and location
- explanation of event/activity
- who should take part in the event/activity
- information on how to register
- why VET is important in your country/region
- Quote from organiser/speaker

European Vocational Skills Week 2019 is taking place in Helsinki, from 14 – 18 October. As part of the Week, hundreds of events and activities will also be taking place across Europe throughout the year. Opening events and Employers' Days will be hosted in several Member States, awards are taking place in Helsinki, and national and EU-level Ambassadors will be raising awareness of the campaign.

"Discover your Talent!" is the motto for the Week, organised by the European Commission. The Week will bring together education and training providers, civil society organisations, public authorities, business organisations and the broader public to raise the profile of Vocational Education and Training (VET). The aim of the Week is to show that VET is a smart choice, leading to excellence in education, high-quality jobs and increased employability. This year's theme is VET for ALL – Skills for Life, so there will be a special focus on the inclusive and life-long aspects of VET.

**Contact:** For more information or specific requests please email [insert email address] or call [insert name] on [insert telephone number].

## VET IN EUROPE (source: Eurostat)

- 48% of upper secondary students in Europe participate in upper secondary VET ([2017](#))
- The employment rate of recent VET graduates in Europe has increased to 77.5% ([2018](#)) compared to 74.8% ([2017](#))<sup>1</sup>
- The percentage of low-qualified adults<sup>2</sup> in Europe is 21.9% ([2018](#)), down from 22.5% (2017)
- 72.2% of companies in the EU provided continuing vocational training to their employees (2015)
- 11.1% of Europe's population between the age of 25 to 64 participates in adult learning ([2018](#)), up from 10.9% (2017)

## EUROPEAN VOCATIONAL SKILLS WEEK

[Website and event map](#)

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[Facebook Event Page: \[Add a link to your Facebook event page here\]](#)

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<sup>1</sup> Aged 15-34

<sup>2</sup> Less than primary, primary and lower secondary education, [Eurostat](#)