

Promotion and dissemination initiatives of VET

POLICY DEVELOPMENT

PRACTICAL MEASURE/INITIATIVE

 PORTUGAL

Timeline

2022 Implementation

2023 Implementation

2024 Implementation

2025 Implementation

ID number 43531

Background

Given the qualifications deficit in the Portuguese population, it is essential to strengthen the image of the dual certification modalities among young people and adults, families, education communities and employers, highlighting the high rates of employability of these modalities, as well as the opportunities for further studies. In this context, the Government of Portugal, through its specialised agencies, has been carrying out, over the last few years, a series of dissemination initiatives to contribute to a greater visibility and attractiveness of the dual certification training offer.

These initiatives have favoured a closer approach to the target audience and the reinforcement of the articulation with the labour market, anticipating greater involvement of companies in the educational/training process and in the creation of mechanisms that increase employability.

Objectives

- (a) Reinforcing a positive and valuing image of dual certification modalities among young people, families, educational communities and the business community.
- (b) Increasing the attractiveness of qualification level 4 dual certification offers.
- (c) Encouraging and motivating adults to complete their training or schooling paths.

Description

There are different kinds of initiatives and events to promote and disseminate VET:

Professional Education and Training Campaigns (*Campanha de Educação e Formação*)

The campaign targets young people who are in the ninth grade (13-15 years old) when taking an informed and well-guided choice is of the utmost importance. Civil society, and particularly parents and guardians of young people in the third cycle of basic education are also target groups. It will promote vocational education as diverse, inclusive and of quality, with a strong contribution to employability and further studies. It targets young people who are attending the ninth grade (13-15 years old) when decisions on the future are taken,

meaning an informed and well-guided choice is of the utmost importance. Civil society, particularly parents and guardians of young people in the third cycle of basic education are also target- groups.

The campaign includes TV (three channels), radio (five programmes), national press (three newspapers) and regional press (several), poster, ATM and digital (Instagram, Facebook, YouTube and Spotify).

Qualifica Campaign

To support the implementation of the *Qualifica* programme, the new *Qualifica* campaign is nationwide and will have comprehensive media coverage. This campaign intends to reach, in a more effective way, adults with low and very low qualifications, and to communicate the message that all the training already carried out in various contexts is useful to obtain a qualification and to improve their employability. Several outlets were used: TV spots; national and regional radio; national and regional written and online press; ANQEP's social media; MUPIS throughout the country; and buses in Lisbon and Porto. The videos were translated into sign language (both the video that aired on TV and the videos delivery on social media of the testimonials of students who completed their training through the *Qualifica* programme).

Education, training, youth and employment exhibitions

Events dedicated to education, training and employment have several institutions from Portugal and other countries presenting their offers in courses and training for young people, adults, parents and professionals. It is possible to find information about education and training and study abroad: this involves public and private institutions of education and training, companies in the process of recruitment, language schools, start-ups. The Directorates general of the Ministry of Education (DGE and DGEstE), ANQEP, IEFP, universities and the main training operators have a leading role. The event also features a parallel programme of lectures, workshops and debates aimed at guiding young people and visiting professionals, as well as fun activities, competitions and demonstrations. A great number of visitors are included in study visits organised by schools and other entities working with young people from all over the country. *Futurália* and *Qualifica* fairs are the most representatives.

2022 Implementation

This measure is part of the NIP under the umbrella of package Promotion and dissemination.

The vocational education and training campaign took place from 20 June to 3 July, under the responsibility of the National Agency for Qualification and Vocational Education and Training (ANQEP), at national level. The campaign had a very positive outcome, with a higher-than-expected impact on radio and television (44.50% and 65.04% respectively) and in line with expectations in the press (national/regional press 20.20%). A total of 3 742 clicks were achieved on Facebook, exceeding the initially estimate. The total number of clicks (Facebook and Instagram) was 12 828, of which more than 9 000 were on Instagram. The cost of this campaign was EUR 192 150.06.

The *Qualifica* Campaign *Take yourself and improve your future (Agarre em si e melhore o seu futuro)* was conducted in the fourth trimester of 2022 (12 October - 12 December), under the responsibility of the National Agency for Qualification and Vocational Education and Training (ANQEP), at national, regional and local levels, using a wide variety of effective media.

The impact of the campaign was evaluated, with very good results. Television - 76.00%; National/Regional Press - 20.00%; Radio - 33.40%. Digital support: dissemination on Facebook, Instagram and YouTube total clicks, 18 203; total YouTube views 203 906 (viewing rate 42.46%). The cost of these campaigns was EUR 398 491.91.

The *Futurália* fair was held in Lisbon over four days (30 March - 2 April) and the *Qualifica* fair was held in Porto from 20 to 23 April. A survey of students and teachers

reported the following results:

- (a) 88% of students claim to have been very satisfied with their visit;
- (b) 91% of students recommend it to their family and friends;
- (c) 76% consider it to be very important when choosing their academic courses;
- (d) 92% of teachers consider attending to be very important for their students in choosing their academic courses.

2023 Implementation

The *Futurália* fair was held in Lisbon during four days (22-25 March). There were 64 948 visitors, 380 entities and companies, 397 schools on study visits, and 15 represented countries.

The *Qualifica* fair was held in Porto, from 1 to 4 March. This year, a Cross Border Forum was held.

2024 Implementation

The *Futurália* fair took place in Lisbon from March 20 to 23. It attracted 64 000 visitors, featured 336 entities and companies, and included 397 schools on study visits from 15 represented countries.

A survey of students, teachers and parents reported the following results:

- (a) 91% of students recommend it to their family and friends;
- (b) 99% of students consider it to be very important when choosing their academic courses;
- (c) 73% of teachers consider attending to be very important for their students in choosing their academic courses;
- (d) 99% of teachers consider their expectation fulfilled;
- (e) 91% of parents consider very important to acquire new competencies;
- (f) 98% of parents consider very important to support young and adults to find a job.

The *Qualifica* fair was held in Porto, from 6 to 9 March.

The E+E Qualifica platform was launched. It is the main contact point between visitors and exhibitors before, during and after the fair. On this platform, you can find:

- (a) information about the institutions/companies;
- (b) informative videos about institutions/enterprises;
- (c) digital contacts and platforms of the institutions/companies;
- (d) information on courses, services and products of the institutions/companies;
- (e) programme of activities during the fair.

2025 Implementation

Futurália 2025

Futurália is an annual education and vocational training fair. Held in Lisbon from 26 to 29 March, the event attracted 66 000 visitors, 356 entities and companies, 397 schools on study visits, and 15 international organisations.

A survey of students and teachers reported the following results:

- (a) 99% of students would recommend it to their family and friends;
- (b) 76% of students consider it to be very important when choosing their academic courses;
- (c) 100% of teachers recommended it to other teachers.

Qualifica 2025

Qualifica is an annual event dedicated to education and professional formation. This

fair was held in Exponor, Porto during four days (12-15 March). There were 40 000 visitors, 150 entities and companies with education and training offers.

The E+E Qualifica platform launched in 2024 is the main contact point between visitors and exhibitors before, during and after the fair. On this platform, you can find:

- (a) information about the institutions/companies;
- (b) informative videos about institutions/enterprises;
- (c) digital contacts and platforms of the institutions/companies;
- (d) information on courses, services and products of the institutions/companies;
- (e) programme of activities during the fair.

Bodies responsible

- Institute for Employment and Vocational Training (IEFP)
- National Agency for Qualification and Vocational Education and Training (ANQEP)
- Directorate General for Education (DGE) (until August 2025)
- Higher education institutions
- Directorate General for Educational Establishments (DGEstE) (until August 2025)
- Agency for Educational System Management (AGSE) (since August 2025)

Target group

Learners

Learners in upper secondary, including apprentices
Young people (15-29 years old)
Young people not in employment, education or training (NEETs)
Learners with migrant background, including refugees
Learners at risk of early leaving or/and early leavers
Learners with disabilities
Adult learners

Education professionals

Teachers
Trainers
School leaders
Adult educators
Guidance practitioners

Entities providing VET

VET providers (all kinds)

Other

Parents

Thematic categories

Supporting lifelong learning culture and increasing participation

Promotion strategies and campaigns for VET and lifelong learning

European priorities in VET

Osnabrück Declaration

Establishing a new lifelong learning culture - relevance of continuing VET and digitalisation

Subsystem

IVET CVET

Further reading

[Qualifica campaign](#)

[Qualifica campaign](#)

[Qualifica fair](#)

[Futuralia fair](#)

[Qualifica fair 2023](#)

[Digital Platform E+E Qualifica](#)

[Futuralia survey](#)

Related policy developments

2023 Discontinued

Raising the attractiveness of apprenticeships

In 2019, IEFP, through the pilot project, Apprenticeship gives employment, carried out a set of training courses in partnership with training providers and business associations, introducing innovations in apprenticeship programmes.

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Type of development

Strategy/Action
plan

Subsystem

IVET

2016 Approved/Agreed

Network of excellence partners for apprenticeship

IEFP launched the Network of excellence partners for apprenticeship in 2016. Members of the network receive a certification, issued by IEFP, testifying that they deliver high-standard apprenticeships.

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Type of development

Practical
measure/Initiative

“ … ” **Cite as**

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<https://www.cedefop.europa.eu/en/tools/timeline-vet-policies-europe/search/43531>