

Promoting awareness and image of VET (until 2021)

POLICY DEVELOPMENT**PRACTICAL MEASURE/INITIATIVE** **ESTONIA**

Timeline

**ID number 28156**

Background

Estonian education and the labour market is facing several challenges: the reputation of VET is low among pupils and parents, and it is not seen as a quality learning option; almost one-third of the Estonian working-age population has no professional training; the participation of low-skilled people in lifelong learning is low; the awareness of young people and adults about vocational training opportunities is insufficient.

Objectives

The objective of promotional activities is to improve the image of VET, to provide up-to-date and accessible information on vocational training opportunities and to increase the awareness of general education students about these opportunities, so that more basic school graduates choose VET for their further studies.

Description

The Labour market and education cooperation programme includes measures for raising the attractiveness of VET by providing information about VET opportunities, including apprenticeships, awareness raising activities such as media campaigns and national skills competitions and participation in WorldSkills, regional and local career fairs.

For 2015-18, EUR 2.14 million was allocated from the EU (ESIF) and the State budget to improve the image of VET.

In 2016-17, communication and marketing strategies and virtual tours were commissioned. A working group on the image of VET was established involving VET schools, employers, employees' representatives and experts from the Ministry of Education and Research.

In 2018, for example, national skills competitions 'Noor Meister' (The Young Master) were organised in 34 study fields. During the event, skills competitions were held in 31 fields and a fair involving 28 VET institutions and 10 workshops, promoting study opportunities in VET, also took place. Free transport was provided to allow youngsters from all parts of Estonia to

visit the event. The strategy for skills competitions for 2019-22 was drawn up in 2018 as the basis for the further development of skills competitions.

In 2018, Skills night was organised for the first time to celebrate European vocational skills week and to present the opportunities for vocational education. VET institutions offered exciting activities and the opportunity to acquire at least one new skill during the evening.

Assistance has been provided to VET schools for drawing up communication plans. A network of communication and marketing specialists in VET schools has been set up and in-service training has been provided to the communication specialists.

2015 Implementation

2016 Implementation

2017 Implementation

2018 Implementation

2019 Implementation

In 2019, the regular promotional activities continued: national skills competitions were organised in 17 fields, nine of which were broadcast on national TV; in October, Vocational Skills Night took place, with 26 of 37 VET institutions opening their doors to the general public.

2020 Implementation

In 2020, national skills competitions were organised in 17 fields, seven of which were broadcast on national TV. Some competitions were cancelled or postponed due to the COVID-19 pandemic. In November, Vocational skills night took place in a virtual format, offering a range of online events.

2021 Completed

In 2021, 13 national skills competitions were organised, seven of them on national television. The concept of skills competitions is being updated to link the evaluation criteria used in competitions to VET curricula and to highlight the key skills to be assessed in competitions. Hobby camps for basic school pupils (e.g. in robotics, metalwork) organised to alleviate the effects of the COVID-19 pandemic contributed to the promotion of VET.

For progress as of 2022, see related policy developments.

Bodies responsible

- Ministry of Education and Research
- Estonian Employers' Confederation

Target group

Learners

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

Entities providing VET

VET providers (all kinds)

Other stakeholders

Social partners (employer organisations and trade unions)

Thematic categories

Supporting lifelong learning culture and increasing participation

Promotion strategies and campaigns for VET and lifelong learning

Subsystem

IVET CVET

Further reading

[Excellence in practical learning campaign page at Estonian Employer's Confederation website \(in Estonian\)](#)

[National skills competitions website \(in Estonian\)](#)

[Information about national, Euroskills and Worldskills competitions on the VET webpage \(in Estonian\)](#)

Related policy developments

2025 Pilot

VET quality assurance

A working group was set up to review the national approach to quality assurance. The group was composed of representatives of the education ministry, employer and employee organisations, VET schools and other partners.

 ESTONIA

Type of development

Regulation/Legislation

Subsystem

IVET CVET

“ ... ” Cite as

Cedefop, & ReferNet. (2026). Promoting awareness and image of VET (until 2021): Estonia. 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/28156>

