

# Role models in youth guidance

POLICY DEVELOPMENT

REGULATION/LEGISLATION

 DENMARK

## Timeline

2021 Approved/Agreed

2022 Implementation

2023 Implementation

2024 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.

## 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 models in vocational education and training initiative \[press release\]](#)

[Ministry of Children and Education\(2024,June 7\). New agreement prepares vocational education and training for the green transition \[press release\]](#)

## Related policy developments

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2024 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.

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**Type of development**

Regulation/Legislation

**Subsystem**

IVET CVET

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2024 Completed

### Enhanced guidance

This initiative consists of:

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**Type of development**

Practical  
measure/Initiative

**Subsystem**

IVET

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2024 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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“ ... ” **Cite as**

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