



**EUROPEAN
YEAR OF
SKILLS**

INFORMEU – Communicating on EYS, 04/04



European companies are grappling with a **shortage of staff** [...] Both low-end and high-end. We need everyone on board.

We need much more focus in our investment on **professional education and upskilling**.

We need **better cooperation** with the companies, because they know best what they need.

And we need to match these needs with people's aspirations.

But we also have to **attract the right skills** to our continent, skills that help companies and strengthen Europe's growth [...] we need to speed up and facilitate the **recognition of qualifications** also of third country nationals [...]

This is why I am proposing to make 2023 the European Year of Skills



Why a European Year of Skills?



Investment

Increased, more effective and inclusive investment



Skills relevance

Strengthening skills relevance by close cooperation



Matching aspirations

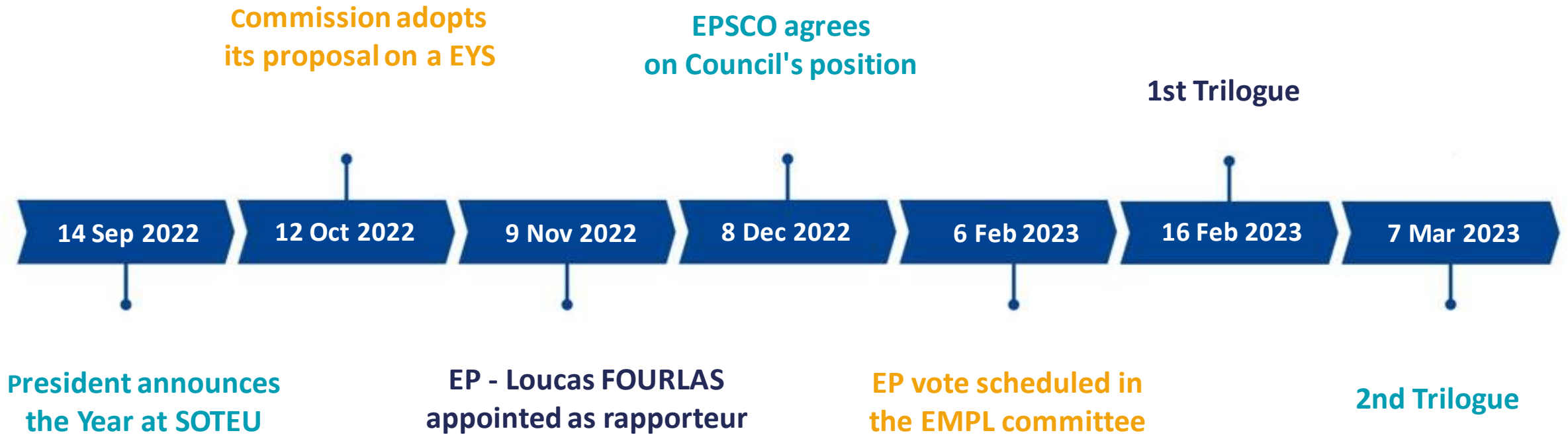
Matching people's aspirations and skills-set with labour market opportunities



Attracting people

Attracting people from third countries with the skills needed by the Union







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**AGREEMENT
REACHED!**



Communication Objectives



1. **Creating awareness and informing** EU citizens, policy makers and stakeholders about EU initiatives



2. **Encouraging all working-age adults to participate** in upskilling and reskilling opportunities



3. **Promoting further the close cooperation** between stakeholders in identifying and addressing labour market shortages.



A joint effort

Coordination between all communication partners to align the approach, **increase impact** and ensure **reporting** on the results:

- Common **branding**
- Corporate [web presence](#)
- [Communication toolkit](#)
- **Info sharing** in existing exchange platforms
- Monthly **communication newsletter**
- Corporate presence at Open Days, banners, etc.



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What can DG EMPL offer?

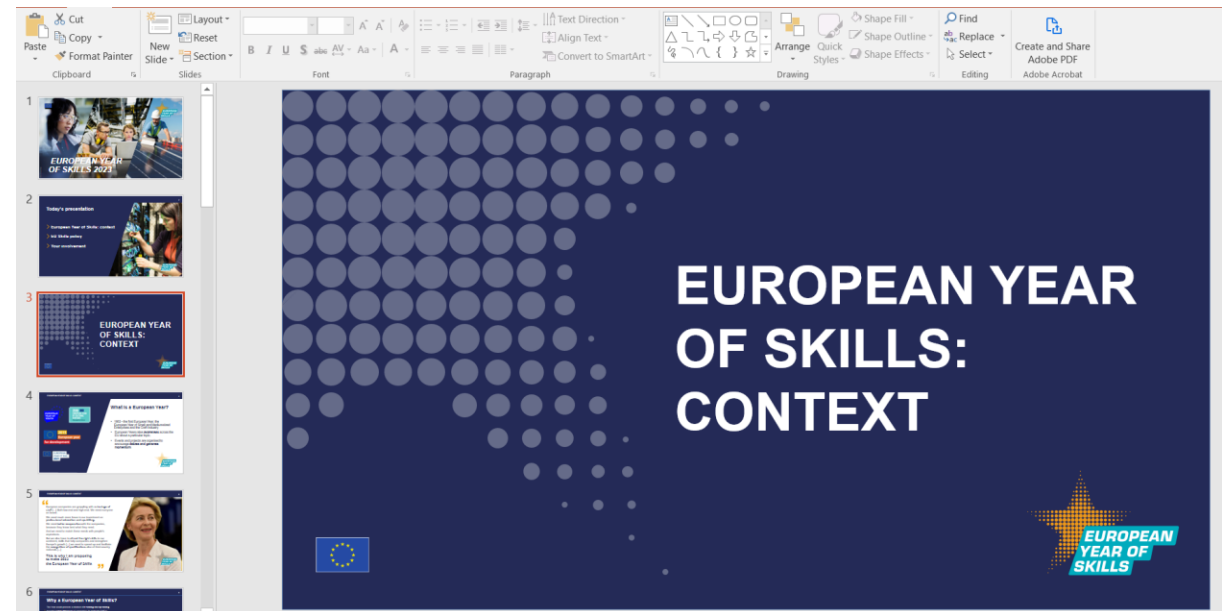
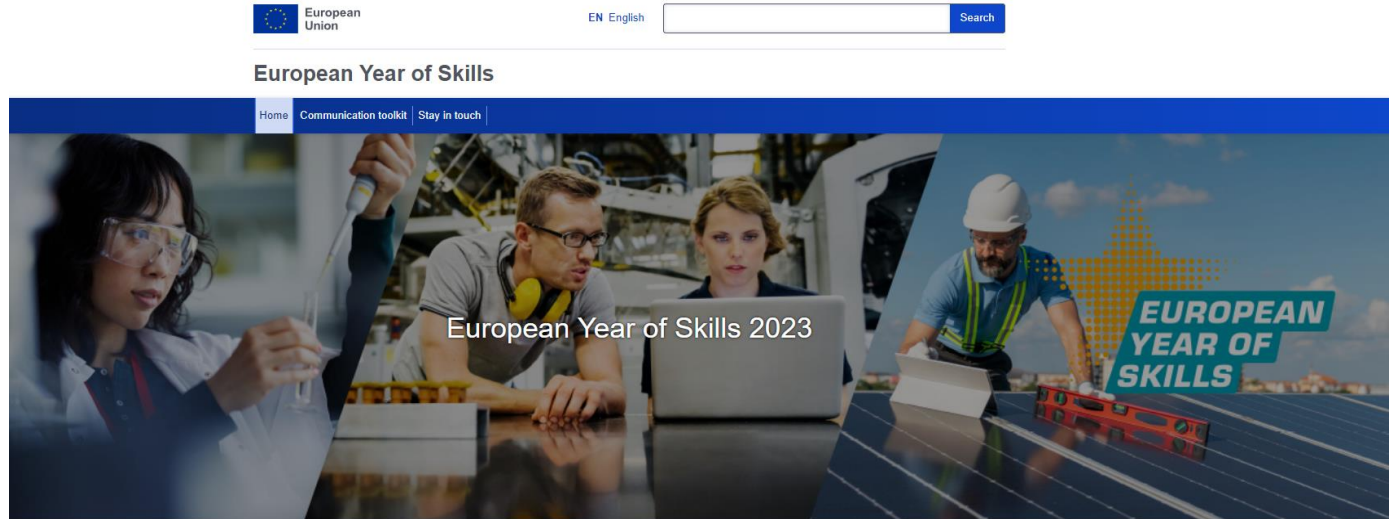
A **toolkit** consisting of:

- A **visual identity** to brand all EU activities
- A **corporate website** to link to all relevant info and communication activities
- **Templates** and **images** for relevant communication products
- Pool of **speakers** for events
- Standard **presentation** and briefing on the Year

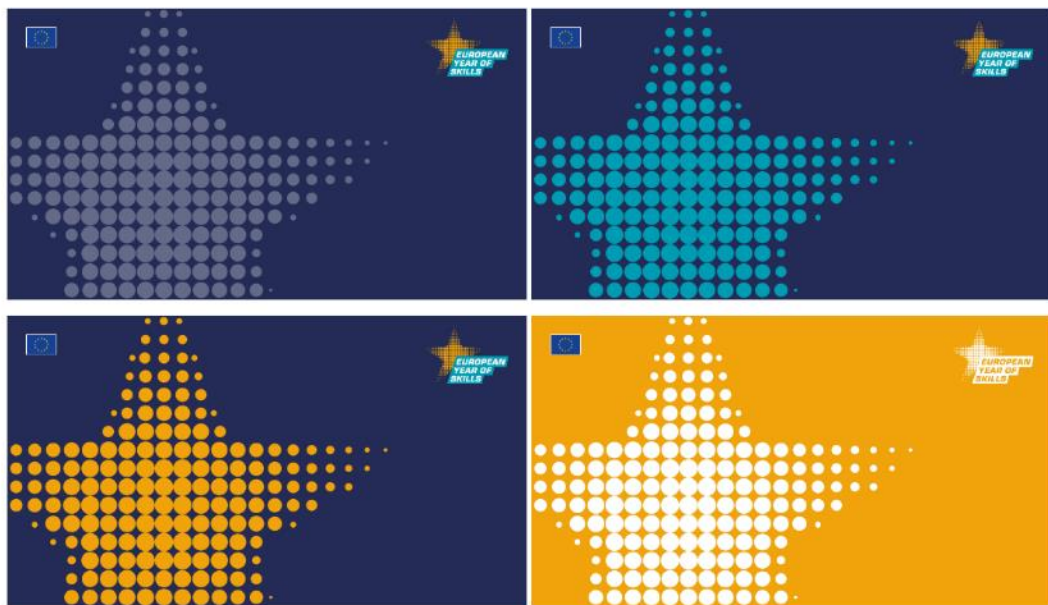


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A common branding



Visual Identity

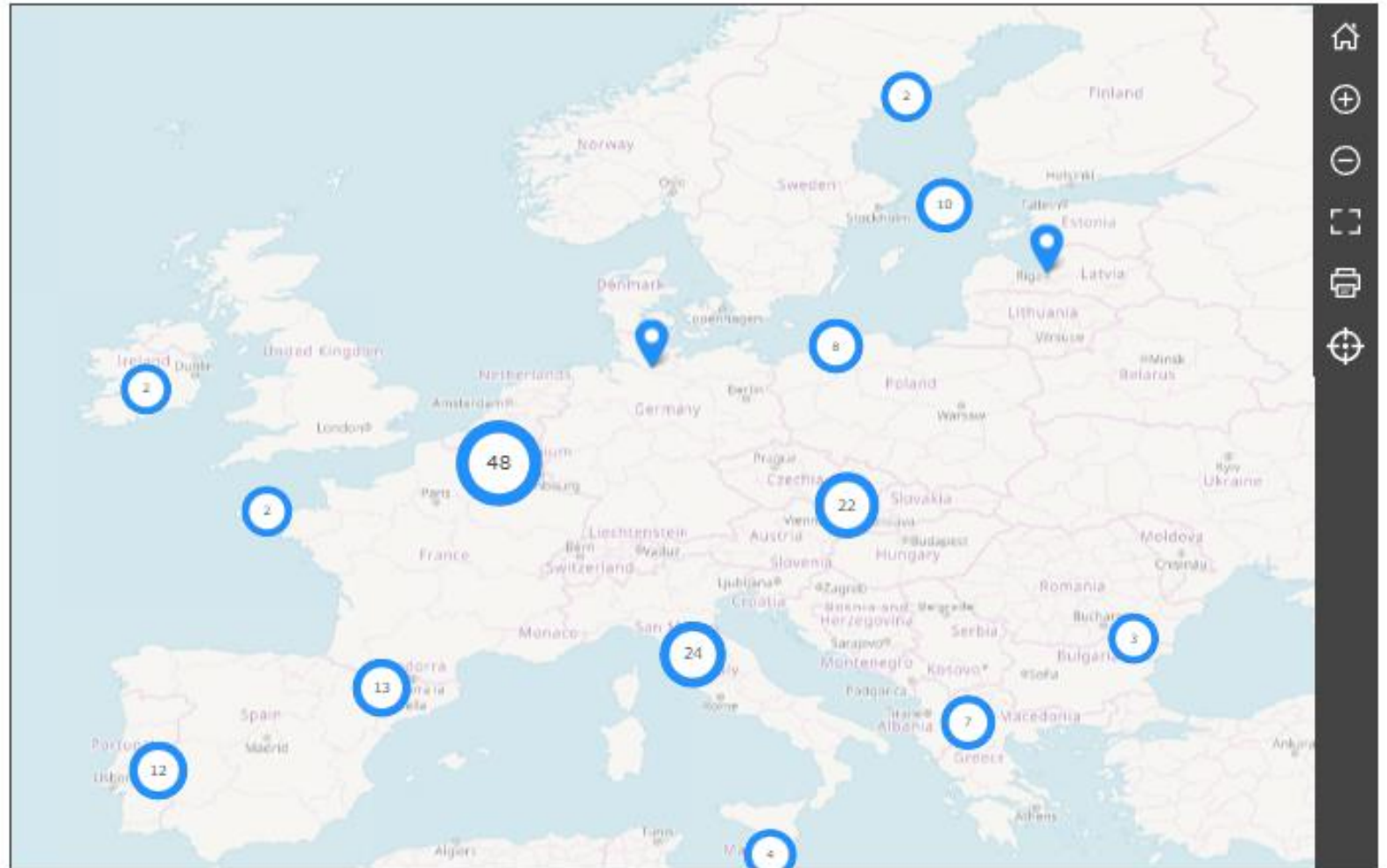


Events Map

Organising an event or activity on skills?

Submit your event / activity here

Find skills-related activities near you



Events Map

Information on the event/campaign

* 1 Title of the event (in English)

2 Title of the event (in your official national language/s)

3 Language in which the event is organised

* 4 Country of the event

* 5 Location of the event (city or town and full address)

* 6 Event start date

GPS coordinates of the event

* 1 Latitude

Only values between -90 and 90 are allowed

* 2 Longitude

Only values between -180 and 180 are allowed





Local Dimension

Close collaboration with Reps, EPLOs, the Europe Direct Centers and national coordinators

- [National coordinators](#) appointed by the Member States
- **Local information** on corporate website (events and links)
- National information pages
- **Work with ESF+** linking up the communication with the activities planned for the communication of the Programmes.

The logo for the European Year of Skills, featuring a stylized star shape composed of orange dots and a teal banner with the text "EUROPEAN YEAR OF SKILLS".

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EYS flagship events



- 9 May:
The European Year of Skills ‘festival’
- 8 - 9 June:
Making Skills Count
- 23 - 27 October:
The European Vocational Skills Week
- 15 - 16 November:
The Employment and Social Rights Forum
- 2024:
A concluding event





Paid promotion on Facebook, Twitter, LinkedIn and accompanying relevant Google searches



Pitching interviews with national beneficiaries to **national media: print, online, radio and television**



Promoting reskilling in collaboration with national **social media influencers**



Out-of-home advertisement in relevant public spaces



Participation at events such as job fairs, aimed at EU citizens to encourage upskilling and reskilling



Putting a thematic focus on the European Year of Skills at the 2023 edition of the European Employment and Social Rights Forum.



Your role

Tell us **your plans** that link with skills (**policy, events**)

Engage your **Stakeholders**

Enter your events on the EYS '**Events Map**'

Developing your own activities related to skills, **using the Year's branding**

Map interesting **stories** and share **testimonials**
EMPL-SHARE-YOUR-SKILLS-STORY@ec.europa.eu

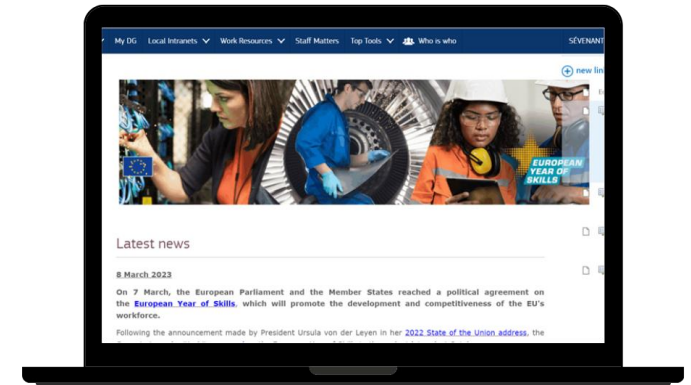
DG EMPL support

Promotion of your skills events and policies

Info sessions with stakeholders on the Year

Communication toolkit with EYS logo, banners, email signatures and more

Relevant links



[EYS website - Events Map](#)

[Communication Toolkit](#)

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