

## 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