

# The Excellence Initiative for VET

**POLICY DEVELOPMENT****STRATEGY/ACTION PLAN** GERMANY

## Timeline

**2022 Implementation****2023 Implementation****2024 Implementation****ID number 43712**

## Background

The shortage of skilled labour is one of the greatest challenges for implementing innovation in Germany. More professionally qualified skilled workers are needed and must be trained and educated in the best possible way.

## Objectives

With the Excellence Initiative for vocational education and training (VET), the Federal Ministry of Education and Research (BMBF) is providing targeted impetus for a necessary boost in attractiveness and modernity. The aim is to contribute to the necessary change in society's appreciation of VET. The Excellence Initiative for VET is a crucial part of the Federal Government's skilled labour strategy.

The initiative aims to increase the attractiveness of VET for all young people. A special focus is on young people who can choose between different qualification paths (dual training, technical college, university).

## Description

With the Excellence Initiative for VET policy projects are combined into an overarching agenda. Individual activities will be launched successively during 2022 to 2026. Over EUR 750 million have been earmarked for this purpose.

In order to give new impetus to VET, the Excellence Initiative focuses on three central fields of action.

Improving individual opportunity support for talents in VET, to ensure that skilled workers and young people can develop their potential in the best possible way:

- (a) more vocational orientation in all kind of schools including grammar schools;
- (b) increasing financial support for VET learners;
- (c) better visibility of excellent VET programmes and career chances.

Targeted initiatives for innovative and high-quality VET programmes to build an attractive and modern VET landscape including infrastructure and content:

- (a) higher financial support for innovative concepts in IVET and CVET;
- (b) intensifying innovation and cooperation in the CVET sector;
- (c) increasing support for VET teachers and trainers;
- (d) increasing digitalisation and reducing bureaucracy in administrative processes in dual VET programmes.

Expanding the international orientation of VET to enable young people and skilled workers to benefit more actively from international exchange and global opportunities:

- (a) extending international VET mobility;
- (b) gaining more skilled labour from abroad by increasing subsidies for recognition procedures;
- (c) strengthening dual VET for international companies abroad.

## 2022 Implementation

The Excellence of VET initiative was launched at the end of 2022.

## 2023 Implementation

The umbrella initiative Excellence in VET launched by BMBF has a special focus on young people who have a higher education entrance qualification and tend to choose university over professional qualification paths such as dual training. The initiative includes existing and new measures, such as InnoVET and InnoVET PLUS programmes (follow-up launched in May 2023), the campaign 'the dual - your training, your profession', programmes supporting inter-company training centres (such as the new funding programme for innovative and excellent inter-company training INex-ÜBA, launched in August 2023) or vocational orientation at secondary general education schools. The initiative also cooperates with the Alliance for initial and further training, e.g. its Summer of VET.

The 17 selected InnoVET funded projects are to increase the equivalence of VET with a focus on higher VET through innovation and excellence, as well as new learning location collaborations. For example, the BM=x<sup>3</sup> project developed and tested in 2023 a decentralised supra-regional vocational training academy for the high-technology sector with micro- and nanotechnology occupations. The follow-up InnoVET PLUS federal competition was published in May and by 31 August 2023, 128 concepts had been submitted. The new competition addresses the ever-shorter development cycles and the associated skills and qualification requirements in the areas of digitalisation, ecological and technological transformation.

With the 'Initiative for excellent inter-company training (INex-ÜBA)', the BMBF is encouraging inter-company vocational training centres (ÜBS) to develop ideas and concepts for high-quality and innovative inter-company training. The aim is to increase the quality and attractiveness of inter-company training, including through the use of future-oriented technologies and innovative methods. The call for proposals was from August to December 2023. The selected projects will be funded for 3 years, starting at the end of 2024.

## 2024 Implementation

In 2024, the website of the Excellence of VET initiative shows a new video on 'Securing skilled labour - updates for vocational training' moderated by Federal Education Minister Bettina Stark-Watzinger. The video describes what the Excellence initiative has already achieved.

The campaign 'The Dual' is integrated into the communication strategy of the Excellence of VET initiative. The campaign and its dedicated website continue to highlight the diverse career prospects of dual VET, adding new testimonial portraits with individual career paths (almost 30 testimonials). The contents were updated and extended, e.g. the options for financial support during and after a dual training are now described.

One new option for financial support is the pilot scholarship programme for talented apprentices and skilled workers (BAFF), which started in 2024. This is a double innovation: on the one hand, scholarship funding for talented professionals now also includes the early phase of training. Secondly, the organisations for the promotion of gifted academic students are opening up to vocational training.

As part of the Excellence in VET initiative, the Vocational training validation and digitisation act (BVaDiG) was passed in July 2024. For the first time, people without a formal vocational qualification are entitled to have their vocational skills assessed and certified against the standards of a dual training occupation. In addition, digitalisation and the reduction of bureaucracy in VET are to be promoted.

The selected projects of the InnoVET PLUS federal competition started in July and August 2024 and were presented during the InnoVET conference on 6 November 2024 in Berlin.

## **Bodies responsible**

- Federal Ministry of Education and Research (BMBF)

## **Target group**

### **Learners**

Learners in upper secondary, including apprentices  
Young people (15-29 years old)

### **Education professionals**

Teachers  
Trainers

### **Entities providing VET**

Companies

## **Thematic categories**

### **Governance of VET and lifelong learning**

Coordinating VET and other policies  
Engaging VET stakeholders and strengthening partnerships in VET

### **Teachers, trainers and school leaders competences**

Systematic approaches to and opportunities for initial and continuous professional development of school leaders, teachers and trainers  
Attractiveness of the teaching and training profession/career  
Supporting teachers and trainers for green transition and sustainability  
Supporting teachers and trainers for and through digital

### **Supporting lifelong learning culture and increasing participation**

Promotion strategies and campaigns for VET and lifelong learning  
Lifelong guidance

### **European and international dimensions of VET**

VET internationalisation strategies

## European priorities in VET

### VET Recommendation

VET as an attractive choice based on modern and digitalised provision of training and skills

### Osnabrück Declaration

European Education and Training Area and international VET

## Subsystem

IVET CVET

## Further reading

[Website on the Excellence Initiative for VET](#)

[Portal promoting dual VET](#)

[Scholarships for talented apprentices and skilled workers](#)

[Vocational training validation and digitisation act \(BVaDiG\)](#)

[InnoVET website](#)

[Initiative for excellent inter-company training \(INEx-ÜBA\)](#)

[Key paper on the Excellence Initiative for VET \(in German\)](#)

## Related policy developments

### 2024 Implementation

## International cooperation in VET

The subject of bilateral VET cooperation is usually the intentions of a partner country to reform its VET system. Project funding in international VET cooperation serves to make expert knowledge and implementation competences from Germany available to the partner countries.



### Type of development

Practical measure/Initiative

### Subsystem

IVET CVET

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## 2024 Implementation

### Promoting international mobility of VET learners

Outgoing mobility:



GERMANY

#### Type of development

Practical  
measure/Initiative

#### Subsystem

IVET CVET

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## 2024 Implementation

### Supporting excellent inter-company training (ÜBA) and the centers (ÜBS)

The Federal Ministry of Education and Research (BMBF) initiated the programme of promoting digitalisation in competence centres and inter-company training centres in 2016.



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#### Type of development

Practical  
measure/Initiative

#### Subsystem

IVET CVET

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## 2024 Completed

### Digital media and innovative technology in VET

The web portal, Digital media in VET, has provided information since 2015 on the use of digital media in VET and selected project findings.



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#### Type of development

Practical  
measure/Initiative

#### Subsystem

IVET CVET

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## 2024 Implementation

### Alliance for initial and further training

The 2015-18 Alliance for initial and further training was agreed between the Federal Government, Federal States, business and industry, the unions and the Federal Employment Agency at the end of 2014.



**Type of development**

Strategy/Action  
plan

**Subsystem**

IVET CVET

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**2024 Implementation**

**Promoting innovations for excellent VET - InnoVET programmes**

In January 2019, the Federal Ministry of Education and Research (BMBF) launched the project Shaping the future - innovations for excellent vocational training (InnoVET) and ran the first call.



**Type of development**

Practical  
measure/Initiative

**Subsystem**

IVET CVET

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**2024 Implementation**

**Expanding financial support for CVET and advanced vocational qualifications**

In 2016, the legislation promoting further training (AWStG) was amended.



**Type of development**

Regulation/Legislation

**Subsystem**

CVET

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**2024 Implementation**

**Promoting dual VET**

Given the increasing trend towards academic education, the Federal Ministry of Education and Research (BMBF) and the Federal Ministry for Economic Affairs (BMWi) have set up a joint campaign to present dual VET (apprenticeship) as an attractive option.



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#### Type of development

Practical  
measure/Initiative

#### Subsystem

IVET CVET

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2021 Completed

### Pact for vocational training

The Pact for VET (*Der Berufsbildungspakt*) includes the following measures, partly addressing work-based learning:



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#### Type of development

Strategy/Action  
plan

#### Subsystem

IVET CVET

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2024 Implementation

### Modernising VET qualifications

The regulated qualifications of apprenticeships and advanced training occupations are based on examinations with nationwide uniform examination regulations.



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#### Type of development

Regulation/Legislation

#### Subsystem

IVET CVET

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#### “ ... ” Cite as

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