



Interreg 
EUROPEAN UNION

Danube Transnational Programme
Learning by Doing

“LEARNING BY DOING” PROJECT

**“Targeted capacity building of VET partnerships
in the Danube Region for the effective modernisation of VET
systems”**

WP 4: Capacity Building

Deliverable D: 4.2.5 Memos on sensitization campaigns

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1. Basic problems in VET in your country

Following the results of the workshops under the national capacity building actions of Work Package 4, as well as the analysis developed during the case study under Work Package 5, Slovenia has identified the following basic problems in VET (threats, weaknesses):

Threats

- Following the EU demographic trend, Slovenia's population is getting older, with a significant decline for the population between 20 and 54. This will lead to a significant shortage of labour.
- Slovenia's working-age population is projected to increase only around 1% between now and 2025¹ and, therefore, labour market participation is set to fall to 53.4% in 2025, below EU average of 55.5%.
- The State often tries to solve the most pressing and important issues by using project financing, a strategy that can only be temporary.
- Investment in the R&D sector is very low, being the primary resources from EU funds.
- Political meddling affects the whole VET system (shifts in priorities).

Weaknesses

- Mistrust and lack of coordination among all involved stakeholders: tendency to shift the responsibility to other partners, leading to insufficient alignment.
- Cooperation and roles are not clear on different levels (national, regional, local), especially if we talk about social partners.
- There is not enough cooperation of local partners (local employers, schools and the Chamber of Craft and Small Business of Slovenia).
- The system lacks good research and development projects, as investment in this sector is very poor, being the only resources from EU funds.
- There are still great discrepancies between small-, medium- and large-sized companies when it comes to apprenticeships.
- Difficult to obtain enough teachers for certain areas of expertise, given that the salary system is not sufficiently stimulating. In addition, autonomy from schools and teachers could be improved.
- Quality learning materials (e-learning) are lacking.
- The quality assurance system needs to be strengthened (indicators, self and external evaluation...).
- Practical training should be improved, in cooperation with employers and mentors.

- There is no proper promotion of vocations, and the social perception (by students, parents) of vocational education programmes is low.

In addition, the 2017 Cedefop report (Apprenticeship review) identified the following **challenges**, prior to the implementation of the 2017 pilot on apprenticeship:

- The lack of a clear and commonly agreed vision on apprenticeship (including disagreements on the status of apprentices, target groups and programmes)
- Non-compliance with regulations and procedures (such as verification criteria and process for companies). This is a direct consequence of the unclear division of responsibilities among stakeholders and lack of monitoring.
- Companies do not demonstrate strong motivation and interest in taking students for in-company training, while their role is modest and relatively passive.
- There is some imbalance between expectations/requirements of mentors in companies and lack of transparency and clarity in provision of pedagogical-andragogical training.
- Finding a sustainable financing model for apprenticeship is problematic. Currently, most initiatives, including implementation of the current law on apprenticeship, have relied on EU joint funding.

As a result of these analyses, and following the indications stated in the project's application form, Slovenia has organized three sensitisation campaigns with the aim not only to raise awareness but also to debunk myths and to create a common understanding in the society in what regards WBL VET. The campaigns targeted youth and parents, but also companies and schools as key indirect target groups.

2. Basic information about Sensitisation campaigns

Following the results from the project's workshops under Work Package 4, as well as the conclusions from the case study under Work Package 5, Slovenia conceived the 3 sensitisation campaigns as an overarching and multi-faceted promotion tool reaching mainly youth and parents, but also companies and schools as key indirect target groups. The goal of this tool would be to enhance a proper promotion of vocations, and to increase a positive social perception (especially by students and parents) of vocational education programmes in Slovenia. In this regard, the sensitisation campaigns were divided as follows:

1. TV campaign: For the first campaign, the national television RTV Slovenia was chosen as its promotional channel. RTV Slovenia has a total of eight radio programs (of which four broadcast 24 hours a day) and five television programs. In this regard, this public institution acts as a disseminator of special cultural and social Slovenian contents, as it carries out public broadcasting not only in the territories of the Republic of Slovenia, but also for the Slovenes abroad, such as the members of Slovene national minorities in Italy, Austria and Hungary, as well as the members of the Italian and Hungarian national communities living in the territory of Slovenia. This means that its potential target viewers could reach beyond 2 million, as it is the main Slovenian promoter of domestic radio and television.

As a result, the TV campaign included a video reportage for the RTV SLO Channel 1 in the program "Infodrom" (<https://otroski.rtv slo.si/infodrom/oddaje>). Ever since 2012, Infodrom has been broadcasting daily to young people as the main information broadcast for youth in Slovenia. It is a weekly magazine informing young people about the innovations in school, science and technology in a span of 13 minutes. The issues covered are topical and shown in an appealing way that make them accessible to young people. The programme also allows for responses of viewers on web and mobile platforms at the end of the month. It also has a YouTube channel (youtube.com/TVInfodrom), with over 5,610,000 clicks in five years, and a Facebook page, with more than 2,100 friends. In 2014, the show was awarded the European Union of Public Radio and Television Stations for excellence in the delivery of news for young people.

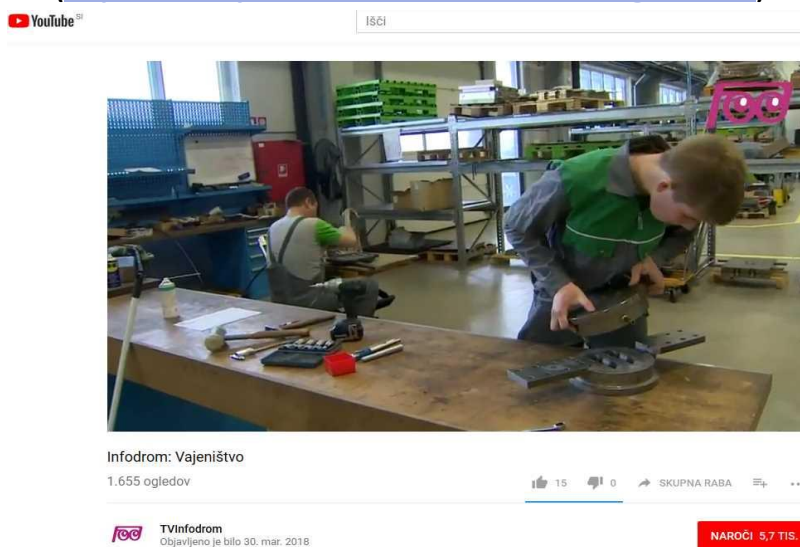
The video (see link below) of our TV campaign focussed on the topic of apprenticeship. More concretely, the reportage, broadcast on 30.3.2018, referred to apprentices' experiences at companies, and included a short interview with Peter Sedej, a 1st year student at the Secondary Vocational and Vocational School in Bežigrad-Ljubljana. Peter is a Slovenian apprentice in the program of metal designer and toolmaking and is performing the practical part of his training as an apprentice at the company Siliko d.o.o. in the town of Vrhnika. Apart from the interview, the reportage introduced the Slovenian apprenticeship program, as a way to better prepare students to the needs of the employers. As such, it was stressed that the program gives companies the opportunity to train students already during their education, so that, at the end of their education, they can already count on well-trained workers who do not require a probationary period.

Picture 1: Webpage *Infodrom*



Picture 2: YouTube video, *Infodrom*, apprenticeship

(<https://www.youtube.com/watch?v=aZwzva2SgGQ&t=6s>)



2. Events campaign: The second campaign concentrated on events. In this regard, we deem that events are a different—and equally effective—strategy to increase the campaign exposure, as a way to share key messages and to ultimately generate quality engagement with target audience. For so doing, the campaign focussed on presentations (posters, leaflets) in different fairs, as well as visits to schools and companies. For instance, career fairs are key venues for increasing the campaign exposure and reach our target groups, as young people visit them when they are looking for a profession for themselves or are interested in further education. These fairs are also supported by companies.

In this regard, the career fair *Informativa* (www.informativa.si), which took place on 25th and 26th January 2018, is the largest and most important event in the field of education and employment for young people. The purpose of it is to present students in primary and secondary, postgraduate students, or anyone who is interested, information about the possibilities of education, scholarships and employment both in Slovenia and abroad. Each year more than 22,000 visitors attend this fair, where more than 300 educational programs of schools and faculties are presented. The fair is also visited by employers, scholarship-holders, governmental and non-governmental organizations, providers of various educational and didactic tools, banks, insurance companies and many others. In addition, it includes a fair exhibition, stage performances, as well as presentations in lecture rooms. A stand regarding the VET system, as well as its apprenticeship pilot, was set up, with information in leaflets, posters and brochures for visitors.

On the other hand, the career fair *Moje Delo* (<https://delodajalci.mojedelo.com/storitve/karierni-sejmi>) was held on October 18 in Ljubljana, where numerous Slovenian and foreign exhibitors were present. This fair represents the biggest event for employment, for the development of company brands, as well as for career promotion in Slovenia. It is intended for all companies that currently employ (or have the intention to employ) during the upcoming year. As included in the analyses during both Work Packages 4 and 5, companies do not demonstrate strong motivation and interest in taking students for in-company training, while their role remains modest and relatively passive. As an indirect target group, this fair gave a perfect opportunity to reach several types companies.

Please see below for pictures of the events:

Pictures 3 and 4: Pictures Career Fair



Informativa



Picture 5: Picture Career Fair *Moje delo*



As identified in the Application Form, **companies** are also an indirect target group that the campaigns should be addressing to. For this reason, visits to companies have also been part of the promotional campaign, where presentations on the ongoing apprenticeship pilot took place, highlighting its benefits for companies. Brochures and leaflets were also distributed. In addition, we targeted those companies that are potentially important in terms of vocational programmes (wood-making, glassmaking, toolmaking, tourism, recreation...) not only now but in the near future. A geographical balance was also stricken, as much as possible.

Please see below the list of visited companies:

Table 1: List of companies visited for the promotional campaign

| DATE | COMPANY | REGION | TOOLS |
|-----------|--|-------------------|--|
| 16.03.18 | Mahle, Fructal, Gostol | Primorska | Face-to-face presentation, leaflets, brochures |
| 25.04.18 | Mizarstvo Redek, Mizarstvo Medved | Dolenska | Face-to-face presentation, leaflets, brochures |
| 26.04.18 | Rem, Mizarstvo Vencelj | Dolenska | Face-to-face presentation, leaflets, brochures |
| 03.05.18 | Stilles | Dolenska | Face-to-face presentation, leaflets, brochures |
| 07.05.18 | Hotel Bernardin | Primorska | Face-to-face presentation, leaflets, brochures |
| 11.05.18 | Na jasi, Bodanci | Stajerska | Face-to-face presentation, leaflets, brochures |
| 14.05.18 | Zvezda Turizem, Sava Turizem, Terme 3000 | Prekmurje | Face-to-face presentation, leaflets, brochures |
| 01.06.18 | Silko | Osrednjeslovenska | Face-to-face presentation, leaflets, brochures |
| 04.06.18 | Mlinostroj | Osrednjeslovenska | Face-to-face presentation, leaflets, brochures |
| 15.06.18 | Iskra | Gorenjska | Face-to-face presentation, leaflets, brochures |
| 20.05.18 | Novi Plamen, Kropa | Gorenjska | Face-to-face presentation, leaflets, brochures |
| 14.2.2018 | Zavod za kulturo in Turizem Kočevje | Dolenjska | Face-to-face presentation, leaflets, brochures |
| 8.6.2018 | NiroSteel | Gorenjska | Face-to-face presentation, leaflets, brochures |
| 8.6.2018 | Podoba In | Gorenjska | Face-to-face presentation, leaflets, brochures |
| 8.6.2018 | Akron | Gorenjska | Face-to-face presentation, leaflets, brochures |
| 6.6.2018 | CNC Štiglic | Osrednjeslovenska | Face-to-face presentation, leaflets, brochures |
| 6.6.2018 | Akrapovič | Osrednjeslovenska | Face-to-face presentation, leaflets, brochures |
| 31.5.2018 | SEP d.o.o. | Dolenjska | Face-to-face presentation, leaflets, brochures |
| 31.5.2018 | Lok orodjarstvo d.o.o. | Dolenjska | Face-to-face presentation, leaflets, brochures |
| 31.5.2018 | Arex d.o.o. | Dolenjska | Face-to-face presentation, leaflets, brochures |
| 11.5.2018 | VŠ Brežice | Dolenjska | Face-to-face presentation, leaflets, brochures |
| 11.5.2018 | TA Regulator Brežice | Dolenjska | Face-to-face presentation, leaflets, |

| | | | |
|-----------|---------------|-----------|--|
| | | | brochures |
| 11.5.2018 | Kovis Brežice | Dolenjska | Face-to-face presentation, leaflets, brochures |
| 15.5.2018 | Punles | Dolenjska | Face-to-face presentation, leaflets, brochures |
| 10.5.2018 | Talum | Štajerska | Face-to-face presentation, leaflets, brochures |

In addition, the second campaign included visit to **schools**, as another indirect target group, all over the territory of Slovenia, as a way to promote not only the VET system in general but also the newly implemented apprenticeship pilot. Contrary to fairs or other events, study visits allow for a more individualized and focussed strategy, where individual pupils and their surroundings (including parents, teachers and mentors) can be specifically addressed. Face-to-face visits allow, therefore, for a more informal and honest communication flow, with a broader reach, especially in what concerns schools in other regions outside of the Ljubljana area. During the visits, a presentation on the VET system and on the new apprenticeship pilot took place, and leaflets and brochures were distributed. Below the complete list of the schools visited:

Table 2: List of schools visited for the promotional campaign

| DATE | SCHOOL | TARGET GROUP | TOOLS |
|-----------|--|-------------------|--|
| 16.03.18 | School Centre Nova Gorica | Nova Gorica | Face-to-face presentation, leaflets, brochures |
| 11.05.18 | Middle School for tourism and hostel Radenci | Stajerska | Face-to-face presentation, leaflets, brochures |
| 14.05.18 | School Centre Izola | Prekmurje | Face-to-face presentation, leaflets, brochures |
| 04.06.18 | School Centre Bežigrad | Osrednjeslovenska | Face-to-face presentation, leaflets, brochures |
| 22.5.2018 | School centre Maribor | Štajerska | Face-to-face presentation, leaflets, brochures |
| 6.6.2018 | School centre Nova Gorica | Goriška | Face-to-face presentation, leaflets, brochures |
| 14.5.2018 | School centre Krško | Dolenjska | Face-to-face presentation, leaflets, brochures |
| 9.5.2018 | School centre Ivančna Gorica | Dolenjska | Face-to-face presentation, leaflets, brochures |

As a result, the complete list of activities falling under this campaign, together with its target groups and tools, can be summarized as follows:

Table 3: List of tools used for the promotional campaign (events)

| DATE | EVENT | VENUE | TARGET GROUP | TOOLS |
|----------|------------------------------|-----------|--------------|------------------------------|
| 18.10.17 | Career Fair <i>Moje Delo</i> | Cankarjev | | Leaflets, posters, brochures |

| | | | | |
|---------------------------|-----------------------------------|--|----------------------------------|--|
| | | dom, Ljubljana | Companies | |
| 26.01.18 27.01.18 | Career fair <i>Informativa</i> | GR, Ljubljana | Youth, students | Leaflets, brochures, posters, |
| 16.03.18 - 31.06.18 | Face-to-face visits | Companies throughout the country | Companies, mentors | |
| 16.03.18 - 31.06.18 | Face-to-face visits | Schools throughout the country | Parents, pupils, companies | Practical workshops, leaflets, posters, presentations |

3. Social media campaign: The third and last campaign focussed on social media. For its implementation, it was decided that an external specialized agency would be the most suitable performer, as a way of capitalizing on expertise and time management. In this regard, we selected the *Futura* agency, part of the DDB Worldwide Communications Group Inc., known internationally as DDB, a worldwide marketing communications network. It is owned by Omnicom Group Inc., one of the world's largest advertising holding companies and one of the leading creative agencies with local offices all over the globe, including in Slovenia, Ljubljana headquarters. DDB is the leading marketing communications agency for world-known brands such as *McDonald's*, *Samsung*, *H&M*, *Volkswagen*, *Johnson & Johnson*, *Sony*, *C&A*, *Skittles*, and many others. In Slovenia specifically, *Futura* has been behind the marketing and communication strategies for companies like *McDonald's*, *Spar*, *Telekom*, *GoOpti* or *Perutnina Ptuj*. The decision was, therefore, based on a well-documented portfolio of solid references, as well as on a competitive budget offer.

In light of the results from our analysis during the work packages in the project, we saw the objectives of this campaign as follows: proceeding to the design of precise tailor-made communication messages and materials aimed at raising awareness on the Slovenian VET system and its related apprenticeship pilot, as well as to improve its social perception and to change attitudes. The implementation period lasted from 19.04.18 till 09.16.18. As such, there seemed to be a necessity to reach two key specific targets: young people (13-16 years) and parents (35-55 years).

Regarding **youth**, our social media campaign needed to target accurately those future generations (millennials, generation Y, generation Z) that potentially could become students of VET. Therefore, knowing about their way of life, habits and desires is key for a successful campaign. As such, young people are the most flexible and perhaps the most capable of adapting to, and making use of, new opportunities. They are also the best educated generation on new information technologies ever; they benefit from economic growth; many travel around the world for work, studies, exchange projects and vacation; and telephone and the Internet enable them to stay in touch with friends and relatives abroad. We also see that the phenomenon of globalization makes youth's lifestyle, features, aspirations and worries increasingly similar, displaying common aspects, rather than differences: young people strive to be the first to receive information, as a means to influence the group (form of social interaction) and are eager to pass on information in an original way (as a way to enhance their image), being also able to memorize and disseminate information, becoming in this way "informational conductors". Youth represent thus the segment of the European population that is most eager for information. They also represent a new mentality and remain, potentially, the most malleable group, since we can act at a rather early stage on their characters and mind-sets. As a consequence, if we want to reach young students, we need therefore to make use of a wide array of communication tools in order to reach our audience, including social media and ICT-based methodologies. As such, they have to realise that early life educational choices and behaviours have crucial implications throughout life, especially in terms of employment opportunities.

Regarding **parents**, a strategic partnership to improve its social perception and to change their attitudes towards VET (which they associate with less quality than regular schooling) is necessary. The campaign, therefore, used social media and other media that are frequently used by this segment of the population.

- **CREATIVE MESSAGE AND VISUAL IDENTITY**

Together with *Futura*, we believe that the most adequate strategy regarding our creative message and visual identity is to capitalise on the efforts of the present apprenticeship pilot. In such a way, this intervention will be more specific (targeted at a very explicit target group). We understand, therefore, this campaign as building up and complementing on the ongoing apprenticeship pilot, which already has its own visual identity and message. For this specific campaign, however, we have created a concrete and adapted visual identity targeting young adults and parents within this umbrella. Our campaign captures the many specificities of this target while keeping a high degree of creativity, cultural sensitivity and community-based communication to enable behaviour changes. For this reason, messages and visuals must be both precise and very accessible for the specific target groups. In this regard, please see below some of the visual images (banners) used during the campaign:



The visual identity falls under the apprenticeship programme (“programa vajeništva”) and it includes photographs of young adults and mentors during their apprenticeship training. It, therefore, appeals directly to the target group of youngsters and it shows an image of independence, responsibility and success, where youngsters are able to learn and to start off their careers. The banners include also several positive messages, which enhance the elements of reliability, independence, success, freedom for the youth:

- “Zanesljiva pot do poklica in zaposlitve” (Reliable path to your profession and employment)
- “Manj teorije, več prakse – in to plačane!” (Less theory, more praxis: and paid!)

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-“Pol časa v šoli, pol časa v podjetju”. (Half time in the school, half time in the company)

These are easy-catching messages, with no patronising elements that people easily relate to. They are also in line with the proposed communication approach: people-centred, no stigma, positive approach; It gives broader visibility and impact to the apprenticeship pilot, allowing for synergies in all communication efforts wherever possible, and it avoids the multiplication of websites, messages by providing a more coherent and cohesive approach. In addition, it gives the possibility to redirect the already existing website for the pilot, which will provide synergies and more visibility. As a result, a more cost-efficient approach was possible.

COMMUNICATION CHANNELS

For a successful dissemination of the visual identity and messages, the third campaign used different communication channels with the potential of reaching the highest number of target groups. In this regard, portals specific targeted for children and youngsters were one of the main channels, but also other general online portals and websites that could widen the scope of the message and target other interested groups, such as parents, schools or companies. In addition, social media networks were used in order to place targeted ads and banners regarding the campaign. A total of eight channels were utilized. See below the list:

1. Dijaski.net

It is the most visited website on educational issues in Slovenia. It includes information on all levels of education, archives on statistics, as well as a forum and a library with useful documents. It is, therefore, one of the main portals where students of all ages visit when looking for useful information on their educational preferences. The campaign included on its main page information on the VET system in general, and on the apprenticeship pilot specifically, as well as a link to the video of *Infodrom* (see point 1). It also included a discussion group on its forum on apprenticeship. Logos of the project and main partners were also clearly visible (<http://www.dijaski.net/novice/vajenistvo-poklicna-srednja-sola-malo-drugace.html?a0>).



The screenshot shows the website 'DIZASKI.NET' with a navigation bar and a main article titled 'Vajenstvo - poklicna srednja šola malo drugače'. The article discusses the benefits of vocational education and includes a video player. On the left, there is a sidebar with 'Ne spreglej:' (Don't miss) and 'Statistika:' (Statistics) sections. On the right, there is a 'Prijava uporabnika' (User login) section and a 'Postij nam datoteko' (Upload file) section. The footer includes logos for Interreg, the Ministry of Education, and the project partners.

2. Najstnica.si

Najstnica.si (teenager) is a portal for all teenagers who are looking for information, useful tips, and are keen on new knowledge. It contains information on all spheres of life, from fashion to cinema, education and recreation. It also has a blog and a forum. Najstnica is, therefore, a key channel for targeting youngsters looking for information on all types of issues, including educational choices. Our campaign included a PR article in the portal on the different programs of vocational education and its advantages. It also made reference to the ongoing apprenticeship pilot. The article was accompanied by photographs from the developed visual identity. Logos of the project and main partners were also clearly visible (<https://najstnica.svet24.si/clanek/moj-life/5ae0376b0c266/vajenstvo-poklicna-srednja-sola-malo-drugace>).

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https://najstnica.svet24.si/clanek/moj-life/5b0272e320630/vajenistvo-poklicna-srednja-sola-malo-drugace

Najstnica.si

VŠEČKAMO OBSEDENA! LEPOTIČENJE MOJ LIFE BLOGI VPRAŠAJ!



Avtor: Oglasno sporočilo Datum objave: 21.05.2018

Vajeništvo - poklicna srednja šola malo drugače

Za nekatere poklice se je mogoče izučiti tudi po 3-letnem programu vajeništva. Prednosti so očitne: poklic iz prve roke temeljito spoznaš že med šolanjem, saj najmanj polovico časa izobraževanje poteka v podjetju in ne v šoli, vsak mesec pa vajenec ali vajenka prejme tudi denarno nagrado.



TOP NOVICE
ESTRADA

Eva Bot delila re fotograf svoim t

3. Svet24.si

In order to reach a wider group, the campaign also included several general channels. Using these channels, allows for targeting the general population, including parents who might be interested in information for educational choices for their children. Svet24.si is an information portal with all kinds of news (politics, sports, health, culture, etc.). The campaign included also a PR article on the different programs of vocational education and its advantages. It also made reference to the ongoing apprenticeship pilot. The article was accompanied by photographs from the developed visual identity. Logos of the project and main partners were also clearly visible (<https://novice.svet24.si/clanek/zanimivosti/5ae039dde62be/vajenistvo-zanesljiva-pot-do-poklica-in-zaposlitve>).

SVET 24 NOVICE ŠPORT ZABAVA ZANIMIVOSTI ZDRAVJE

Oglasno sporočilo
26.04.2018 10:24 | Posodobljeno: 10:18 / 07.5.2018

[Deli](#) [Tweet](#) [G+ Deli](#) [Pin](#) [Priporoči 1](#)

Slovenija je po zgledu nekaterih uspešnih evropskih držav v letu 2017 začela uvajati programe vajeništva. Dijak vajenec polovico izobraževanja preživi v podjetju, kjer se uči z delom, iz prve roke spozna svoj izbrani poklic ter postane usposobljen in zaželen kader, ki ga delodajalci iščejo. Vajenec vsak mesec prejme tudi denarno nagrado.




Foto: Shutterstock

Po zgledu uspešnih evropskih držav

Vajeništvo ima močno tradicijo v Nemčiji, Avstriji, Švici, na Danskem in še nekaterih gospodarsko uspešnih državah. Po njihovem zgledu je tudi

SVET 24 NOVICE ŠPORT ZABAVA ZANIMIVOSTI ZDRAVJE VOLITVE 2018 DANES

zgledu uspešnih evropskih držav

jeništvo ima močno tradicijo v Nemčiji, Avstriji, Švici, na Danskem in še katerih gospodarsko uspešnih državah. Po njihovem zgledu je tudi venija začela uvajati vajeniško obliko srednjega poklicnega izobraževanja. olskem letu 2018/2019 bodo vajeniške programe izvajale **srednje poklicne strokovne šole** po vsej Sloveniji.

l časa v šoli, pol časa v podjetju

jeniški sistem je praktično zasnovan program srednjega poklicnega braževanja, pri katerem vsaj 50 % časa učenci preživijo v podjetju, kjer se ijo z delom in že zelo mladi pridobivajo delovne izkušnje. Vajenci imajo ob i mentorje, ki zanje skrbijo in jim prenašajo specifična znanja. V šolskem u 2018/2019 bo vajence sprejemalo že **več kot 200 podjetij**.



ani poklici

programu vajeništva se je mogoče izučiti za poklice, ki veljajo za ficitarne. To pomeni, da na trgu manjka izkušenih delavcev in bodo mladi po

4. MedOver.net

Medover.net is the largest forum portal in the whole Slovenia. Its discussions includes all kinds of topics and it is used by visitors from all age ranges. This communication channel also offers a chat room and, as such, it allows for an exchange of opinions and information in real time. In this regard, the campaign dedicated the topic of the month in the forum to the VET system in general, and on the

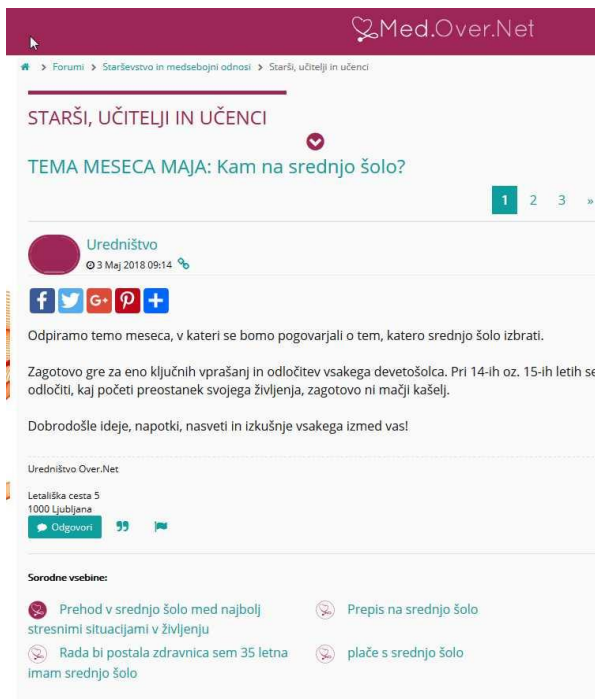
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apprenticeship pilot specifically. Parents and children were able to get first-hand information and answers from experts both in the Slovenian Chamber of Commerce and from the Center for Vocational and Education regarding the choice of schools, application deadlines, possibilities of programs, etc. (<https://med.over.net/clanek/vajenistvo-poklicna-srednja-sola-malo-drugace>).



The screenshot shows the Med.Over.Net forum interface. At the top, there is a navigation bar with a menu icon, the site name 'Med.Over.Net', and a share icon. Below this, a breadcrumb trail reads 'Forumi > Starševstvo in medsebojni odnosi > Starši, učitelji in učenci'. The main content area features a large blue banner with the text 'Manj teorije, več prakse - in to plačane!' and 'PROGRAMI VAJENIŠTVA'. Below the banner is a photo of a young woman in a white shirt and blue overalls, looking down at a book. A yellow button with the text 'VEČ O TEM' is positioned to the right of the photo. Below the banner, the section title 'STARŠI, UČITELJI IN UČENCI' is displayed in large, bold letters. Underneath the title, the text reads 'Odgovarjajo: mag. Nataša Durjava, geštalt izkustvena družinska terapevtka in EAP psihoterapevtka'. Below this is a search bar with the placeholder text 'Išči po forumu ...' and a magnifying glass icon. A red button with a speech bubble icon and the text 'Nova tema' is located below the search bar. At the bottom of the page, there are three numbered tabs (1, 2, 3) and a status bar showing '9 oseb v klepetu' along with minus and power icons.



Med.Over.Net




Forum > Starševstvo in medsebojni odnosi > Starši, učitelji in učenci


STARŠI, UČITELJI IN UČENCI

TEMA MESECA MAJA: Kam na srednjo šolo?

1 2 3 »

Uredništvo
03 Maj 2018 09:14



Odpiramo temo meseca, v kateri se bomo pogovarjali o tem, katero srednjo šolo izbrati.

Zagotovo gre za eno ključnih vprašanj in odločitev vsakega devetošolca. Pri 14-ih oz. 15-ih letih se odločiti, kaj početi preostanek svojega življenja, zagotovo ni mačji kašelj.

Dobrodošle ideje, napotki, nasveti in izkušnje vsakega izmed vas!

Uredništvo Over.Net

Letališka cesta 5
1000 Ljubljana

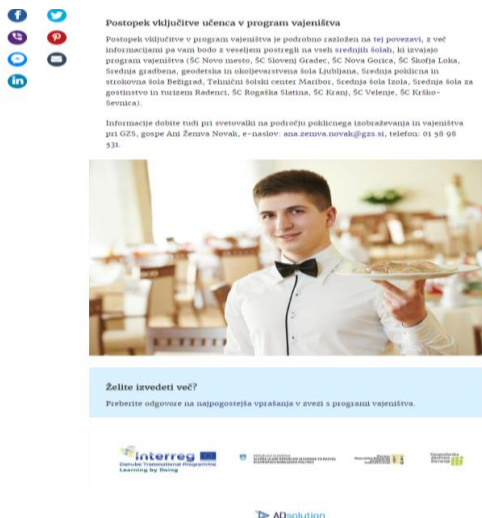
Odgovori






Sorodne vsebine:

- Prehod v srednjo šolo med najbolj stresnimi situacijami v življenju
- Rada bi postala zdravnica sem 35 letna imam srednjo šolo
- Prepis na srednjo šolo
- plače s srednjo šolo

5. Siol.net

Siol.net is a multimedia web portal. The main contents cover daily politics, news, sports, technology, lifestyle, and motoring. The topics include Slovenian and international daily news, events, interviews and commentaries in the section *Rubrikon*, as well as online information on sports, entertainment news, fashion and beauty trends, health, leisure, music news, movies' presentations, travelogues and daily updated horoscopes. The portal is complemented by a blog community (*Blogos*), one of the biggest blog providers in Slovenia. The campaign included a PR article in the portal on the different programs of vocational education and its advantages. It also made reference to the ongoing apprenticeship pilot. The article was accompanied by photographs from the developed visual identity. Logos of the project and main partners were also clearly visible (<https://siol.net/posel-danes/novice/slovenski-dijaki-po-stopinjah-evropskih-kolegov-465849>).









Postopek vključitve učenca v program vajeništva

Postopek vključitve v program vajeništva je podrobno razložen na tej povezavi, s več informacijami pa vam bomo z veseljem postregli na vseh srednjih šolah, ki izvajajo program vajeništva (SC Novo mesto, SC Slovenj Gradec, SC Nova Gorica, SC Slova Loka, Srednja gašperna, govedarstva in stočevarstva šola Ljubljana, Srednja politna in inštitucijska šola Brežice, Tehniška šola center Maribor, Srednja šola Inča, Srednja šola za gostinstvo in turizem Radenci, SC Rogoška Slatina, SC Krauč, SC Velenje, SC Krško-Servica).

Informacije dobite tudi pri svetovalci na strokovno poklicnega izobrazbevanja in vajeništva pri OZS, gospe Anji Zemva Novak, e-naslov: ana.zemva.novak@gzs.si, telefon: 01 58 98 931.



Želite izvedeti več?
Prebrskite odgovore na najpogostejša vprašanja v zvezi s programi vajeništva.

ADinkolition

<http://www.interreg-danube.eu/learning-by-doing>

"Project co-funded by European Union funds (ERDF, IPA)"



PoselDANES

NOVICE MOJA SLUŽBA LESTVICE BIZI OSEBNE FINANCE

SiolNET > Posel danes > Novice

Sreda,
25. 4. 2018: 15.55
Osveženo:
2 meseca, 1 teden

Vsebinsko omogoča Center Republike Slovenije za poklicno izobraževanje



Slovenski dijaki po stopinjah evropskih kolegov

Slovenija je po zgledu nekaterih uspešnih evropskih držav v letu 2017 začela uvajati programe vajeništva. Dijak vajenec polovico izobraževanja preživi v podjetju, kjer se uči z delom, iz prve roke spoznava svoj izbrani poklic ter postane usposobljen in zaželen kader, ki ga delodajalci iščejo. Vajenec vsak mesec prejme tudi denarno nagrado.



Po zgledu uspešnih evropskih držav

Vajeništvo ima močno tradicijo v Nemčiji, Avstriji, Švici, na Danskem in v še nekaterih gospodarsko uspešnih državah. Po njihovem zgledu je tudi Slovenija začela uvajati vajeniško obliko srednjega poklicnega izobraževanja. V šolskem letu 2018/2019 bodo vajeniške programe izvajale srednje poklicne in strokovne šole po vsej Sloveniji.

Pol časa v šoli, pol časa v podjetju

Vajeniški sistem je praktično zasnovan program srednjega poklicnega izobraževanja, pri katerem vsaj 50 odstotkov časa učenci preživijo v podjetju, kjer se učijo z delom in že zelo mladi pridobivajo delovne izkušnje. Vajenci imajo ob sebi mentorje, ki zanje skrbijo in jim prenašajo specifična znanja. V šolskem letu 2018/2019 bo vajence sprejemalo že več kot

KAJ BERETE

Hrvaška po neverjetni dramati polfinalistka SP, Rusi v solzah...



Argentinka: Življenje v Sloveniji je kot iz pravljice



Ste jih opazili? Smešni avti za največ 500 evrov. #foto



Selektor Hrvaške se je zjokal, predsednica zaplesala v dresu



Huda prometna nesreča s smrtnim izidom, policisti prosijo za pomoč



SPREMLJAJTE NAS

 [pinterest.com/Siolnet/](https://www.pinterest.com/Siolnet/)

bizi.si

Dejavnost:

Število zaposlenih:

ISK po barvi bonitetnega SČta:

[Poišči podjetje](#)

6. Delo.si

Delo.si (English: Labour) is a national daily newspaper in Slovenia, based in Ljubljana. For more than 50 years, *Delo* has been involved in active co-creation of the Slovenian public space. It covers politics, economics, sports, culture and social events in Slovene language. In addition to Slovenia, the paper is available in several Croatian cities and in Belgrade, Serbia. With an average daily sales of about 29,000 copies, the daily reach amounts to nearly 151,000 readers or 9% of the population, which makes it the second result among Slovenian diaries. In addition to the daily and evening edition, it also offers online edition, with a monthly reach of almost 18% of Slovenian Internet users in November 2015. The campaign included a PR article in the portal on the different programs of vocational education and its advantages. It also made reference to the ongoing apprenticeship pilot. The article was accompanied by photographs from the developed visual identity. Logos of the project and main partners were also clearly visible (<http://www.delo.si/novice/slovenija/vajenistvo-zanesljiva-pot-do-poklica-in-zaposlitve-48539.html>).



The screenshot shows the homepage of the Slovenian newspaper 'Delo'. At the top, there are social media icons and a navigation bar with 'PRIJAVA | REGISTRACIJA'. Below this is a banner for 'DELO' with the date 'četrtek, 26.04.2018'. A prominent advertisement for 'jasnovidka Daniela vedeževanje' (clairvoyant Daniela divination) is visible, featuring a woman with wings and contact numbers: 090 42 41 and 090 142 409. The main navigation menu includes 'Novice', 'Svet', 'Gospodarstvo', 'Mnenja', 'Šport', 'Znanje', 'Kultura', 'Prosti čas', 'Multimedija', and 'Naroči se'. A large banner for 'Zanesljiva pot do poklica in zaposlitve' (Reliable path to profession and employment) is displayed, featuring a woman in a lab coat and the text 'PROGRAMI VAJENISTVA'. Below this, the 'Znanje' (Knowledge) section is active, showing an article titled 'G+ vprašanje: Ali in kako so lahko vzajemni skladi zanimivi za starejše?' (G+ question: Can and how can mutual savings be interesting for the elderly?). To the right, there is a 'Najnovije' (Latest) section with various news items. At the bottom, there are more news snippets under 'Znanost' (Science) and 'Več zadnjih novic' (More recent news), including 'Otroke s paralizo bodo lahko operirali v Ljubljani' and 'Iskanje novih modelov za večjo prehransko varnost'. A 'Tudi JUNAKI' logo is also present.

7. Slovenske novice

Slovenske novice ("Slovenian News") is a Slovene tabloid newspaper, first published in 1991. Originally, *Slovenske novice* was published six times a week, but since 2012, it is published also on Sundays. It has the largest paid circulation among all daily newspapers in Slovenia, with an approximate circulation of 305,000 copies. The campaign included a PR article in the portal on the different programs of vocational education and its advantages. It also made reference to the ongoing apprenticeship pilot. The article was accompanied by photographs from the developed visual identity. Logos of the project and main partners were also clearly visible (<https://www.slovenskenovice.si/novice/slovenija/clanek/vajenistvo-zanesljiva-pot-do-poklica-in-zaposlitve-48338>).

<http://www.interreg-danube.eu/learning-by-doing>

"Project co-funded by European Union funds (ERDF, IPA)"

www.slovenskenovice.si/novice/slovenija/danek/vajenistvo-zanesljiva-pot-do-poklica-in-zaposlitve-48338

slovenske novice NOVICE KRONIKA BULVAR SUZY STIL BIZARNO ŠPORT POTROŠNIK BRALCI

Vajeništvo, zanesljiva pot do poklica in zaposlitve

Objavljeno 07. maj 2018 09.49 | Posodobljeno 07. maj 2018 12.09 | Piše: P.Š.

Slovenija je po zgledu nekaterih uspešnih evropskih držav v letu 2017 začela uvajati programe vajeništva.



8. Ads and banners in social media networks (Google, Facebook)

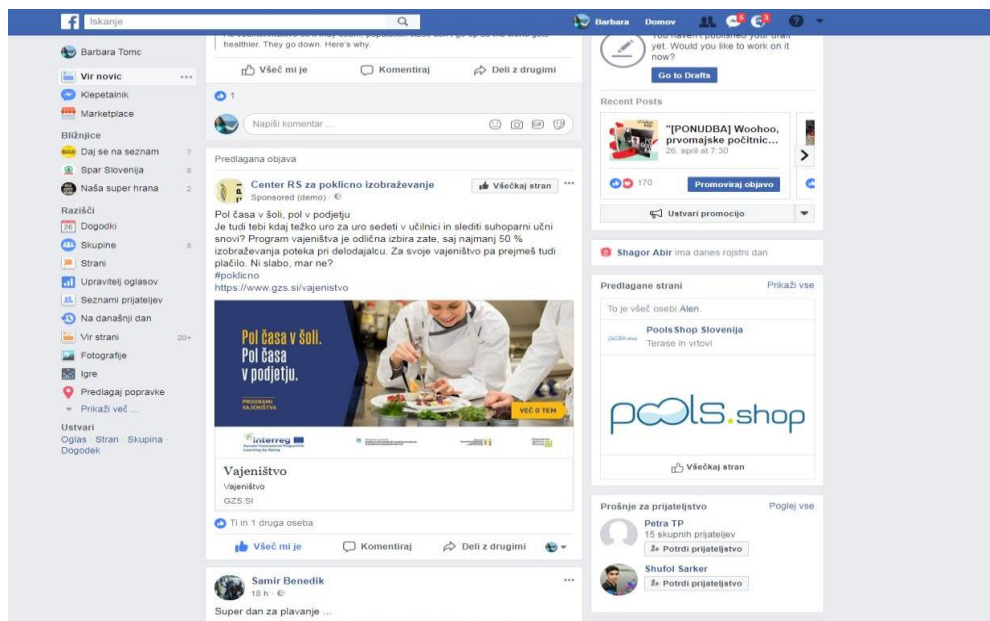
In the past years, social media advertising has grown into a highly popular marketing channel. The reason behind is that it remains one of the most effective paid advertising channels, helping to get new leads and pass information.

As mentioned above, if we want to reach young students, we need therefore to make use of a wide array of communication tools in order to reach our audience, including social media and ICT-based methodologies. Our advertising campaign included two main social media networks widely used by our target groups: Facebook and Google.

With 1.49 billion members worldwide, and 22 billion ad clicks per year, Facebook is providing with the largest advertising opportunity in the whole world. For instance, the level of granularity you can get with Facebook targeting capabilities is over-arching: whether it be by behaviours, interests, demographics, connections, age ranges, languages, or locations, it allows for optimized targeting capabilities and for layering them upon each other to ensure a higher level of accuracy, such as the possibility of targeting an audience that has already visited similar sites, and therefore is more likely to be interested in the offered information at some level.

Another very efficient channel of dissemination and optimization, is Google and its advertisement system (Google AdWords), which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results. In this regard, Google AdWords made our marketing task easier by bringing huge per click traffic through the use of proper keywords (education, apprenticeship, knowledge...) and by bringing relevant clicks and visits to our sites (apprenticeship information, blog, articles, etc.). In addition, the system of Google Analytics and Google Display Network allowed for a constant monitoring and evaluation prior, during and after the campaign.

In collaboration with *Futura*, we designed targeted ads and banners for the campaign, which included the key messages and visual identity as conceived for the other two campaigns. Please see



below one example of a Facebook ad and its banner:



3. Results, responses on campaign from your partners:

The results of the campaign could be summarized as follows:

1. **TV campaign:** The video was shown on 30.03.18 via Channel 1 of RTV Slovenia. As mentioned, the video was included in the program *Infodrom*, directly targeting young people. The actual reach of its broadcasting is difficult to calculate (no data from TV channel). However, we can also mention the number views of the video in the YouTube channel of *Infodrom* (1.680 views up until 08.07.18).
2. **Event campaign:** As mentioned, the event campaign allowed for a more face-to-face contact with our target groups, especially during the school and company visits. In this regard, 8 schools and 25 companies were reached during the visits. On the other hand, the career and employment fairs allowed the campaign to reach a wider spectrum of groups, including not only companies and schools, but also students and youngsters. For instance, the *Informativa* fair was attended this year by more than 22,000 visitors. The Career Fair MojeDelo.com is the biggest event for career promotion in Slovenia and it includes companies, students, schools, job-seekers and youngsters in general. Its reach is, therefore, nation-wide and cross-cutting.
3. **Social media campaign:** The social media campaign report provided by the *Futura* agency, which was very successful in terms of the data, indicated that we managed to reach 20.878 people, including clicks, Facebook interactions, reading PR articles, commentaries and participation in forums. As mentioned, in order to reach the younger target group, primary school pupils and students, we advertised on *Dijaški.net* (Forum, PR articles and banners) and *Najstnica.si* (PR articles and Facebook posts). We tried to reach the target group of parents on *Svet24.si* (PR articles), *Medover.net* (PR articles, forum and banners), *Siol.net* (PR articles, banners and retargeting), *Delo.si* (PR articles and banners) and *Slovenskenovice.si* (PR articles and banners).

Specifically, here below it is included the detailed description of results for each dissemination channel:

| CHANNEL | TARGET GROUP | ACTION | REACH | TOTAL |
|------------------------|---|--------------------------------|-------|-------|
| Dijaški.net (Forum) | Young people, students | PR articles, banners, forum | 56966 | |
| Najstnica.si | Young people, students | PR articles, posts | 239 | |
| Svet24.si | Young people, students, parents, companies | PR articles | 2368 | |
| Medover.net | Young people, students, parents | PR articles, forum, banners | 27096 | |

| | | | | |
|---------------------|--|-----------------------------------|-------|----------------|
| Siol.net | Young people, students, parents, companies | PR articles, banners, retargeting | 30419 | 204,402 |
| Delo.si | Parents, companies | PR articles, banners | 21729 | |
| Slovenske novice.si | Parents, companies | PR articles, banners | 2017 | |
| FB, Google ads | Young people, students, parents, companies | Posts | 63568 | |

4. Summary of your findings and experience from campaigns

After a thorough review of the three sensitization campaigns, we can summarize the following findings:

- The TV campaign was successful in that it reached very large audience during a short period of time. Although the program was broadcast and targeted at a specific segment of the population, it also allowed to reach a larger and more diverse audience. As such, the video enabled to convey the key messages and gave a concrete personal example instant validity and prominence, by using audio and visual effects to create a lasting impact. In addition, the “glitz and glamour” associated with producing a television video makes it one of the most appealing dissemination methods, especially when it was done without financial burdens. However, the non-replicability of the video was a disadvantage, in that there were no multiple exposures to achieve message retention and action. It was also difficult to monitor its impact in the short and long run.
- The second campaign seemed like a logical addition to both the TV and the social media campaign, as events represent a great channel to communicate with our target groups, to increase the contacts considerably (networking), as well as to raise awareness. In this regard, the school and company visits also allowed for a more personalized and focussed approach to our target groups, including the possibility to spread the message geographically and per sectors. On the other hand, setting up a stand at a trade fair or exhibition does not in any way guarantee increased exposure, the establishment of network contacts, or improved awareness. In addition, there are no clear tools to monitor its impact in the short and long run.
- The third, and last, campaign was the one with the highest level of reach, as well as with the best tools for monitoring (before, during and after) its impact. As seen from Point 3, the results of the social media campaign were, in general satisfactory, although with differences across channels. In this regard, the targets reached by the Facebook ads and posts, as well as the articles in *Siol* and *Delo* were the highest. The banners in *Dijaski.net* were also among best performing ones in terms of reach. However, the participation in the forum in *Dijaski.net* was somewhat

worse: although there were some comments at the beginning and users were invited to publish on Facebook, the debate did not bring fruit (especially compared to the forum on *Medover.net*, where a full successful debate did take place with 56 comments). In addition, and contrary to Facebook ads, the tool of Google ads did not satisfy our expectations. Luckily, thanks to the possibility of monitoring during the campaign, these ads were reduced in time and resources were optimized for other more efficient tools, such as PR articles and banners, used in other channels at the end of the campaign implementation.

All in all, it can then be concluded that the campaigns were satisfactory in terms of channel coverage (audio-visual media, printed media, online media, events, face-to-face visits and fairs). The events campaign and the social media campaign appeared to have had a broader target reach. Events (face-to-face visits to schools and companies) allowed for a more personalized contact with the target groups and gave the opportunity to select from the geographical and sectoral point of view. Online tools (Facebook posts, banners and PR articles) come as the most efficient tools for reaching not only our target groups, but also broader audiences. Finally, the three campaigns succeeded in raising awareness on the existence of the current apprenticeship pilot.

5. Recommendation for future campaigns

Following the implementation of the three campaigns, some recommendations can be included:

1. Replicability and (ex ante and post) monitoring are needed to ensure a higher level of impact and reach, as well as a selection of the most efficient tools and channels.
2. It could be highlighted that a higher impact could have been achieved had the first promotional campaign started from August to September, coinciding with the application period for schools by young people. In addition, the second campaign could have continued in the period from December to March, as a follow-up to the first one, and taking advantage of the so-called open-door days in schools taking place in February and in March each year.
3. It would have been perhaps more attractive to tackle the promotion of each vocation individually rather than apprenticeships in general.
4. Stocking efforts from other areas would have been advisable in order to boost the campaigns. For instance, career advisers could have been used as disseminators of the campaign to youngsters, students, parents and others.