

Promoting VET to learners

POLICY DEVELOPMENT**PRACTICAL MEASURE/INITIATIVE****SLOVENIA**

Timeline

2016 Implementation	2017 Implementation	2018 Implementation
2019 Implementation	2020 Implementation	2021 Implementation
2022 Implementation	2023 Implementation	2024 Implementation
2025 Implementation		

ID number 28550

Background

Slovenia assigns a high priority to the work related to work-based learning (WBL) and apprenticeship. In 2016, the WBL system already in place was examined and the guidelines for upper secondary VET programmes and higher education programmes were revised.

Objectives

The purpose of the project was to increase the attractiveness of vocational training through promotional activities, presenting professions in school, competition, and advertising in other activities for a greater number of views in the recognition of vocational professionals in vocational education.

Description

The 2016-20 ESF-funded project VET promotion, coordinated by the Institute of the Republic of Slovenia for VET (CPI), promoted VET as an attractive education option and supported the young and talented in moving forward in their career. The project promoted vocational and technical education through the active participation of young people between the ages of 18 and 25, teachers, employers and other social partners.

The promotion is done mainly through the national and European skills competitions and national VET promotion activities.

In 2016 and 2018, two national skills competitions – SloveniaSkills – were organised. More than 20 000 students and their parents attended the 2018 national skills competition. More than 70 young professionals (aged 18-25) competed in 10 professions (ICT, joinery, cabinet making, floristry, visual merchandising, mechatronics, painting and decorating, cooking, restaurant service, and architectural stonemasonry). The winners of the competition represented Slovenia in the 2016 Euroskills competition in Gothenburg and the 2018 Euroskills competition in Budapest.

95% of the target population (14-15-year-old students and their parents) were reached within the national VET promotion campaigns run in different media such as TV, digital media, radio, printed media and outdoor media spaces. There were student visits to companies, craftsmen workshops and craft fairs. The campaign also focused on professions of the future and foresaw an exhibition to present those to schools.

2016 Implementation

2017 Implementation

2018 Implementation

2019 Implementation

In 2019, the second phase of the national promotional campaign Occupations today for tomorrow was implemented. A promotional activity From rebel to model took place across TV, radio, web, and social networks. The Chamber of Craft and Small Business (OZS) organised Craft street (within the framework of the MOS fair in Celje) and Craft way, organised visits of future students to craft companies. The Chamber of Commerce and Industry (GZS) organised a traveling exhibition of future professions set up at elementary schools. The exhibition was very successful, changing location every week. It was hosted by 39 schools and reservations were made for the following year. The Open day of the Slovenian Economy aimed at young people and parents, offering future students a glimpse of a real working environment in companies.

Examples of other activities:

- (a) a rap song with an accompanying video about career choices was created (Knowledge is life);
- (b) workshops for future students called MATERIAL + HAND = EXPERIENCE at seven elementary schools. Professions related to wood and stone were presented to future students through experiential learning. A manual on experiential learning was published.

In 2019, 10 pre-selection competitions for the national skills competition – SloveniaSkills were organised.

2020 Implementation

The planned activities of the Chamber of Craft and Small Business of Slovenia (OZS) were postponed due to the COVID pandemic.

The Chamber of Commerce and Industry (GZS) implemented the following:

- (a) two videos to promote apprenticeship, one at the end of the first generation of apprentices (starting in 2017), and the other informative, in which the benefits of apprenticeships were re-emphasised;
- (b) a web recording of the Travelling exhibition of professions, which travelled around schools when the children were in school; the videos were forwarded to all schools;
- (c) a special presentation of apprenticeship was prepared for information days and the GZS staff participated in online classrooms at information days;
- (d) apprenticeship was presented at a virtual career fair *MojeDelo* in November 2020;
- (e) workshops and information meetings were conducted online with schools, parents and students;
- (f) four special meetings were organised with parents and students just before the information days with invitations to high schools.

In October 2020, the MATERIAL + HAND = EXPERIENCE manual for experiential learning about vocations for primary schools was presented at the event Cultural bazaar, which is organised for different educators.

More than 25 000 students and their parents attended the 2020 national Slovenia skills

competition which took place in the Informativa fair. More than 60 young professionals (aged 18 – 25), the best competitors at the pre-selection competitions, competed in 10 professions (ICT, joinery, cabinet making, floristry, visual merchandising, mechatronics, painting and decorating, cooking, restaurant service, and architectural stonemasonry). The winners of the competition should have represented Slovenia in September 2020 at the international Euroskills competition in Graz. Due to the COVID-19 pandemic, most of the events in 2020 have been cancelled or postponed, including Euroskills postponed to September 2021.

100% of the target population (13-14-year-old students and their parents) have been reached within the promotion of Skills competition with a brochure containing Slovenian grammar tables, which has been sent to all primary schools free of charge.

2021 Implementation

Sponsored by the Ministry of Education and the ESF and in partnership with the CPI, the Chamber of Craft and Small Business of Slovenia (OZS) organised a Craft Street as part of the International craft and entrepreneurship fair, where they presented interesting craft professions.

The Craft Path is a project that enables primary school children to have a chance of observing the professions they are interested in. The schools are offered time slots for visits to companies, a range of professions on offer and venues participating in the Craft Path in advance. The visiting groups are limited to 5-10 students. Individual students can visit the companies employing their parents, subject to prior arrangement with the responsible regional craft chamber who will contact the company and arrange a visit.

The project is regional: it is planned to expand it to all regions. Due to the pandemic, only one visit took place; further visits were planned for the beginning of 2022.

The Chamber of Commerce and Industry (GZS) offered online presentations and workshops on apprenticeship; workshops promoting upper secondary VET; the Travelling profession exhibition in 32 primary schools; workshops for apprentice mentors in companies; and a portal for the young prepared to make it easier for them to find an employer for either practice at an employer or apprenticeship. They also prepared YouTube videos promoting professions and apprenticeship (Become an apprentice, Apprenticeship) and promotional videos on professions of the future under the title Top professions: robotics engineer, smart factory architect, sustainable development manager, automatisisation specialist, ethical hacker).

Promotion of VET project

In 2021, the project Promotion of VET, funded by the ESF, was extended until the end of 2022. In 2021, three pre-selection competitions for the national skills competition – SloveniaSkills 2022 – were organised. Over 50 young professionals competed in architectural stonemasonry, visual merchandising and floristry.

In September 2021, 11 young professionals presented Slovenia at the EuroSkills competition, covering nine skills between them: ICT, joinery, cabinet-making, floristry, visual merchandising, mechatronics, painting and decorating, restaurant service, and architectural stonemasonry.

In the second half of 2021, a manual, CREATIVITY + RESPONSIBILITY = THE FUTURE, was developed. The manual helps young people to explore their soft skills and competences, and discover how to apply them in the vocations of the future.

100% of the target population (13-14 year-old students and their parents) have been reached by promotion of the website, *mojaizbira* (My choice); this has over 500 vocation descriptions and VET schools, with the brochure containing all important information about high school registrations.

2022 Implementation

The Chamber of Craft and Small Business of Slovenia organised a Craft street in the scope of the International Craft Fair (5-8 September, Celje) in cooperation with its regional chambers and the strategic partner Institute of the RS for VET. The street presented attractive as well as deficit professions.

There was also the Apprenticeship office set up where visitors of the fair could satisfy their curiosity and receive information regarding apprenticeship. The students were able to actively participate in the making of a product.

The professions presented were: joiner, electrician, cook, restaurant service, confectioner, metal sharper – toolmaker, industrial machinery mechanic, tinsmith-roofer, driver. There were also demonstrations of domestic and artistic craft.

Craft path was also organised, it is an innovative approach to systemic promotion of professions and upper secondary VET. 11 regional craft chambers cooperated to organise visits of primary school students to companies. They had an opportunity to view 12 professions in a real-life working environment: joiner, metal shaper – tool maker, industrial machine mechanic, cooking, restaurant service, car mechatronic, vehicle body repairer, textile designer, painter – signpainter, industrial mechanic, tinsmith – roofer

The representatives of the participating companies were named ambassadors of the professions. An effort has been made beforehand to check the interest of the students and enable them to see the professions they are interested in.

The Chamber of Commerce and Industry of Slovenia initiated also several activities. For example, for the promotion of apprenticeship following activities can be mentioned:

- (a) informing and counselling sessions for the employers – Live and online individual and collective;
- (b) booklet with all information about the apprenticeship for employers;
- (c) promotion of apprenticeship at various fairs, presentations in cooperation with primary schools;
- (d) presentations for students deciding for apprenticeship or school type of education;
- (e) distribution of printed materials and presentations for the apprentices
- (f) finally, in June 2022 the Chamber of Commerce prepared the second Apprenticeship festival intended for the apprentices who just concluded their schooling and for their mentors. The event was very successful and the schools and companies involved received recognition for their contribution to the development of the apprenticeship in Slovenia.

Furthermore, following activities can be presented regarding the promotion of on the job training by the Chamber of Commerce and Industry of Slovenia:

- (a) Live and on line presentations of professions in primary schools;
- (b) Participations on fairs;
- (c) Organisation of visits to companies;
- (d) Promotion campaigns on twitter and television;
- (e) Presentations in cooperation with upper secondary schools for the students enrolling in order to inform and counsel (on line and live);
- (f) Counselling to companies and schools.

In addition, the following activities from the VET promotion project (2011–2022), run by CPI, can be presented:

- (a) The SloveniaSkill competition, organised in the scope of the 54 international craft fair, where 70 young professionals competed in 11 professions (floristry, painting and decorating, visual merchandising, architectural stonemasonry, mechatronics, ICT, joinery, cabinetmaking, cooking, restaurant service and hairdressing) trying to earn their spot in the EuroSkills competition.
- (b) Workshops were organised in the primary schools under the slogan of 'creativity+responsibility = future'.

(c) Professional cards are playing cards with which players learn about different professions in an interactive way. The game pack includes 60 cards with different professions and game instructions. The cards were created with the aim of preparing young people to start thinking about their career path in a more active and interesting way. In 2022, they were updated with 19 new professions.

2023 Implementation

The Chamber of Craft and Small Business of Slovenia (OZS) and the Chamber of Commerce and Industry of Slovenia (GZS) continued their efforts to promote vocational education and training (VET) and apprenticeships through various activities. Craft path

In 2023, OZS implemented Craft Path, an initiative allowing primary school students to explore professions in real working environments. The visits, organised in cooperation with regional craft chambers, introduced young people to different professions while emphasising gender diversity in traditionally male-dominated fields. GZS promoted apprenticeships at 13 career fairs and meetings, highlighting the benefits to students, parents, and schools.

Meanwhile, the Promoting Excellence in VET project, managed by CPI and funded by NOO, supported Slovenia's participation in EuroSkills 2023, where Slovenian representatives competed in nine skills categories, winning one medal and four medallions for excellence. Other promotional activities included updating the Mojaizbira career website with digital games and expanding the travelling exhibition on professions to primary schools.

2024 Implementation

In 2024, Craft Path continued, with 47 visits for 325 primary school students, covering 12 professions such as carpentry, mechanical installation, and mechatronics. Craft Street, part of the International Craft Fair in September, attracted over 2 000 primary school pupils, showcasing 15 professions and five home and artistic crafts demonstrations. The Apprenticeship Office provided guidance on VET pathways and apprenticeship opportunities.

GZS maintained its apprenticeship promotion efforts, helping future apprentices connect with companies and offering career counselling. In May 2024, GZS organised the Apprenticeship Festival, bringing together over 200 participants from companies, apprentices, and stakeholders.

The Promoting Excellence in VET project expanded further with the launch of WorldSkills.si, two pre-competitions in floriculture and CNC milling, and the SloveniaSkills 2024 competition, held in Celje from 18-22 September. Over 80 young professionals competed in 13 skills categories, with "Robot Systems Integration" introduced as a demonstration skill set to become an official competition category in 2026. The event prepared the best talents for EuroSkills 2025 in Denmark, reinforcing Slovenia's commitment to VET excellence and skills development.

2025 Implementation

Chamber of Craft and Small Business of Slovenia (OZS)

The Craft Path project continues its innovative approach to promoting vocational and technical professions at integrated primary education level (ages 13 to 15). The initiative enables primary school students, accompanied by school staff, to explore occupations of interest in real working environments across different Slovenian regions. Students' interests are identified in advance, and participation in company visits is limited to those who have expressed interest in a specific profession.

From early November 2024 to early February 2025, organised visits took place under the coordination of regional chambers of craft and entrepreneurship, with guidance counsellors involved in the process. During this period, students explored 13

occupations, including automotive service technician, car body technician, toolmaker designer, mechatronics operator, chef, waiter, pastry chef, mechanical installer, electrician, painter-decorator, hairdresser, cosmetician and carpenter.

A total of 36 companies participated, each represented by their vocational ambassadors. 43 visits were organised in groups of five to ten students, 24 in 2024 and 19 visits in 2025. In total, 576 primary school students and their accompanying staff attended these visits, 453 in 2024 and 123 in 2025. Schools reported a high level of interest and positive feedback, and several have already expressed interest in participating again in the following school year. An additional 11 visits are planned for November 2025.

The Craft Street event at the International Craft Fair in Celje (17–21 September 2025) further complemented these activities. The event introduced students to a wide range of vocational and craft professions through live demonstrations, hands-on activities and information on apprenticeship pathways and upper secondary VET. Professions presented included cooking, baking, carpentry, metalworking, electronics, mechatronics and artistic crafts such as pottery, stonemasonry and musical instrument making. Participation was free of charge for primary school students and teachers.

Chamber of Commerce and Industry of Slovenia (GZS)

In 2025, GZS participated in five career and vocational fairs across Slovenia, including Ljubljana, Maribor, Kamnik, Zagorje, and Slovenj Gradec. It also offered nine informational events at secondary schools throughout Slovenia, where activities included presentations and promotional stands.

GZS maintained a regular online and media presence by publishing apprenticeship-related content on its website, contributing articles to national and sectoral media, and participating in television and radio programmes. Apprenticeships were also promoted in 20 primary schools through presentations and distribution of promotional materials, including a dedicated event at the Career Market in Polhov Gradec involving students from five primary schools. In addition, presentations were delivered to school staff in the Podravje and Zasavje regions.

The organisation also conducted apprenticeship presentations in two large companies and supported schools implementing apprenticeship programmes, including the Novo mesto Woodworking School, Škofja Loka School Centre and the Ljubljana School of Innovation and Creativity.

Promoting excellence in VET project

Under the Promoting Excellence in VET project, implemented by the Institute of the Republic of Slovenia for VET (CPI), Slovenia continued to strengthen the visibility and attractiveness of VET pathways in 2025. A national team of 14 competitors, representing 12 skills, prepared for EuroSkills 2025 in Herning, Denmark, achieving one bronze medal and four medals of excellence.

The competitors' achievements received national media coverage, contributing to the positive public image of vocational education and training. Cooperation with GZS continued through a travelling exhibition on professions, which visited primary schools nationwide and provided pupils with interesting insights into vocational careers. The exhibition remained in high demand and was frequently booked well in advance.

CPI also cooperated with OZS in organising Craft Street at the International Craft Fair, presenting apprenticeship opportunities and shortage occupations. To further engage young audiences, the project expanded its outreach to social media through the launch of a TikTok channel, where young people share information on occupations, training opportunities and career pathways, supporting awareness of VET as a viable and attractive option.

Bodies responsible

- Institute of the Republic of Slovenia for Vocational Education and Training (CPI)
- Chamber of Craft and Small Business (OZS)
- Chamber of Commerce and Industry (GZS)

Target group

Learners

Learners in upper secondary, including apprentices
 Young people (15-29 years old)
 Young people not in employment, education or training (NEETs)

Education professionals

Teachers
 Guidance practitioners

Entities providing VET

Companies

Other stakeholders

Social partners (employer organisations and trade unions)

Thematic categories

Governance of VET and lifelong learning

Engaging VET stakeholders and strengthening partnerships in VET

Modernising VET offer and delivery

Developing and updating learning resources and materials
 Reinforcing work-based learning, including apprenticeships

Supporting lifelong learning culture and increasing participation

Promotion strategies and campaigns for VET and lifelong learning

European and international dimensions of VET

EU and international skills competitions

Subsystem

IVET

Further reading

[Cedefop ReferNet Slovenia \(2015\). Employability of graduates of vocational and technical schools](#)

[Znanje je lajf \(Knowledge is life\)](#)

[Promotion of professions](#)

[Experiential learning manual](#)

[EuroSkills competition](#)

Related policy developments

2025 Implementation

Scholarship policies

The Scholarship policy 2020-24 includes an overview of the legal bases and of the scholarship allocation system, an overview and indicators of the Scholarship policy 2014-19, describes the current situation on the labour market, and defines deficit areas for the next five years.



SLOVENIA

Type of development

Regulation/Legislation

Subsystem

IVET

2021 Completed

Reform of upper-secondary education project

A 5-year project Reform of upper-secondary vocational education, funded by the European Social Fund (ESF), started in November 2016.

The project includes the following activities:



SLOVENIA

Type of development

Practical
measure/Initiative

Subsystem

IVET



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