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**VET Conference**

**«The value of competences in VET»**

**Workshop 5**

**Attractiveness of VET through valuing of competences**



GOBIERNO  
DE ESPAÑA

MINISTERIO  
DE EDUCACION

**Chair:**

João Delgado, Head of Unit DG EAC

**Speakers:**

- Franz REITHUBER, Austria
- Philippe PERFETTI, France
- Petri RAJANIEMI, Finland

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## **Key messages:**

### **VET is a key tool for re-qualifying active population:**

- Especially for the 12,1 million low-qualified workers who will be spare en 2020 and the 23 million unemployed workers who will have to be replaced.
- And to reach the goal of 90% of young population with post-compulsory studies.

## Experiences (1): Austria, VET school and HTL-Steyr

- Quality in VET: based on teachers' team work, on participative students and an international perspective.
- A good image does not need advertising.
- Implication of enterprises is needed to arrange resources and mobility.

## **Experiences (2): France, Chamber of Trades & Crafts**

- Apprentices in a sector of 250 professions, 950.000 enterprises, 50% work - 50% training.
- Transnational mobility improves attractiveness.
- Agreements with enterprises improves transversal competences and individual progress.



## Experiences (3): Finland: change of image campaign AMIS

- In 2000, VET image, AMIS, was very negative, almost an insult.
- Campaign designed by VET students: AMIS improves your salary, AMIS makes more money.
- Increase on popularity. Option best demanded: ***AMIS IS NOW IN.***

## **Aims and Challenges:**

- With European goals for 2020:
  - 10% Early-school leaving.
  - 40% High school studies.
- With emblematic initiatives linked to Strategy 2020:
  - New Skills for New Jobs agenda**
    - ✓ Cooperation in education and training for Lifelong learning.
    - ✓ Developing EQF and recognizing non-formal and informal learning.

## **Priorities:**

- Make VET more attractive:
  - Improve quality.
  - Increase visibility.
  - Use of good practices as a stimulus.
- Facilitate return to VET:
  - Establishing direct access mechanisms for young and adults.
  - Establishing the recognizing of competences.



## Conclusions:

- ❑ **VET, a key for Europe 2020:** New qualifications for new jobs, which need 80 million workers.
- ❑ **Recognizing competences, first step of professional career:** the worker is placed in the starting point to continue learning and it offers an individual plan of education and professional progress.
- ❑ **VET, in the core of European policies of lifelong learning:** improving visibility and quality of the system is needed.
- ❑ **Mobility, quality element for VET in XXI century:** Training in more than a country is needed in Europe 2020.