



5th edition of European Vocational Skills Week

EUROPEAN VOCATIONAL SKILLS WEEK



*Meeting of School Education Gateway:
“VET and Work-based Learning”*

Brussels, 11 June 2020

*European Commission
Directorate General for Employment, Social Affairs and Inclusion
Unit E3 – VET, Apprenticeships and Adult learning*

#DiscoverYourTalent

Employment,
Social Affairs
and Inclusion



Origins of the European Vocational Skills Week

- Began by Commission in 2016, launched by the Skills Agenda,
- Held annually
- We aim to change minds about VET
- Focussed week of events/activities in various locations
- Communications campaign in support
- Harness existing stakeholders, emphasise reaching the national, regional and local
- Successful initiative: short-listed for European Ombudsman prize in 2017



Implications of COVID-19 for the 2020 Week

- Close cooperation with the hosting German Presidency
- HYBRID Week – partly online, partly in-person
- Fewer people in Berlin (+/- 200) and fewer activities than in previous years
- Technological implications
- Need for healthy conditions and social distancing to be observed
- Possibility of greater outreach



2020 Week – European events

2020 EUROPEAN VOCATIONAL SKILLS WEEK (9-13 November, Berlin, Germany) - draft as of 8 June 2020

		MONDAY 9 November	TUESDAY 10 November	WEDNESDAY 11 November			THURSDAY 12 November	FRIDAY 13 November	
MORNING	National opening events	Opening in Brussels* (tbc)	DGVT meeting 	DGVT meeting 	Upskilling Pathways and ILA Forum 	EU funding opportunities for education and skills (ESF+ and Erasmus) 	Validation of non- formal and informal learning 	VET Conference Parallel sessions covering: 1) European Cooperation in VET 2) Inclusive Excellence 3) Higher and Tertiary VET for VET excellence 4) VET for sustainability 5) Europass and digital credentials 6) Future Skills Needs 	Closing of the EVSW
			Lunch	Lunch			Lunch		
AFTERNOON	National opening events		Joint press conference with Federal Minister Karliczek and Commissioner Schmit	Lunch					
			DGVT meeting 	European Alliance for Apprenticeships (EAPA) 	VET Conference Plenary 			VET and the role of Social partners (DE Presidency event) 	VET Providers and Community of Learning Practitioners
EVENING		DGVT Welcome/Presidency dinner 	Launch of Pact for Skills followed by dinner Commissioners Schmit and Breton (tbc) 	The 2020 Vocational Excellence Award Nominees Celebration 					

Note: 11 November is a holiday in some EU countries

Colour codes for events:

- webstreamed in-person meetings
- in-person meetings
- online meetings



Vocational Education and Training in a green and digital area



9-13 November 2020
Berlin



Communications campaign

Done so far:

- Update website continually
- 5 newsletters: response to COVID-19
- News articles
- Create strategy for new external contractor
- Review of the Week since 2016



Communications campaign

Upcoming:

- Condensed campaign emphasising national/regional/local reach
- Branding: green, COVID-19
- Digital emphasis and social media engagement
- Website, mapping of events/activities, share your story
- Videos
- Written products and press support
- Support in Berlin



European Vocational Skills Week Ambassadors 2020

- The Ambassadors: well-known, with a VET story, good communicator, social media presence
- 27 (26 Member States)
- Two pan-EU to be invited
- Accepted: 16
- 12 new faces
- Some familiar names... Elke Büdenbender (First Lady - DE), Jean Arthuis (former MEP - FR)
- We have a new Commissioner!



Awards for VET Excellence 2020

Company and Learners Awards

- EAfA apprentice
- Training at Work

VET Innovator Awards

- Innovative VET Provider
- Teacher and Trainer
- VET Researchers
- The Entrepreneurial School

European Funding for Excellence Awards

- ESF
- Erasmus+

European Agencies Awards

- CedefopPhotoAward
- ETF Innovation and Skills



How can you support us?

- **Promote** the organisation of VET events at national, regional and local level, get **all stakeholders involved online**, and **register** the events
- Exchange **best practices**
- **Promote the Awards** and mobilise for applications
- Support **Ambassadors** work if you can
- Get involved in **national opening events, maybe online** (around 9 November 2020)
- Use your **social media** connections!
- Let us know **if we can help** you



Thank you

<https://ec.europa.eu/social/vocational-skills-week/>