

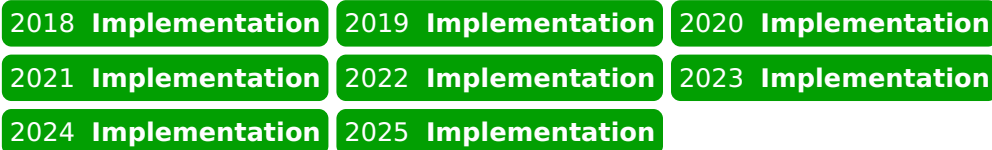
# Promoting apprenticeships

POLICY DEVELOPMENT

PRACTICAL MEASURE/INITIATIVE

 LUXEMBOURG

## Timeline



ID number 28348

## Background

Increase the attractiveness of VET in Luxembourg.

## Objectives

The main aims were to promote the skilled craft and trades, create a positive and competitive image of vocational training while encouraging young people to believe in their talents and to develop them, motivate more young people to participate in national and international competitions of trades and talents, recruit new tutors from the school and professional environment and provide incentives to partners (schools, companies) to make the necessary resources for participation available.

## Description

The Chamber of Commerce launched several initiatives to promote apprenticeship. In 2016, the Winwin promotion campaign was introduced, aiming to encourage companies to offer more training places for apprenticeship and uses apprentices and training companies as testimonials. In parallel, in 2016, the campaign TalentCheck was launched, and targeted potential apprenticeship candidates. It offered a self-evaluation tool to learners to help them prepare their future professional projects. It can also serve employers as a time-saving selection tool. Up to 2019, more than 3 400 young learners had already participated.

The Chamber of Skilled Trades and Crafts introduced several initiatives to promote VET. In 2018, it created a new department and platform, *Perspektiv Handwerk*, with a mission to promote the skilled craft trades. The Department published, in 2018 and 2019, in mainstream national media, a campaign using interviews with craftspeople (The faces of craft skills - *Les visages de l'artisanat*) who share their passion for their occupation. In 2015 the promotion of skilled crafts trades, HandsUp was launched in 2015 and afterwards further developed. Initially aimed at promoting IVET among young people, HandsUp fostered a positive image of skilled crafts. It included four missions of promotion dedicated to each training level: primary and secondary school learners, IVET level, master craftsperson programmes and continuing vocational training. The department published, in

mainstream national media, interviews with craftspeople (The faces of craft skills – *Les visages de l'artisanat*) who shared their passion for their occupations.

### 2018 Implementation

### 2019 Implementation

In May 2019, the Ministry of Education launched a campaign promoting VET and competitions in trades and professions among young people in Luxembourg: Skills united. It aimed at creating a positive and competitive image of vocational training while encouraging young people to believe in their talents and to develop them. It also aimed at motivating more young people to participate in national and international competitions of trades and talents, to recruit new tutors from the school and professional environment to supervise them, and to find partners (schools, companies) ready to make the necessary resources for participation available.

The Luxembourg Science Centre set up, in collaboration with the Chamber of Skilled Trades and Crafts, the Ministry of Education, and the Department for Coordination of Educational and Technological Research and Innovation (SCRIPT), a project aiming at establishing a link between science, technologies and the professional sphere. In 'vocational workshops', young learners can try practical experiences, guided by scientific mediators and professionals.

Since November 2019, a contest to value the professions of cook, waiter and barman has been deployed. Eight Dreamjob ambassadors were chosen by a jury composed of representatives of the federation of the hospitality sector (Horesca), two secondary schools and Chamber of Commerce delegates. All VET graduates in the three professions with three years of professional experience can apply.

The Public Employment Service (ADEM) and RTL host, in collaboration with the Chamber of Commerce, the Chamber of Skilled Trades and Crafts, and the Ministry of Education, an apprenticeship fair (*Léierplazendag*), bringing together training companies and apprenticeship seekers, and allowing enterprises to promote their apprenticeship offer with interviews broadcast live on air.

The association of Young Entrepreneurs in Luxembourg (*Jonk Entrepreneuren Luxembourg*) organised a recruitment fair inviting training enterprises and VET learners seeking apprenticeships. 25 enterprises and 400 VET learners participated in the 12th edition of the event in 2019.

### 2020 Implementation

In 2020, the Ministry of Education introduced a Festival of trades and skilled crafts (*Festival des professions et métiers*) to promote career path choices among secondary school learners and their parents.

In February 2020, ADEM, the Chamber of Skilled Trades and Crafts and the Craftsmen Federation organised a Jobday, allowing jobseekers to get in touch with companies from the Craft sector looking for specific trades. Such events made it possible to integrate a large number of candidates into the craft sector: young people, in particular, can profit from these as they catalyse a personal reflection by disclosing various, professional options.

The Chamber of Skilled Trades and Crafts produced a film to promote the craft sector, especially the know-how of master craftspeople. The film highlighted their role in accompanying and training apprentices, future master craftspeople, and in perpetuating tradition.

### 2021 Implementation

The Department for Coordination of Educational and Technological Research and Innovation (SCRIPT) and the Chamber of Skilled Trades and Crafts, in cooperation with the House of guidance (*maison de l'orientation*), run *Hallo Handwierk*, which aimed at

promoting the crafts sector to fifth-graders. A thematic week on one or two trades was organised in some classes, including a visit by a craftspeople. Working groups composed of teachers and craftspeople developed school materials that could be used during the thematic week. During the school year 2020/21, learners explored the roofing trades or the mechanical trades.

In June 2021, the Ministry of Education launched the promotion campaign *The future is SMART*, to raise young learners' awareness of vocational training programmes on the use of the latest technologies. As young learners were not always aware or had an outdated perception of some trades and occupations that utilise state-of-the-art technologies, and thus offer innovative job opportunities, the Ministry of Education decided to showcase some of these in the SMART vocational training programmes.

The website *The future is SMART* was hosted on the webpage of the Ministry of Education. It illustrated how state of the art secondary schools offered work-based VET programmes (with apprenticeships or internships) that tackle contemporary shortages on the labour market. The core of the campaign was a video presenting certain VET pathways by showing the relevant equipment of secondary schools, the work environment in companies as well as testimonies of learners, company managers and teachers.

The Chamber of Skilled Trades and Crafts, the Chamber of Commerce, the Chamber of Agriculture, and the Chamber of Employees, launched a joint communication campaign focused on digital supports (video and update of the web site) to optimise and develop their communication on apprenticeships. This campaign served two objectives: to remind companies of the importance of apprenticeship in training their future employees, and to convince more young people to start apprenticeship.

## 2022 Implementation

Under the coordination of the professional chambers co-responsible for vocational education and training (the Chamber of Employees, the Chamber of Agriculture, the Chamber of Commerce and the Chamber of Skilled Trades and Crafts), the University of Luxembourg analysed the added value of apprenticeship in Luxembourg for apprentices, training companies and the economy in general. Amongst the key findings, the study revealed that apprenticeship was an added value and a key pillar to ensure a qualified workforce in companies, a source of professional fulfilment and a way to equip young people with the skills needed in a changing world. Apprenticeship was presented as a winning pathway for companies and apprentices with proven potential to develop dual programmes at all levels of education.

In May 2022, the first Schoulfoire (education fair) '*Youth, Education, Professions*' took place. The range of vocational training was presented, supported by the Luxskills competition in some 30 specialities.

In 2022, as part of its campaign *Makers Luxembourg*, the Chamber of Skilled Trades and Crafts addressed apprentices with a quiz entitled 'What's your job? - Take the quiz and find out!' available on the Handwierk.lu website. The quiz linked the learner interests and skills associated with a certain type of trade.

## 2023 Implementation

In April 2023, the second Yep! Schoul Foire (Youth Education Professions) took place welcoming about 6 000 learners from the final classes of primary education and lower secondary education. Nine immersive professional universes, ranging from Technology to Health and Beauty Care, Arts, Music and Literature, Construction, Restaurants, Industry and Mechanics, Education, Commerce to Agriculture were organised by the VET Department of the Ministry of Education (SFP) and the National Centres for Continuing Vocational Training (CNFPC), in cooperation with secondary schools and professional chambers. They offered hands-on workshops, to allow learners to try out and discover real-scale machines, e.g. an aircraft motor, simulators for welding and logistics, virtual 3D glasses, robots, cooking, painting, etc. to introduce them in a playful way to the various occupations, as an opportunity to confirm or discover their

passions and orient their choices. The school fair also encompassed school guidance, shows and workshops by the Department for Coordination of Educational and Technological Research and Innovation (SCRIPT) of the Ministry of Education, as well as the Léierplazendag, an initiative by the PES to allow learners (including adults) to find an apprenticeship placement, offering speed-dating with employers.

Beginning of school year 2023, the Ministry of Education and the professional Chambers (the Chamber of Employees, the Chamber of Commerce, the Chamber of Skilled Trades and Crafts, and the Chamber of Agriculture) launched a common campaign, 'beruffsausbildung.lu', on the social networks with a dual objective: motivate young learners to take up an apprenticeship but also encourage companies to recruit an apprentice.

The Chamber of Commerce and the Chamber of Skilled Trades and Craft ran promotional campaigns specific to their institution.

### **2024 Implementation**

In April 2024, the third Yep! Schoul Foire (Youth Education Professions) took place. Nine immersive professional universes, ranging from Technology to Health and Beauty Care, Arts, Music and Literature, Construction, Restaurants, Industry and Mechanics, Education, Commerce to Agriculture were organised by the VET Department of the Ministry of Education (SFP) and the National Centres for Continuing Vocational Training (CNFPC), in cooperation with secondary schools and professional chambers. During the fair, the LuxSkills national vocational competitions took place in eleven fields.

### **2025 Implementation**

In April 2025, the fourth Yep! Schoulfoire (Youth Education Professions) took place. The concept remained identical with previous years and thus nine immersive professional universes welcomed pupils and offered hands-on experiences of different courses or trades. The YEP! Schoulfoire also prominently featured a stand on the new promotional campaign on VET 'Shape Your Future'. It was developed by the Ministry of Education, Children and Youth in close collaboration with professional chambers and aims to inspire young people to follow their talents, inform parents about the 120 training options, and motivate employers to offer more apprenticeships. The campaign, which was also officially launched at the YEP! Schoulfoire, will reach young people mainly through videos and social media.

## **Bodies responsible**

- Ministry of Education, Children and Youth
- Public employment service (ADEM)
- Chamber of Commerce
- Chamber of Skilled Trades and Crafts
- Chamber of Employees
- Chamber of Agriculture

## **Target group**

### **Learners**

Learners in upper secondary, including apprentices  
Adult learners

### **Entities providing VET**

Companies

### **Other stakeholders**

Social partners (employer organisations and trade unions)

## Thematic categories

### Modernising VET offer and delivery

Reinforcing work-based learning, including apprenticeships

### Supporting lifelong learning culture and increasing participation

Promotion strategies and campaigns for VET and lifelong learning

## Subsystem

IVET CVET

## Further reading

[ReferNet Luxembourg; Cedefop \(2019\). Skills united: campaign promoting vocational training and skills competitions. National news on VET](#)

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[PES website - Apprenticeship fair](#)

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[Hands UP: campaign website](#)

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[Hallo Handwierk](#)

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[Ministry of Education's website - The Future is 'SMART'](#)

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[Campaign - Choose the apprenticeship - join 2 000 apprentices](#)

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[Study on apprenticeship in Luxembourg](#)

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[Chamber of Skilled Trades and Crafts website - Handwierk.lu Quiz](#)

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[YEP! Youth Education Professions Fair](#)

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[Common communication campaign](#)

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[YEP!-Schoulfoire 2025 - Video Recap](#)


## Related policy developments

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**2025 Implementation**

### Promoting entrepreneurship in secondary schools

The Jonk Entrepreneuren Luxembourg asbl (created in 2005) brings together representatives from the school and business worlds, to perpetuate and boost the 'entrepreneurial spirit' movement in Luxembourg's education system.

 LUXEMBOURG

#### Type of development

Practical  
measure/Initiative

## Subsystem

IVET

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### 2025 Implementation

## Efficient guidance provision

In February 2016, the Ministry of National Education, Children and Youth announced changes in the guidance process. To ease 5th Grade (third year of lower secondary school) learners' choice between the many vocational programmes offered, a new guidance procedure was introduced in 2016/17.

 LUXEMBOURG

### Type of development

Regulation/Legislation

### Subsystem

IVET CVET

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### 2019 Approved/Agreed

## Legislative framework for VET and apprenticeship

The revised VET Act of August 2016 introduced the concept of the final integrated project in initial VET in the CCP programmes (*Certificat de capacité professionnelle*, Certificate of professional competence).

 LUXEMBOURG

### Type of development

Regulation/Legislation

### Subsystem

IVET CVET

### “ ... ” Cite as

Cedefop, & ReferNet. (2026). Promoting apprenticeships: Luxembourg. In Cedefop, & ReferNet. (2026). *Timeline of VET policies in Europe* (2025 update) [Online tool].

<https://www.cedefop.europa.eu/en/tools/timeline-vet-policies-europe/search/28348>