



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR EMPLOYMENT, SOCIAL AFFAIRS AND INCLUSION

Skills  
VET, Apprenticeships and Adult Learning

Brussels  
EMPL.E.3/SB/ps (2020)

Dear colleague,

Thank you for having accepted the role of National Contact Point for the European Vocational Skills Week 2020. We appreciate your availability to promote vocational education and training (VET) and the Week in your country.

National Contact Points are key organisations working in VET in the country they represent that wish to play a more active role, by encouraging local VET stakeholders to participate in events/activities throughout Europe, that would be associated with the Week. We are confident that through your experience and potential to influence and reach out to other VET stakeholders, you can ensure they are adequately represented by organising an event or activity in the framework of European Vocational Skills Week.

You will be paired with the Ambassador we have appointed in your country. Ambassadors are role models who will try to inspire VET students with their story and help amplify the VET message.

The Commission, through our contractor cecoforma, can provide you with ongoing support and guidance as a National Contact Point. Very soon, our contractor will contact you with a view to briefing you. The support and guidance will include the following:

- handbooks and toolkits to be disseminated among your network;
- media and social media assistance;
- a National Contact Point toolkit, which includes the key messages about VET that you are invited to share with the audience in your country. The pack also contains information on vocational training. You are invited to base your messages on the elements in the pack.

Please do not hesitate to turn to cecoforma (the European Commission's European Vocational Skills Week communications contractor) if you have any questions, and to ask for the appropriate team member's support with practical issues concerning communication about the Week. You can contact them via email. Their contact is Hibo Ip: [empl-vocational-skills-week@cecoforma.com](mailto:empl-vocational-skills-week@cecoforma.com)

I wish you success in your role as National Contact Point.

Thank you again for your willingness to take up this task.

Yours sincerely,

Dana-Carmen BACHMANN  
Head of Unit