



Annual Report 2024

for VET2Sustain – Promoting sustainable, inclusive and digital
vocational education and training

ERASMUS-EDU-2023-PI-FORWARD

Project ref: 101132823

Date: 30.12.2024

Version 2.0



Document Control Information

Settings	Value
Document Title:	Annual Report 2024
Project Title:	VET2Sustain – Promoting sustainable, inclusive and digital Vocational Education and Training
Document Author:	Brahe Education Centre, Mira Torvinen-Määttä
Doc. Version:	V2.0
Date:	30.12.2024

Document history:

To request a change to this document, contact the Document Author or Owner. Changes to this document are summarized in the following table in reverse chronological order (latest version first).

Revision	Date	Created by	Short Description of Changes
Information of communication and dissemination activities has been added	30.12.2024	Mira Torvinen-Määttä	Additional information has been added regarding the project's visibility at events such as EFVET Conference and in the article by OPH. The changes mainly affect section 3, Key Achievements.
Website and social media statistics	30.12.2024	Mira Torvinen-Määttä	The final information on the social media and website posts for 2024 has been added on page 7.



CONTENT

1. Introduction	4
2. Overview of Communication Activities	5
3. Key Achievements	6
4. Challenges and Lessons Learned	9
5. Plans for 2025 and 2026	10
6. Conclusions	10

Annual Report: Communication and Dissemination in the VET2Sustain Project

1. Introduction

All activities within the **VET2Sustain – Promoting sustainable, inclusive, and digital Vocational Education and Training** project aim to increase the attractiveness of vocational education and training. Successful communication and dissemination are crucial in achieving this objective. Another goal of communication and dissemination is to spread the project's results. Communication and dissemination support all the other project work packages and extend their outcomes across Europe.

The VET2Sustain project develops cooperation between VET schools, working life and policymakers in European countries. In the project, solutions for VET are being developed based on the needs of the labour market. The project also focuses on developing students' digital skills, soft skills, lifelong learning, and fostering collaboration with employers. The project promotes and increases the attractiveness of VET. The attractiveness of VET refers both to attracting students and VET teachers. The project will facilitate a more resilient VET that can meet drivers of change such as technological, environmental, and demographic changes alongside globalization.

General communication and dissemination (work package 9) objectives

- Ensure smooth communication among partnership
- Strengthen the visibility and impact of the project's results
- Provide information to enable the wider scaling of the project's results across Europe
- Develop the attractiveness of vocational education

The goal for the first year of the WP9 has been to establish smooth practices for both internal and external communication within the project. During the first year, communication channels such as a website, Instagram, and LinkedIn have been created. A working group has been established for WP9, which have had five meetings during 2025. The group includes members from all participating countries and educational organisations involved in the project. The team meetings have been used to collaboratively plan communication and dissemination activities. Roles for website and social media content creation have also been allocated in these meetings.

During the first year, the project has also produced printed materials, such as a brochure and a roll-up banner. As a result of this year's efforts, the project now has established channels to carry out its communication and dissemination activities. Broader dissemination has been carried out, with the project being featured in an article by the Finnish National Agency for Education (OPH) and presented at the EFVET 2024 Conference.

2. Overview of Communication Activities

The project was launched in January 2024, with the kick-off meeting held in Helsinki at the end of February. The leaders of the Communication and Dissemination work package (WP9), Mira Torvinen-Määttä and Ari Hannus from Brahe Education Centre, gave a presentation on the project's communication and dissemination strategies during the meeting.

By the time of the kick-off meeting, a logo for the project had been designed, and roll-ups in both English and Finnish had been created and produced. Additionally, a draft version of the project's website, the first version of the Communication and Dissemination Plan, and three social media videos were already completed. In the videos, students from various fields shared why they chose vocational education.

During the kick-off meeting, the main communication channels for the project were decided and created as follows:

- Website: **vet2sustain.eu**
- Instagram: **vet2sustain**
- LinkedIn: **vet2sustain**

Of these channels, Instagram is the most effective in reaching young people and their parents. LinkedIn reaches education professionals, companies, and public organizations involved with VET. The website hosts articles targeting a broad audience, ranging from policymakers to education professionals. Articles can also be shared via LinkedIn.

In addition to these, the partners will use their existing networks and communication channels to maximise effectiveness. The project and its results will be highlighted in articles, seminars, and various events organised by partners or institutions promoting education in different European countries. Already in the first year of the project, it was featured in an article on the Finnish National Agency for Education's (OPH) website and presented at various events.

Target groups for communication and dissemination

Within the partnership

- Students and teachers in VET
- Company representatives

Relevant stakeholders

- Education institutions delivering VET
- Companies
- Experts, researchers, policy makers and their networks involved in the development of quality in VET
- EU networks of VET providers

Wider public

- Young people considering their educational choices and their parents
- Basic education guidance counselors
- The society in general, individuals and companies related to VET issues

3. Key Achievements

A group was formed for the WP9 from the partner organisations. The working group has met 5 times in 2024. WP9 group members:

- Mira Torvinen-Määttä – Brahe, Finland
- Ari Hannus – Brahe, Finland
- Maarit Vuorela, Luovi, Finland
- Elina Koskela, Luovi, Finland
- Anne-Mari Tornberg – MUOVA, Finland
- Keijo Haataja – Thinglink, Finland
- Oona Haapakorpi – Omnia, Finland
- Anne-Mari Behm – Samiedu, Finland
- Sami Pirhonen – Samiedu, Finland
- Kirsi Laine – Samiedu, Finland
- Virpi Raatesalmi – KAO, Finland
- Katarina Sandbacka – Vamia, Finland
- Hanneke Smid – Alfa-college, Netherlands
- Mirjam van den Broek – MBO Raad, Netherlands
- Bob Klaasen – MBO Raad, Netherlands
- Durk van Wieren – Aventus, Netherlands
- Merla Prietz – HWK Hannover, Germany
- Peter Willenborg – BBZ Ulderup, Germany
- Silke Hillermann – BBS Syke, Germany
- Beatrice Dusi – ENAC, Italy

Communication materials/activities in 2024

- Project logo
- Roll-ups, brochure
- PowerPoint presentation template
- Communication and Dissemination Plan
- Website
- Social media channels and posting calendar/turns, active content creation initiated
- Video graphics (partner logos, etc.) for use in videos
- Short description of the project (text) for inclusion on partners' websites

The first version of the website was published in February during the kick-off meeting. The entire site was completed in September 2024. It continues to be updated with project results and new articles. Content production for Instagram and LinkedIn began actively in June 2024, and since then, content has been posted on these channels at least 1–2 times per week. The final outcome for 2024 is as follows:

- Instagram: 54 posts by the end of 2024
- LinkedIn: 33 posts by the end of 2024
- 19 published articles on the website.

Social media calendar supported by a shared Excel file has been used to plan and manage content responsibilities among participating organizations.

The process of creating content for social media

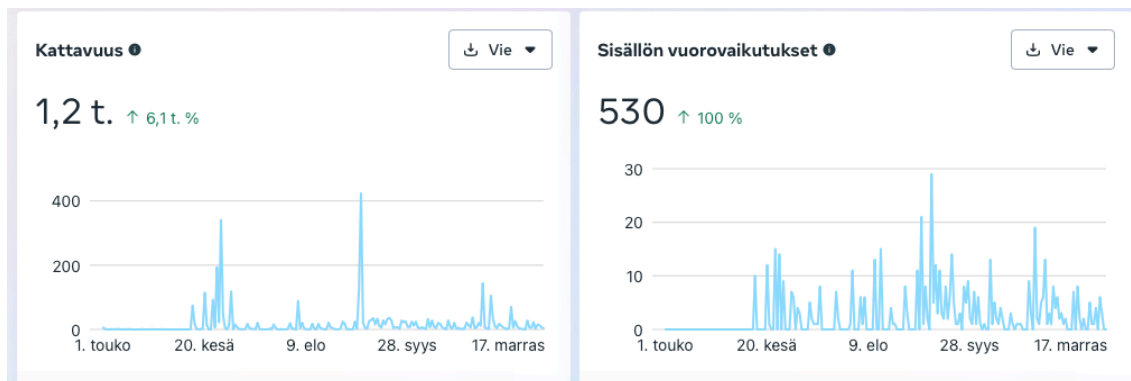
- Shared Excel for planning social media in Teams
- One organization is responsible for one month at the time (2 months in the summer)
- LinkedIn content 2 times in a month, Instagram content 1–2 times in a week, one webpage article in a month. The same article can be on LinkedIn as on the website.
- Updating process: One organisation is in charge of producing content for social media for one month (turns are in shared Excel). The responsible organisation will put the topics in Excel calendar and upload the content to be shared on social media (images, texts, videos) to the **Social media and website** folder under WP9 in Teams. Once the media content is in the folder, send an email to Mira (mira.torvinen-maatta@brahe.fi), who can put the content on Instagram, LinkedIn, or the website.

The number of social media followers has grown significantly during the fall of 2024. By the end of August, Instagram had 35 followers. By the beginning of December, the number had increased to 61. On LinkedIn, there were 57 followers at the end of August, and by the beginning of December, the number had risen to 113. Anyway, social media still needs a larger number of followers.

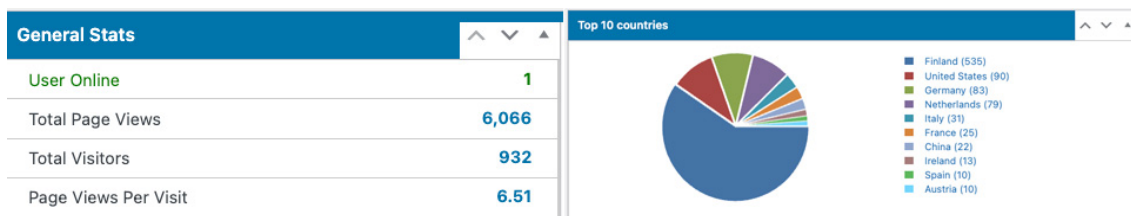
The highest number of impressions on LinkedIn occurred on October 14. The most popular post was about the MBO Raad's visit to of the INNOTECS member schools in Portugal. The post has received 808 impressions. The post's CTR (Click-Through Rate) is 22.4%.

The highest engagement and content reach on Instagram occurred on September 4 and September 28. On these days, posts were made featuring the project leader Mika Heino's introduction and a post about the Finnish national champion in vocational skills, "the best of the best", Max Miettunen.

Below is a graph showing the impact of the Instagram profile from 05/2024 to 12/2024.



Below are the statistics for the website visitor numbers. The statistics overview was taken on December 5, 2024.



Visibility of the VET2Sustain project to the wider public and education professionals

The Finnish National Agency for Education (OPH) published [an article about the VET2Sustain project](#) on its website in April 2024. In October 2024, the VET2Sustain project held a workshop titled "How to Attract Generation Z to VET" at the EfVET (European Forum for Vocational Education and Training) Conference in the Netherlands. The session was targeted at vocational education professionals and focused on innovative strategies to engage Generation Z in vocational education. The article and workshop have been valuable achievements, reaching a wider audience, particularly among education professionals.

The Italian partner ENAC presented the VET2Sustain project at a local event in Foggia in October, which was attended by education professionals from Italy, Germany and Poland. MBO Raad has conducted dissemination activities through several school visits. At the INNOTECS roundtable meeting in Bilbao in May, the participants were from various European countries: the Netherlands, Spain, Italy, Estonia, Croatia, Denmark, Finland, Germany, Norway, and Portugal.

Omnia presented the VET2Sustain project to AMKE (the Finnish Association for the Development of Vocational Skills) in September. The project was also featured at the International Days Event of Vocational Education and Training in Lahti, Finland, in November.

Local communication and dissemination activities have included presentations and other communication activities at the schools' own events such as Brahe's International Day and Aventus' Open Evening.

Summary of the official deliverables for the Communication and Dissemination work package (WP9) as defined in the project application for 2024

- Communication and Dissemination Plan: completed by 03/2024
- Website: completed by 09/2024
- Annual Report: completed by 12/2024

4. Challenges and Lessons Learned

During the first year of the project, smooth practices for communication and dissemination have been established, though there have also been challenges.

Increasing the number of social media followers and achieving broader impact still requires effort and has proven to be challenging. Together with the WP9 partners, we have been exploring solutions, such as experimenting with and creating collaborative posts where possible. We also aim to develop hashtags that better appeal to young people.

At the beginning of 2025, a questionnaire will be conducted among students from the partner organisations to gather their perspectives, including insights on what kind of hashtags should be used. The goal is to understand the types of content they would like to see and what resonates with them.

Additionally, we are still searching for the project's own tone of voice on social media. Currently, many of our social media posts are clearly written by AI, particularly ChatGPT, which gives them a distinct style and tone. While the posts are edited to some extent, we will focus on ensuring the texts have a more human feel in the future.

Although many partners are involved in the communication and dissemination, the workload remains manageable due to shared responsibilities. This is a positive outcome. WP9 aims to engage all partners in content creation. This approach ensures the content is both interesting and diverse.

Visibility in various events requires the active participation of partners, and we plan to continue this in the coming years.

5. Plans for 2025 and 2026

The experiences and lessons learned in 2024 will shape the actions planned for 2025 and 2026. The division of work among different partners will continue. We will also ensure that the project's visual identity, funder logos, and disclaimer text are consistently included in communication materials and that all communication aligns with the Communication Plan. A strong foundation has been established this year.

In social media, the goal is to increase follower counts and expand communication reach. Actively engaging the network and involving partners will be key focuses for future efforts. As project results become available, they will be actively communicated. The results will also be disseminated to European countries not involved in the project.

Plans include creating an online handbook of best practices to enhance VET attractiveness and a long-term strategic plan to sustain project results. Both require significant communication and dissemination efforts.

One of the project's work packages focuses on building a campaign to enhance the attractiveness of VET. The social media channels established in 2024 provide a platform for this campaign. The years 2025 and 2026 will introduce regional events. These events aim to engage potential students, parents, and teachers, highlighting VET as a strong educational pathway alternative.

6. Conclusions

The communication work package of the VET2Sustain project has advanced the project's goals according to the plan. Moving forward, communication will ensure collaboration among partners and the dissemination of project results, bringing best practices to the attention of a wide audience. It also works to build an attractive image of vocational education and raise awareness of the opportunities it offers.