

13th International Stakeholder Conference PA9 “People and Skills” of the European Union Strategy for the Danube Region

Towards Innovative, Resilient and Inclusive Danube Region Through Unity and
Cooperation

12 – 13th May 2025

On-line event

Zoom access link:

<https://mon-gov-ua.zoom.us/j/82947260020?pwd=SF20AdD0apOAmthwEMIXA33KAkcXrD.1>

Question 1

What factors of the VET system and institutions (aesthetical, organizational, communication, inclusion and other) should be improved for increasing VET attractiveness and visibility for key audiences in the Danube region?

Attractiveness, visibility and relevance of VET

ERI SEE

- For increasing **attractiveness and visibility** of VET, it also has to be **relevant**
- These 3 things should be considered all together

For **Relevance**:

- Having the concrete inputs from the labour market (through surveys, analysis, focus group interviews, polls, strategic documents, observations etc.)
- Addressing the inputs when shaping occupational and qualification standards for educational programmes – either for initial or continuous VET
- Connection with the business sector
- Having the adequate amount of practical components in the programmes
- Having the adequate amount of theoretical components and key competences in the programme
- Ensuring flexibility (through optional modules, additional short courses, specialization, on-the-job- trainings etc.)
- Quality assurance mechanisms applied in all steps
- Foundation for making it the „first choice“



Attractiveness of VET

- Information about the employability after the conclusion of VET programmes (initial, continuous VET): tracking systems, connection to the employment services, connection to the education providers
- Ensured advancement to higher educational levels (not just declarative)
- Opening of VET through recognition of prior learning
- Subsidies for VET programmes (initial, continuous)
- Cooperation schemes with companies (for dual learning, for employment)
- Investment in training centres, school workshops (with equipment, new technologies), making them modern and attractive
- Automatization of processes – digitalization – human factor supervising machinery
- Skills competitions and PR campaigns about them
- Quality assurance



- Skills competition (national, regional, European)
- Media presence
- PR campaigns
- Influencers
- Information about job options, salaries
- Status of VET has to be increased (not the second but the first choice):
 - Possibility of advancing your career
 - Possibility of advancing your education level (progression to higher EQF levels)
 - Possibilities of changing your career (through up-skilling, re-skilling)
 - ...

All three components: relevance, attractiveness and visibility, have to be intertwined to create success.

Question 2

How can these factors (relevance, attractiveness be improved)?

ERI SEE addressing the relevance of VET:

- Cooperation with the Chambers of Commerce from the region – bridges to the business sector and information about the needs
- Cooperation
- Inclusion of business representatives into working groups (for occupational standards, qualification standards)
- Educational programmes – modular shape, adjustability to initial and continuous VET
- Teaching and learning material for vocational subjects, with practical components
- Emphasizing the importance of practical trainings
- Focus on adult education and its quality assurance
- Focus on recognition of prior learning

ERI SEE activities: Attractiveness and Visibility of VET

ERI SEE addressing the attractiveness of VET:

- Visually attractive teaching and learning materials
- Supporting VET centres in the region to promote VET
- Lobbying for the idea of regional skills competition (based on the results of national skills competitions and focusing on sectors of common interest in the region)



Thank you!

email: office@erisee.org

Education Reform Initiative of South Eastern Europe/ERI SEE Secretariat

Dečanska 8a

11000 Belgrade

Tel: +381 (0)11 3345 376

Fax: +381 (0)11 3345 378

www.erisee.org

