



European Vocational Skills Week, 5-9 December 2016



The inaugural European Vocational Skills Week took place 5-9 December 2016, **bringing together a full range of VET stakeholders from across Europe** and covering themes such as: Adult Learning and reskilling, Youth employment, VET's contribution to competitiveness and jobs, Apprenticeships and mobility, Businesses and VET and Improving quality assurance in VET.

"This has been a great Week with all our younger and older skills learners. Congratulations to all involved!"

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

Events in Member States

Over 900 national events and activities took place, with activities in all EU Member States and beyond.

Events in Member States reached over **700,000** people

Top types of activities:

Open doors
Conferences
Seminars

Top types of organisers:

Vocational Training organisations
National/Regional/Local authorities
National Agencies

Top 3 countries:

Spain
Hungary
Croatia

Top target groups:

Teachers
Vocational learners
Young people



ATEC, training provider, Portugal



Volkswagen, Best Apprentices 2016, Germany



CIP Donostia, vocational school, Spain

Brussels Events

Participants at the Brussels events stated that **their expectations were met or exceeded** and that a large majority **would come back to a similar event next year.**

1,500 people attended the events organised by the European Commission



EU Commissioner Günther Oettinger and apprentices, Siemens Training Center, Germany

Social Media

Over **8,800** posts

Over **9,000,000** viewers*

Over **30,000,000** impressions**

*The number of unique users who have seen posts about the Week

**The number of times that users have seen posts containing the hashtag, keyword, URL, and/or mention*




**DISCOVER
YOUR TALENT!**



Top posts and tweets

Social Europe added 5 new photos.
Published by Daniela Teixeira [?] · December 5 at 1:12pm · €

It's European Vocational Skills Week! 🎉
The launch event started on a vessel and +750 events will be taking place across Europe until Friday!
📍 Find an event near you: <http://ec.europa.eu/social/VocationalSkillsWeek>
Get involved by sharing your pictures and using the hashtag #EUVocationalSkills



Social Europe
Published by Daniela Teixeira [?] · December 7 at 5:30pm · €

We're LIVE tomorrow at 11.20 CET! We'll be discussing Business and VET with experts: Arnaldo Abruzzini, EUROCHAMBRES' CEO, and Margarida Segard, European Association of Institutes for Vocational Training (EVBB) Vice President.
Start posting your questions below ↓↓↓
#EUVETBiz #EUVocationalSkills



Get More Likes, Comments and Shares
Boost this post for £16 to reach up to 9,900 people.

131,842 people reached Boost Post

712 10 Comments 22 Shares

Award Winners



- Lisa Janisch**
The Best of Europe Award, EuroSkills 2016
- Nico Conti**
The Youth in Education and Training Award, Cedefop video and photo competition 2016
- Raquel Pereira Sousa Pinto**
The Youth in Education and Training Award, Cedefop video and photo competition 2016
- Smadar Or**
The ETF Good Practice in the area of Youth Entrepreneurship Training Award
- Optima Samkommun, Finland**
The Innovative VET provider Award

- Dr. Martin Mulder**
The European Researcher Award, vocational education and training
- Petronor, Spain**
The European Alliance for Apprenticeships Awards - company category
- Megan Niven, Nielsen**
The European Alliance for Apprenticeships Awards - apprentice category
- Lewis Churchill, IBM Europe**
The European Alliance for Apprenticeships Awards – apprentice category

Ambassadors

Inspiring personalities joined the campaign as European Vocational Skills Week Ambassadors, acting as role models for both young people and adults.



- Morana Saračević and Martina Čičko-Karapetrić, Boudoir Sisters,**
Fashion Designers, Croatia
- Gun-Britt Zeller,**
Hairdresser, Gun-Britt Coiffure, Denmark
- Enzo Miccio,**
TV Presenter, Italy
- Sebastian Dan,**
Chef and Journalist, Romania
- Clara Bassols,**
Director of the Fundación Bertelsmann, Spain
- Gérard Mestrallet,**
Chairman of the Board of Directors of ENGIE and SUEZ and President of FACE, France
- Jez Brooks,**
Leader of the IBM Apprenticeship scheme, UK