



European  
Commission

# 2022

# Communications Toolkit

EUROPEAN **VOCATIONAL  
SKILLS WEEK** 2022



#EUVocationalSkills

#DiscoverYourTalent

Employment  
Social Affairs  
and Inclusion

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## WHAT'S THE CAMPAIGN ABOUT?

European Vocational Skills Week (the 'Week') is a European Commission initiative to raise awareness and increase the attractiveness of vocational education and training (VET).

The Week aims to make VET more appealing to help young people and adults reach their full potential for a more fulfilling personal and professional life. Events taking place all over Europe – locally, regionally, and nationally – will showcase the immense opportunities VET offers for individuals and companies.

The sixth edition of the Week will be held 16-20 May 2022 and associated activities will run from January through August – which means you have many opportunities to boost your organisation's visibility and activities in the area of VET.

The **motto for this year's communication campaign** is **#Discover Your Talent!** The motto aims to show that every person has valuable talents, and that VET can provide the practical skills and knowledge for Europe's citizens, of all ages, to succeed in the labour market and achieve their full potential.

The **theme** this year is **VET and the Green Transition**, in line with the European Commission's [European Green Deal](#) – its plan to become carbon neutral by 2050 – and to equip everyone with the necessary tools for the green transition, ensuring no-one is left behind.



### In a Nutshell

European Vocational Skills Week 2022 will put skills at the heart of the Green Transition.

**Food for Thought:** What new skills will we need to thrive in an environment that protects earth's valuable resources? What role can VET play to ensure everyone has the needed skills for the Green Transition?



## HOW TO USE THIS TOOLKIT

This communication toolkit is a practical resource for event and activity organisers for European Vocational Skills Week 2022. **It aims to help you promote European Vocational Skills Week among your stakeholders and the wider public.**

The materials in this toolkit will support you in communicating the benefits and opportunities associated with VET across Europe to your learners, networks and stakeholders.

### The Campaign Objectives

**The European Vocational Skills Week campaign aims to:**

- ✓ Showcase the many ways VET can help young people and adults to 'discover their talent'
- ✓ Demonstrate to employers the enormous benefits of investing in human resources by supporting the initial training of young people, as well as the upskilling and reskilling of adults
- ✓ Validate the choices people make when they choose VET, by showing its competitive value
- ✓ Develop awareness of European Vocational Skills Week, building on the success of previous campaigns
- ✓ Showcase and provide a platform for those skills needed on the road to Europe's Future Green Economy

## Key Messages and How to Use Them



### VET

Key messages sum up what we want to tell people about VET and help the community speak with one voice. They strengthen the Week's impact and help to promote VET across Europe.

They will help you and your partner organisations spread your message through campaigns across Europe. They can also act as inspiration when you are thinking about what type of event to organise, promoting your event or the Week, preparing presentations or writing social media posts.

For all the key messages for each target group, please see the Key Messages document in the resources section on the [website](#).

You





## HOW TO GET INVOLVED

**Key to the success of European Vocational Skills Week 2022 is the active involvement of organisations, companies, and individuals in the campaign.**

If your event focuses on VET and you want to help raise its profile, there are many ways to support the Week campaign.

You may organise an event or activity if you are a school, company, organisation, or association

Any EU Member State

An EFTA Country

Iceland

Norway

Liechtenstein

Switzerland

A candidate country

Albania

Montenegro

Republic of North Macedonia

Serbia

Turkey

Supported by the ETF (European Training Foundation)

## Organise an event or activity

By organising your own event or activity as part of European Vocational Skills Week, you become part of a large network of individuals and organisations promoting VET.

**Registering your event as part of the Week is a unique promotional opportunity.** You will have access to media relations support, promotional materials, and visibility on the European Vocational Skills Week [website](#).

You can organise a broad variety of activities and tailor them to the needs of your organisation and the resources available.

Given the ongoing restrictions to stop the spread of COVID-19, this year we're encouraging you to organise digital events – it could be a: **webinar**

**digital press campaign** **online careers fair** **Facebook Live** **Instagram Live**

or **another online gathering**

We welcome you still organising in-person events, of course, if conditions allow. For your activity to be accepted and promoted as part of the Week, it must:

- 1 **Reflect your commitment to excellence in VET and/or adult learning.**
- 2 **Aim to improve the image, attractiveness, and quality of VET.**
- 3 **If possible, supply information on positive outcomes** (for instance in terms of greater interest in VET programmes from potential learners, employability, etc) **also tied to the theme of the Week – VET & the Green Transition**

## Fill in the Registration Form for your event/activity

It's as easy as A, B, C..

Once you have planned your activity or event, you can fill out our user-friendly registration form on the website. All submissions will be screened to ensure the necessary information has been provided and that the event meets the criteria above. You will then be contacted for further clarification or with confirmation that your event has been added to the Week's website. You can find a full overview of the registration process in the guidelines for organising your activity.

## Our Support

We have developed a range of tools to help you enhance the visibility of your event or activity – whether locally, nationally, or internationally – and boost participation. These tools can be found in the [resources section](#) and [media section](#) of the Week Website and include:



A European Vocational Skills Week 2022 leaflet



Social media and media relations toolkits to help you plan your own promotion



A monthly newsletter full of VET-related content



Access to webinars on how to promote your event



Visual assets to co-brand your event (with official partner stickers, posters, video material, social media content, etc.)



A support helpline (available in EN, DE, FR, NL, ES, and Greek)



You will also benefit from a media relations network





## INCREASE YOUR IMPACT

### Hosting a successful virtual event/activity

First you will need to register your event on our website. Click on the [link](#) to register your event. It does not take more than ten minutes to register your event on the user-friendly form.



#### Choose you format

In-person events or virtual events can be held in any of a wide-range of formats or in a combination of formats. Select the format that works best for your event theme and that will keep your target audience engaged. Here are some of the most popular formats to consider:

single presenter

dual presenter

interview

Q&A

panel discussion



#### Timing

Keep in mind the daily activities of your target audience. Depending on your target group, lunchtime might be the best time to organise your virtual event, or towards the end of the week if you are targeting adult learners and professionals. Also consider the length of your event. The optimal length of a webinar, for example, is **45-60 minutes**.



### Choose the right platform for online events

There are a variety of options for hosting a virtual event, for instance,

[Zoom](#)

[GoTo](#)

[Google Meet](#)

[Webex](#)

[MS Teams](#)

[Facebook](#)

and [Instagram Live](#)



### Do a dry run and test your tech and logistics

Set up a test of your event and run through your event, checking for sound quality, video quality, light quality, as well as virtual aspects if online. Many online platforms allow you to upload an image or video as a background. Note that this feature usually works best with uniform lighting and a plain wall or green screen.



### Marketing

Promote your event via social media and email to boost attendance at your event. Send email reminders to registered attendees one week, one day, and one hour prior to the online event.



## SHARE YOUR STORY

We want to hear about VET-related experiences from individuals, organisations, and event/activity organisers, so we can build a library of stories to inspire others. Options include the following:



Tell the story of a previous event/activity, sharing your successes and the lessons you learned.



Ask learners, parents, staff or other stakeholders to share their experiences of VET.



Share the story of your organisation and how it has benefited from VET.

You can share your story by completing this [user-friendly form](#). A selection of stories will be promoted across EU channels.

### Social media

You can get involved by promoting the Week through your social media networks and channels. The materials provided on the website are ideal for sharing at events, as well as through social media. You can also create and share your own content such as videos, photos, and quotes from your activities. Video content is ideal for social media, but photos with a human touch will also be effective.

Remember to use the hashtags:

[#EUVocationalSkills](#)

[#DiscoverYourTalent](#)

Alternatively, tag our social media profiles (listed below) and we can help boost your profile through the wider VET network. (Make sure the content you share complies with national and EU copyright legislation.)

Find more information about how to make the best use of social media in the **social media toolkit**.

### Find Inspiration

You can also find new ideas by reading about how the EU is here to help.

**For example:**

- [Micro-credentials and Individual Learning Accounts](#)
- The [European Skills Agenda](#)
- The [European Pillar of Social Rights](#)
- The [European Education Area](#)
- [EVSW Newsletter](#)
- [Erasmus+ call for Partnerships for Innovation.](#)
- [Forward-Looking Projects](#)
- [European Social Fund Plus \(ESF+\)](#)
- [Community of European VET practitioners | EPALE \(europa.eu\)](#)
- [European Commission Guide for a fair transition towards climate neutrality](#)
- [European Alliance for Apprenticeships \(EAfA\)](#)
- [Upskilling Pathways: public consultation launched-Employment.](#)
- [Social Affairs & Inclusion\(eu\)](#)

Commission calls for environmental [sustainability](#) to be at the core of EU education and training systems

*Please note that there are no subsidies available for events/activities. However, the European Commission provides assistance by promoting events/activities via social media and creating items, such as printable leaflets and posters.*



## CONTACT US



**Email:** [empl-vocational-skills-week@cecoforma.com](mailto:empl-vocational-skills-week@cecoforma.com)



**Phone:** +30 6996176874



@EU\_Social

@EuropeanYouthEU

#EUVocationalSkills

#DiscoverYourTalent



@SocialEurope

@EuropeanYouthEU



**Website:** [ec.europa.eu/social/VocationalSkillsWeek](https://ec.europa.eu/social/VocationalSkillsWeek)

