



CEDEFOP

European Centre for the Development  
of Vocational Training

# Next-gen Cedefop communication

*Strengthening Experts-  
Communications collaboration*

# The opportunity: a new policy cycle taking shape

- [The 2024-2029 European Commission's political guidelines](#) and the [Draghi report](#)
- The [European Skills Agenda](#),
- [The Commission's action plan to tackle labour and skills shortages](#), the [2025 Commission work programme](#), the [Union of Skills](#)
- The [EU's 2028-2034 Multiannual Financial Framework \(MFF\)](#), and the European Competitiveness Fund.



# Cedefop's new strategic communication documents

**Social media**

**Stakeholder Engagement**

**Internal Communication**

**Event Organisation**

**Communication Advisor**


**Dissemination Guidelines**

**New Communication Strategy**

# Cedefop Communication Advisor

- Enhance strategic planning
- Streamline workflows
- Maximise promotional impact of technical outputs

## Core elements

- **One Advisor** per operational department  DVS > Cristina Comunian  
DVQ > Alfredo Salmaso
- Structured meetings + templates
- Cross-promotional strategies
- Editorial calendar & communication plan

# Key Objectives

- **Enhanced planning & coordination**  
transform communication requests into strategic, forward-looking collaboration
- **Streamlined communication**  
single point of contact, consistent messaging
- **Strategic planning**  
cross-department opportunities, joint initiatives, external partnerships



# Collaboration meetings focus

- Yearly planning
- Pipeline review  
(planning of upcoming projects)
- Event & editorial calendar alignment
- Stakeholder mapping
- Internal & external collaboration
- Synergies & partnerships



# Expected Outcomes

- Improved **visibility** of technical work
- Better **resource** allocation
- Stronger **alignment** between expertise & communication impact
- Increased **outreach** through partnerships & cross-promotion





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# Cedefop's campaign approach

*Creating new opportunities*

# How can we leverage communications to increase the reach of our work, serve stakeholders and seize opportunities?

From:

- on-demand, product-driven communications

Through:

- a campaign approach

To:

- strategic stakeholder-driven communications



# The campaign approach

- Integrated quarterly thematic campaigns
- Aligned with EU priorities, Presidencies, and partner calendars
- Strong editorial calendars
- Coordinated messaging across outputs (publications, datasets, events)
- Non-thematic products integrated flexibly
- Communication advisors ensure agility & alignment



# Strategic stakeholder-driven communications

- **Clearer narrative:**  
coherent, consistent, compelling messages
- **Stronger engagement** with primary stakeholders:  
(EU/national decision-makers, social partners)
- **Extended reach** to:  
VET providers, NGOs, and new communities
- **Position:**  
*Cedefop as EU's leading agency for VET, learning  
and skills intelligence*



# How do we get there?

- **Campaign cycle:**  
conception → planning → production → reporting
- **Tested successfully:**  
Cedefop@50, IWD, Green Week
- **Resources:**  
advisors' framework, new recruitments (2025–26)



# Roadmap & Metrics

- Transition 2025–26 → full campaign model by 2027
- Annual planning cycle (Sept–Oct), quarterly calendars & monthly updates
- Synergies with DGEMPL, sister agencies, EU initiatives, international partners (OECD, UNESCO, etc.)
- KPIs: reach, impressions, engagement, downloads
- MEL model for continuous learning & improvement





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# ReferNet Communication outputs

*Improve ReferNet impact at  
national level*

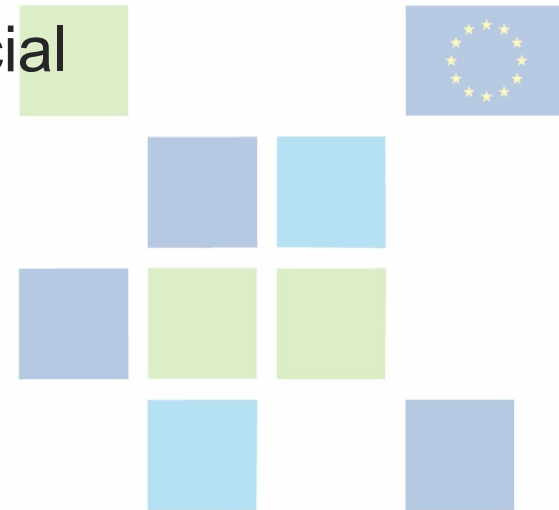
# Budget

ReferNet has a specific budget reserved for “Deliverable Type 4: Communication/Visibility actions” also divided into 2 main activities:

- **Deliverable 4a** Maintenance and update of a national ReferNet website
- **Deliverable 4b** Communication / visibility (actions including social media activities and participation in events)



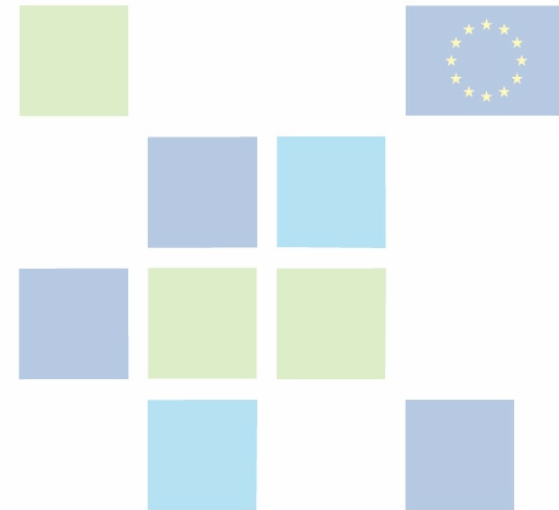
**But communication is much more!**



# Aim of Communication Activities

The aim of Communication/Visibility Actions is:

*to promote awareness and increase the visibility of vocational education and training (VET) knowledge, according to national and European priorities, by disseminating Cedefop/ReferNet outputs as trusted evidence to relevant stakeholder in the Member States.*



# Communication objectives

- Raise awareness and foster debate on VET issues according to **national priorities**
- **Support evidence-based decision making** and exchange of information between national and European level
- Ensure timely dissemination, accessibility and use of **Cedefop/ReferNet outputs**
- **Position Cedefop/ReferNet as trusted and reliable sources** of evidence and analysis
- Increase the reach and engagement of **stakeholder groups** in Member States
- **Expand impact and influence** of Cedefop/ReferNet at national level
- Ensure coherence and efficiency in **coordination and monitoring** of activities
- Achieve measurable impact across the network



# Target groups

**Cedefop** is engaging with European and International Institutions/Organisations.

## ReferNet Partners

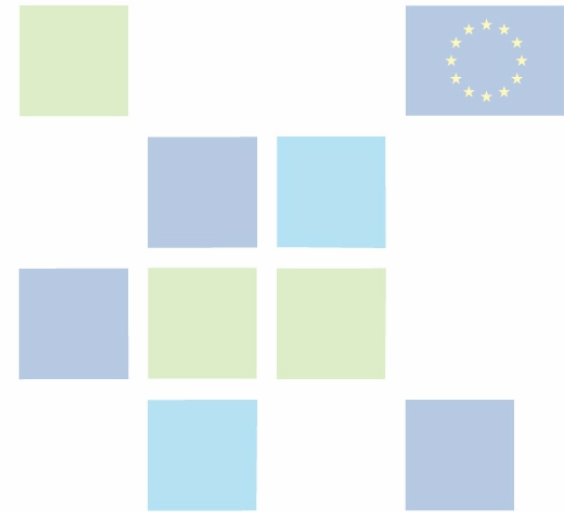
- VET policy-makers (government, ministries, agencies)
- Social partners involved in VET policy-making
- Researchers and academia
- Practitioners and VET training providers
  
- Member of the European Parliament belonging to the partner's nation
- Member of the CoR or EESC belonging to the partner's nation
- Permanent Representation to the EU of the partner's nation
- Other International Organisations located in the partner's nation



Upcoming Cedefop Stakeholder analysis

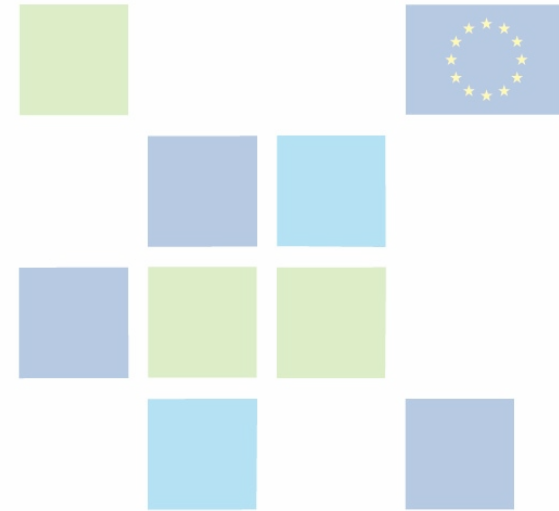
# Communication channels

- Digital:
  - National ReferNet website/section
  - Social media
  - Newsletters
  - Podcast
- Events
- Publications
- Media Relations



# Maintenance and update of a national ReferNet website

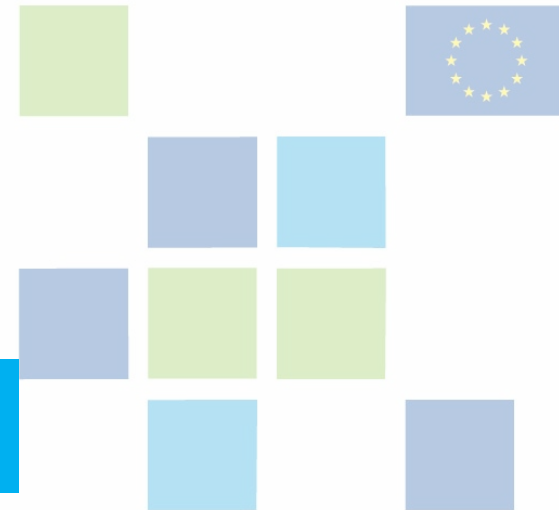
- General information of ReferNet and Cedefop, including logos
- National ReferNet information, including role, structure, tasks, contacts;
- Link to related Cedefop tools
- Publish updates regularly



# Social Media

- ReferNet/Cedefop Campaigns
  - ReferNet/Cedefop News and Press Releases
  - ReferNet/Cedefop Publications
  - ReferNet/Cedefop Events
  - Cedefop Calls and Vacancy
- 
- Include a link to national ReferNet and Cedefop's
  - Tag @Cedefop
  - Use the hashtag #refernet

What is the platform that you use the most?



# Thank you

[www.cedefop.europa.eu](http://www.cedefop.europa.eu)

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