

Role models in youth guidance

POLICY DEVELOPMENT

REGULATION/LEGISLATION

 DENMARK

Timeline

2021 Approved/Agreed

2022 Implementation

2023 Implementation

2024 Implementation

2025 Implementation

ID number 40945

Background

Due to the fact that students in primary school often have limited knowledge of VET, new tools have been launched to solve this problem.

Objectives

The objective of this policy development is to enhance the use of role models by doubling their number from 60-80 to 120-160 until 2027.

Description

The initiative is a prolongation of an existing system for the use of role models in providing guidance on VET. The use of role models, i.e. using young people from VET as 'counsellors' in primary schools, has shown good results in this respect. The Danish organisation of VET students is responsible for activities such as campaigns and events on VET institutions.

2021 Approved/Agreed

The existing role model initiative was planned to end in summer 2022 but was prolonged and enhanced. The Ministry of Education has granted nearly EUR 3.2 million (DKK 21 million) for this purpose until 2027.

2022 Implementation

In 2022, according to an evaluation, both teachers and pupils in primary schools expressed their satisfaction with the role modelling initiative 'The Road to Vocational Education and Training'. More pupils considered vocational education and training after a visit from a role model. Every year 10 000 pupils met a role model.

2023 Implementation

The road to vocational education and training as the role models in youth guidance

initiative is called was operational and ran as regular practice.

2024 Implementation

In June 2024, the government and the parties in the Danish Parliament reached the *Agreement on more skilled workers for the green transition*, that, amongst other things, made the initiative *The road to vocational education and training* permanent.

More specifically, to give pupils in grades 7-10 the opportunity to meet young people from VET who are passionate about their profession, the initiative was made permanent in 2024. The parties to the agreement also want Preparatory Basic Education and Training (FGU) students to have the opportunity to have visits from role models. Therefore, the allocated budget for 2024 of EUR 696 830 (DKK 5.2 million) will be increased by EUR 201 000 (DKK 1.5 million) in 2025, 2026 and 2027 and permanently by EUR 67 thousand (DKK 0.5 million) from 2028 onwards. The initiative consists of a nationwide corps of young role models who are in VET and who can help pupils in, for example, primary and lower secondary schools to make more informed choices regarding their education pathways.

2025 Implementation

The initiative was operational and ran as regular practice.

Bodies responsible

- Ministry of Children and Education

Target group

Learners

Adult learners

Other

Students in primary school

Thematic categories

Supporting lifelong learning culture and increasing participation

Lifelong guidance

European priorities in VET

VET Recommendation

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

Subsystem

IVET

Further reading

[Ministry of Children and Education.\(2021,November 29\).More funds secured for the role](#)

The road to VET

Related policy developments

2025 Implementation

Mandatory work experience

The content of a mandatory internship typically includes observing and participating in daily work tasks, learning about the organisation and its operations, understanding workplace rules and routines, developing practical job-related skills, and reflecting on personal strengths, interests, and f

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Type of development

Regulation/Legislation

Subsystem

IVET

2025 Implementation

The Junior apprenticeship scheme

The *Junior apprenticeship* scheme applies to students at 8th and 9th grade (the last two classes of lower secondary education, primary education as it is called in the Danish context).

 DENMARK

Type of development

Practical
measure/Initiative

Subsystem

IVET

2025 Implementation

More skilled workers for the green transition

The *Prepared for the future IV - more skilled workers for the green transition* agreement is a component of a holistic education reform plan encompassing various education levels.

 DENMARK

Type of development

Subsystem

IVET CVET

2024 Completed

Enhanced guidance

This initiative consists of:

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Type of development

Practical
measure/Initiative

Subsystem

IVET

2025 Implementation

Primary school portfolio of educational choice

In 2017, a new initiative was launched by the Ministry of Children and Education: the Portfolio of educational choice. The portfolio aims to strengthen thinking on educational choice at primary school (folkeskole).

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Type of development

Practical
measure/Initiative

Subsystem

IVET

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<https://www.cedefop.europa.eu/en/tools/timeline-vet-policies-europe/search/40945>