



European Commission

## EUROPEAN VOCATIONAL SKILLS WEEK 2019



Supported by the Finnish Presidency of the EU Council, the European Vocational Skills Week 2019 central events took place in Helsinki from **14–18 October**.

### SOCIAL MEDIA AND WEB<sup>1</sup>

The social media campaign reached **over 36.6 million** people, compared to 34 million people reached last year,<sup>2</sup> raising VET awareness and celebrating citizen engagement with the campaign.

Hashtags **#EUVocationalSkills** and **#DiscoverYourTalent** collected over **97 million** impressions<sup>3</sup>, compared to **94.5 million** impressions in 2018.

Over 240 VET professionals joined the EVSW Facebook private group, with more than 1,200 reactions.



More than **15,000** votes for the VET Excellence Awards 2019



Over **1.5 million** video views (Over 1 million in 2018)



Over **150,000** website visits (Over 100,000 in 2018)



Over **17,000** tweets (Over 20,000<sup>5</sup> in 2018)

<sup>1</sup> The 2019 campaign will officially end on 31/12/2019. These figures relate to the period: 01/04/2019 – 07/11/2019.

<sup>2</sup> The number of unique users who have seen posts about the Week.

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

<sup>4</sup> Video views for Week-related campaign videos.

<sup>5</sup> The quantity of posts and ads has been reduced this year, due to an increased focus on the quality of content and engagement.

### NATIONAL, REGIONAL AND LOCAL WEEK-ASSOCIATED EVENTS AND ACTIVITIES

As of 7 November 2019, **over 1,600** events were organised for European Vocational Skills Week this year (registration is open until December).

So far, **46 countries** have hosted events and activities, reaching more than **2.6 million people**<sup>6</sup>

Events and activities approved:



Estimated reach of national events and activities:



Top countries by number of events and activities:



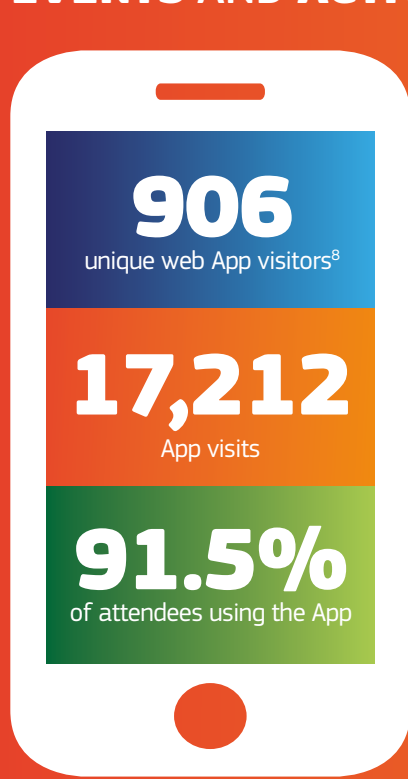
**“** The very first Skills Week was already a very great success. And since then it has only gotten better and better. From 980 events in 2016 to over 1,600 this year, reaching 2.6 million people across 46 countries<sup>7</sup>. I am therefore very pleased that we have reached more people than ever before during this fourth edition of our Vocational Skills Week, and hope that they too will spread the word about the quality of vocational education.

Marianne Thyssen – European Commissioner for Employment, Social Affairs, Skills and Labour Mobility

<sup>6</sup> The number of participants reached through the events and activities is based on the estimates provided by the national event organisers.

<sup>7</sup> The figures have been updated on 7 November 2019.

### EVENTS AND ACTIVITIES IN HELSINKI



<sup>8</sup> This figure includes the number of people that used the web app on their laptops or phone browsers

### QUOTES FROM PARTICIPANTS

**“** Paolo Federighi, University of Florence  
It is a great opportunity to build an international network and stay updated with the EU VET and adult learning sphere.

**“** Vaidotas Viliunas, EURASHE  
European Vocational Skills Week keeps us informed on the latest developments concerning vocational and professional education in our communities.

**“** Frederik Enevoldsen, FH – Danish Trade Union Confederation  
European Vocational Skills Week means being inspired and learning how organisations and countries develop, implement and communicate the benefits of VET.

**“** Matthäus Fandřejewski, CESI Youth Representative  
Doing an apprenticeship is a wonderful lifetime opportunity. Inspired by this event, I am looking forward to undertaking my adult apprenticeship.

**“** Stefan Planitzer, Austria  
UNESCO-UNEVOC's 2019 'UNEVOC Skills in Action Photo Competition'

**“** Ruth Pemisola Olunju, Nigeria  
UNESCO-UNEVOC's 2019 'UNEVOC Skills in Action Photo Competition'



### AWARDS

VET Excellence Award Winners:

**European Funding for Excellence Awards**

- European Social Fund - **Empleando digital**
- Erasmus+, VET and skills for the future - **John Hurley**
- Erasmus+, Social inclusion - **Maria-Luise Leitner**

**European Agencies Awards**

- #CedefopPhotoAward - **Ortweinschule**
- ETF Entrepreneurship Award - **University of Alexandria**

**International Awards (Guests of Honour)**

- International WorldSkills 2019 - **Stefan Planitzer**
- UNESCO-UNEVOC Action Photo - **Ruth Pemisola Olunju**

**Companies and learners**

- European Alliance for Apprenticeships winners - **Samuel Gilmore, Hidromek A.Ş., Strand Hotel, Hot & Cold Therm Kft.**

**VET Innovators Awards**

- Innovative VET Provider - **Akademie Deutsches Bäckerhandwerk Weinheim**
- Teacher and Trainer - **Markku Vengasaho**
- VET Researcher - **Prof. Fernando Marhuenda**
- Entrepreneurial school - **Gradia Vocational Institute**

### AMBASSADORS

The national and pan-European ambassadors of the Week have been doing a wonderful job promoting VET on social media. They have reached **1.25 million** people with **4.2 million** impressions all over Europe.<sup>9</sup>



<sup>9</sup> These figures include the posts published by and about the Ambassadors, and do not include the social media activity of the Ambassadors in France and Germany.

#DiscoverYourTalent

Employment Social Affairs and Inclusion

#EUVocationalSkills