



EAfA

European Alliance for Apprenticeships

Action Plan 2025

*Employment,
Social Affairs
and Inclusion*

1. Overview of activities

EAfA 2025 Activities - Overview	
Learning tools	
Toolkit	A toolkit on apprenticeships for adults will be published, providing examples and step-by-step guidance for offering apprenticeship programmes to various groups, including skilled individuals seeking a career change, unskilled individuals aiming to enter the labour market, and third-country nationals/migrants). (<i>October</i>)
Factsheets	Three factsheets focusing on: <ul style="list-style-type: none"> • Attracting and nurturing trainers (<i>February / March</i>) • Basic skills in apprenticeships (<i>September</i>) • Higher-level apprenticeships (<i>December</i>)
Webinars	Two webinars with experts and practitioners to discuss together: <ul style="list-style-type: none"> • Quality apprenticeships and working conditions (<i>April</i>) • How to address gender stereotypes in apprenticeships (<i>November</i>)
In-person events	
High-level event	<p>Apprenticeships for the Clean Industrial Deal</p> <p>The 2025 High-level event will focus on apprenticeships for the Clean Industrial Deal, which is expected to be a key initiative in the upcoming months. Specifically, the event will be the opportunity to discuss how apprenticeship programmes can be leveraged to provide the workforce with the skills required to support the ambitious goals of the deal. Additionally, discussions will include best practices for the portability of these skills and approaches to facilitate the recognition of apprenticeships in relation to labour mobility.</p> <p>Brussels, <i>June</i></p> <p>150 participants</p>
Get-Together event	The EAfA Get-Together event will take place back-to-back with the High-level event and, as a consolidated EAfA tradition, it will be organised collaboratively with members and the EAfA communities.

	<p>The event will be a valuable opportunity for members to network, explore cooperation opportunities, and share good practices with each other.</p> <p>Brussels, <i>June</i></p> <p>70 participants</p>
European Apprentices Network (EAN) members' meeting	<p>The European Apprentices Network members' meeting will take place back-to-back with the High-level event. The meeting will be an opportunity for the network to connect with apprentices from all over Europe and understand and discuss their main concerns.</p> <p>This meeting, organised by EAfA, will offer apprentices a platform to exchange opinions with policy-makers, practitioners and experts on the main challenges they face and the concrete actions that can be implemented at different levels (e.g. EU, national, regional, local, organisational and individual level).</p> <p>Brussels, <i>June</i></p> <p>35 - 50 participants</p>
Regional seminar co-organised with the European Training Foundation (ETF)	<p>The 10th seminar, co-organised by EAfA in collaboration with the European Training Foundation (ETF) in an ETF country, will explore opportunities for developing and implementing apprenticeship systems in EU Member States and partner countries.</p> <p>Host country to be defined, <i>October / November</i></p> <p>100 participants</p>
EAfA communities	
<p>Existing communities:</p> <ul style="list-style-type: none"> • Learning mobility of apprentices • Social inclusion and gender equality • Green and digital transitions • Role of cities and regions in fostering apprenticeships <p>New community:</p> <ul style="list-style-type: none"> • Higher level apprenticeships (starting early 2025) 	
Website	
<p>EAfA will publish news items each month. These focus on EAfA members and Champions (spotlight articles), event/webinar promotion and recaps, thematic news items (skills and labour market as topics, for example) and quizzes. EAfA will also publish a monthly stakeholder article, for example, success stories, good practices, examples of ESF+ and Erasmus+ funding for apprenticeships, and social partner cooperation.</p>	

Examples of specific topics include:

- EU Parents Association and their opinion on apprenticeships
- EAN and their work on well-being and mental health
- Apprenticeships in rural areas
- Sectoral Social Partners and apprenticeships
- Craft sector (sustainable fashion, jewellery, textiles)
- Mindset of lifelong learning and adaptability in the workplace through apprenticeships
- The economic benefits of apprenticeships for local communities
- Food sustainability and culinary arts / gastronomy
- Metalworking sector and welding (for women)
- Integration of migrants through apprenticeships

Online library of tools and resources

EAfA will continue adding new resources to the online library monthly, including quality materials, practical tools, and guidance on apprenticeship, to help EAfA members and key stakeholders design and deliver quality and effective apprenticeships.

Newsletter

The EAfA quarterly newsletter will update members and supporters on:

- News
- Upcoming events
- Welcome to new members
- Member of the month (linked to upcoming articles)
- Country of the month (linked to upcoming articles)
- Online library
- Past activities

Social media

EAfA LinkedIn Group

Content will be posted each month via the EAfA LinkedIn group which is tailored to the EAfA community and designed to encourage online conversation around EAfA membership, pledges and thematic topics.

	<p>The group also welcomes new EAfA members to the community.</p> <p>The LI group is open to everyone interested in apprenticeships and WBL and has reached an impressive number of almost 4 000 members with an accelerated increase of 21.7% since January 2024.</p>
EU Social social media accounts (X and Facebook)	<p>Monthly posts published on the <i>EU Social</i> social media channels will improve the visibility and awareness of EAfA via key social media platforms X and Facebook.</p>
Advertising campaigns	<p>The EAfA paid advertising campaigns will promote EAfA with the aim of increasing membership, newsletter sign-ups, and pledges.</p>
Annual survey	
<p>The EAfA annual monitoring survey is an annual exercise among EAfA members to capture the progress made on their pledges and achievements, as well as to get their feedback on EAfA's past and upcoming activities. The survey takes place yearly in September. (<i>September</i>)</p> <p>The survey results reveal that members' perception of the EAfA is largely positive, with the vast majority of survey respondents considering EAfA very valuable. In 2024, there was an increase of five percentage points on the members' perception of assessment of EAfA's value as a multi-stakeholder platform to foster apprenticeships, now up to 94%.</p>	
Stakeholders' engagement	
<p>EAfA is engaged in a constant outreach activity to potential new members. A strategic Membership Growth Campaign has been designed to boost engagement and awareness through:</p> <ul style="list-style-type: none"> • Advertising campaigns on social media targeting specific audience groups, including new features like polls and graphic elements such as GIFs • Carrying out additional targeted mapping exercises (e.g. in specific sectors of interest) • Leveraging contacts made through networking events and bilateral meetings • Participation in physical and online events <p>In 2024, EAfA membership increased from 420 to 467 (+11%).</p>	

2. Introduction

This document outlines the activities and topics that EAfA and the Apprenticeship Support Services will implement in 2025, reflecting the objectives and priorities of the European Alliance for Apprenticeships (EAfA). Through the 2025 Action Plan, EAfA is committed to advancing the quality, supply, and overall image of apprenticeships across Europe, as well as to enhancing the mobility of apprentices, ensuring apprenticeships remain a vital component of the EU's strategies for employment, social inclusion, and sustainable growth.

The Alliance continues to bring together governments, social partners, businesses, chambers of commerce, regions, youth organisations, and vocational education and training (VET) providers to strengthen apprenticeships as a means to address key challenges facing the European workforce and labour markets. National governments and stakeholders involved in apprenticeships at different levels contribute to EAfA's work through national commitments and pledges, respectively.

Since the launch of the renewed EAfA in July 2020, the Alliance has focused its action on **six strategic priorities**:

1. **Encouraging commitment among Member States and companies** to provide quality and effective apprenticeships, including fostering national apprenticeship coalitions;
2. **Incentivising support for small and medium-sized enterprises (SMEs)** to ensure a stable supply of quality apprenticeships;
3. **Mobilising local and regional authorities** as key actors in promoting apprenticeships within their business communities;
4. **Strengthening social dialogue** by engaging national social partner organisations more actively;
5. **Engaging European sectoral social dialogue committees** to foster joint sectoral pledges on apprenticeships;
6. **Enhancing apprentice representation** in Member States by supporting the European Apprentices Network (EAN).

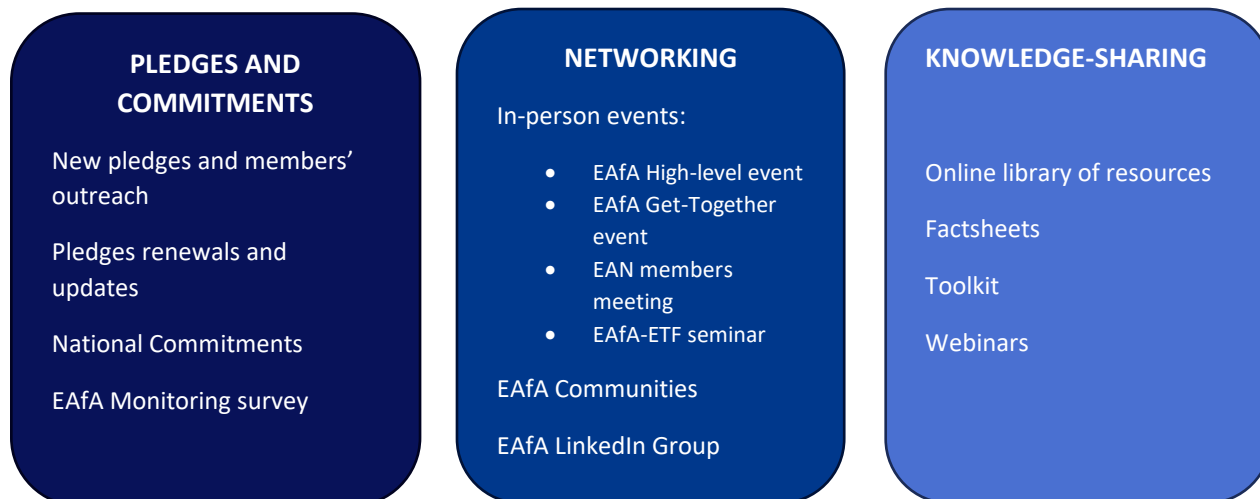
Furthermore, EAfA also continues addressing horizontal themes critical to the future of apprenticeships, such as green and digital transitions, gender equality, social inclusion, mobility, and the internationalisation of vocational education and training. These cross-cutting issues remain central to achieving the Alliance's mission and fostering a skilled, adaptable workforce prepared for the challenges and opportunities of a rapidly changing world.

Following the conclusion of the **European Year of Skills (EYS)** in May 2024, EAfA remains focused on promoting high-quality apprenticeships as part of Europe's efforts to achieve the European Pillar of Social Rights Action Plan targets. These include a 78 % employment rate and 60 % of adults engaging in upskilling and reskilling annually by 2030. The achievements of the EYS have highlighted the importance of skills for Europe's economic resilience, competitiveness, and social cohesion, providing a basis for the Alliance's 2025 agenda.

In 2025, EAfA will build on the progress of the previous years, adapting to the evolving needs of apprenticeships and skills development.

3. Three areas of action

EaFA's action encompasses three key areas:



3.1 Pledges and National Commitments

Following the [Council Declaration of 15 October 2013](#) on the European Alliance for Apprenticeships, 41 countries have submitted concrete commitments to enhance the quantity, quality, and supply of apprenticeships and foster mobility of apprentices. This group includes 27 EU Member States, ten candidate and partner countries (Albania, Armenia, Bosnia and Herzegovina, Georgia, Israel, Moldova, Montenegro, North Macedonia, Serbia, and Türkiye) and all four EFTA countries (Iceland, Liechtenstein, Norway, and Switzerland).

EaFA also invites pledges from stakeholders, companies, VET providers, social partners, chambers, and other intermediaries across Europe who wish to both work individually and collaborate with peers towards EaFA's objectives. By the end of 2024, EaFA has received 467 pledges.

All [national commitments](#) and [pledges](#) are available on the EaFA website.

New pledges and members' outreach

EaFA will implement a number of measures to increase awareness of the Alliance and its mission expanding its membership base:

- **Mobilise EaFA members:** members are the main asset of EaFA, they contribute to moving the network forward and can help widen the Alliance by promoting it within their network. About 87 % of the respondents to the 2023-2024 EaFA monitoring survey indicated their availability to promote the EaFA within their network. These members will be mobilised by developing material that can be easily shared such as: presentations, infographics, factsheets, etc. Umbrella organisations in particular have the largest potential to promote the Alliance and EaFA will call upon them to continue their effort in promoting apprenticeships and the work of EaFA.
- **Targeted approach:** while EaFA welcomes pledges from all sectors and stakeholders, in 2025 EaFA will focus on expanding its memberships in key-economic sectors relatively under-represented within the Alliance, such as:

agriculture, construction, hospitality, textiles and transport/logistics. EAfA will conduct targeted outreach activities focused on the main players in the respective sectors.

- **Leverage existing networks:** EAfA will engage with existing EU-level networks (e.g. EPALe, BELC) to promote the Alliance and reach out to relevant stakeholders.
- **Collaborating with Member States' Representatives:** EAfA can count on a committed network of national government representatives to promote the Alliance with key stakeholders in the Member States.
- **Strengthen cooperation with the European Training Foundation (ETF):** EAfA will continue to collaborate closely with ETF to expand its geographical reach by, on the one hand, supporting new countries to make concrete commitments toward apprenticeships and, on the other hand, encouraging new pledges from stakeholders in candidate and partner countries already members of EAfA.
- **Promote in-person events to specific possible pledgers:** The events have the potential to inspire new stakeholders to join the Alliance, as new members are invited to participate in person. Targeted efforts will be made in the months leading up to an in-person event to attract potential new members to join EAfA.

Pledge renewals and updates

The pledge renewal process commenced in April 2023, coinciding with the introduction of the new pledge form. Existing members who joined the Alliance prior to 2023 were requested to reaffirm their commitment to EAfA and update the content and contact details of their pledge using the new online form. This form enables the selection of relevant actions and related KPIs under each of the main EAfA objectives, facilitating the collection of better information about members' activities and how EAfA can support their work. It also allows members to join any of the Communities.

Approximately 86 EAfA members have renewed their pledges in 2023 and 2024. EAfA will continue encouraging members who joined before 2023 to renew their commitment to the Alliance by submitting an updated pledge this year.

National Commitments

In 2023 and 2024, nine countries updated their commitment to the Alliance (Belgium (Wallonie), Greece, Lithuania, Luxembourg, Malta, Romania, Slovakia, Spain and Sweden), while Armenia and Bosnia and Herzegovina became the 40th and 41st countries to join the Alliance through a national commitment. Countries that have not updated their commitments will be contacted, with efforts focusing on those who previously expressed interest in renewing their commitment and countries whose previous commitment was submitted before 2022.

New EAfA Partner Countries are anticipated to join the European Alliance for Apprenticeships with a national commitment, including potential partner countries from the Eastern Partnership and Neighbourhood South regions.

EAfA member survey

The EAfA monitoring survey is an annual exercise to capture members' progress on their pledge and get their feedback on EAfA past and upcoming activities based on their needs and interests. The next survey will take place in September 2025 and the report will be published by December 2025.

The survey report will highlight important achievements and results by pledgers. These will occasionally be presented in articles on the EAfA website and in the EAfA LinkedIn group.

3.2 Networking

One of the main goals of EAfA is to create networking opportunities for its members. Networking facilitates the exchange of ideas and collaboration on projects. It also enables members to share best practices and learn from each other. Historically, this was accomplished through in-person networking, however, in recent years, the increased use of digital networking tools has expanded opportunities for networking across borders. The inclusion of complementary online networking activities allowed for wider participation as in-person events can accommodate only a small share of EAfA members and, at the same time, helped reduce the environmental impact of in-person events. It remains, however, important, to balance in-person and online events and activities.

In-person events

EAfA will arrange two major yearly events:

- **High-level event**

The event is scheduled to take place in Brussels in June 2025, with an expected attendance of 150 participants. This year the focus will be on apprenticeships for the Clean Industrial Deal, which is anticipated to be a significant initiative in the coming months. Through high-level presentations and panel discussions. The event will explore how the deal's implementation can be supported through apprenticeships.

Possible topics covered include:

- Labour mobility
- Recognition of apprenticeships and qualifications
- Transferrable good practices.

Two meetings will be arranged back-to-back with the event:

- a Get-Together in-person networking event for EAfA members (with about 70 participants)
- a European Apprentice Network (EAN) member meeting (with about 35 to 50 participants)

- **EAfA-ETF seminar for candidate countries and EAfA partner countries**

In 2025, EAfA will organise its 10th annual seminar in cooperation with the European Training Foundation (ETF). Scheduled in autumn 2024, the event is expected to attract approximately 120 participants. The primary objective is to facilitate learning and networking among candidate countries, EAfA partner countries, and EAfA members, which include governments, individual employers, employers' associations, chambers, and VET providers. The event aims to raise awareness, promote cooperation, and encourage the exchange of experiences, including interactions with third countries.

Delegations will consist of multiple representatives from each candidate and EAfA partner country (11 countries participated in the 2024 seminar) that have committed to EAfA. Additionally, attendees from the host country, observer countries considering joining the Alliance, and Member States will be invited. EU-level institutions and relevant stakeholders will share examples of good practices on priority themes, addressing challenges identified within the candidate countries. Furthermore, several representatives from the European Apprentices Network (EAN) will also be invited to participate in the seminar.

EaFA Communities

Four thematic EaFA Communities were inaugurated during the 2023 High-Level Event. Their objective is to enhance and deepen the existing EaFA networking opportunities while encouraging interactivity and bottom-up engagement among EaFA members with shared interests. These communities serve as a platform for EaFA members to exchange knowledge, share best practices, and establish strong collaborations.

The Communities primarily use web-based collaborative environments to facilitate communication and interaction. They focus on disseminating best practices and generating new knowledge to improve the quality and availability of apprenticeships. Participation in these Communities is exclusively available to EaFA members.

New applications from EaFA members wishing to join a Community will be reviewed on an ongoing basis. Interested members can express their interest by sending an email to EaFAMembers@ecorys.com or through this [form](#).

As of 2024, the four existing Communities are:

- **Learning Mobility of Apprentices** – Leading organisation: Euro App Mobility
- **Social Inclusion and Gender Equality** – Leading organisations: Fundació Catalana de l'Esplai and IDEC S.A.
- **The Green and Digital Transitions** – Leading organisation: ESB Networks
- **The Role of Cities and Regions in Fostering Apprenticeship** – Leading organisations: European Association of Regional and Local Authorities for Lifelong Learning (EARLALL), Fundación Bertelsmann, and the Metropolitan City of Rome.

A new Community focusing on higher-level apprenticeships is scheduled to be launched in January 2025. WSEI University and ITS Turismo Puglia will jointly lead this Community. Based on the needs and interests of the wider EaFA Community, additional communities may be established in 2025. Potential topics for these Communities include career guidance and in-company trainers.

Each Community will organise meetings among its members to share best practices and plan future activities, such as workshops, webinars, position papers, and repositories of best practices.

EaFA LinkedIn Group

EaFA has a large LinkedIn group with nearly 3 900 members and counting. It serves not only to promote EaFA activities but also to engage the community on topics of interest and relevance to its members. By sharing diverse content, we aim to keep the audience engaged while providing valuable information. We continually explore innovative formats to enhance engagement and encourage members to share their own content, news, and relevant information that could benefit others in the group. This year, the LinkedIn group has seen 185 posts and 2 399 engagements and counting.

3.3 Knowledge sharing

Over the past six years, EAfA has developed numerous online activities, including webinars, factsheets, toolkits, and newsletters. These resources, supported by the Apprenticeship Support Services, cover all EAfA's objectives and priorities.

Online library

The EAfA website's online library includes guidelines, studies/research, toolkits, and examples of best practices. Materials are collected in a variety of EU languages and from across the EU and other EAfA Member States, as well as EU-level and international-level resources. As of December 2024, there are 690 entries.

In 2025, new resources will be uploaded monthly, encompassing a variety of sources and quality materials, such as practical tools and guidance on apprenticeship, to help EAfA members and key stakeholders design and deliver quality and effective apprenticeships. The sources uploaded will be promoted through the newsletters and LinkedIn.

Factsheets

The EAfA factsheets are designed to be an accessible and practical resource, offering clear overviews of key topics related to apprenticeships. They serve as a valuable tool for knowledge exchange and mutual learning by showcasing good practices, data, and initiatives from various EU Member States. By highlighting real-life examples and providing actionable insights, the factsheets aim to inspire new ideas, foster collaboration among EAfA members, and support stakeholders in developing effective apprenticeship systems and activities.

Three factsheets are planned to be drafted, published and promoted in 2025, on the following topics:

- Attracting and nurturing trainers (February / March)
- Basic skills in apprenticeships (September)
- Higher-level apprenticeships (December)

Toolkit

The EAfA toolkits are comprehensive resources designed to support individuals and organisations in implementing and improving quality apprenticeships. They aim to enhance knowledge of key aspects of quality apprenticeships, promote consistent approaches across the EU, and provide practical, tailored guidance to address specific needs. Targeted at companies, VET providers, social partners, apprentices, and policymakers, they serve as valuable resources for fostering collaboration and driving excellence in work-based learning.

A toolkit on **apprenticeships for adults** will be published in October 2025, providing examples and step-by-step guidance for offering apprenticeship programmes to various groups, including skilled individuals seeking a career change, unskilled individuals aiming to enter the labour market, and third-country nationals/migrants

Webinars

The EAfA webinars serve as a dynamic platform for exploring key topics and challenges in apprenticeships through engaging, high-quality discussions with experts and practitioners. Tailored to education and training providers, businesses, youth organizations, authorities, and social partners, these webinars are valuable resources for members and an effective outreach tool for non-members. By promoting knowledge exchange and sharing actionable insights, the webinars strengthen stakeholders' understanding of apprenticeships, expand the EAfA network, and support the broader apprenticeship ecosystem.

Two webinars of approximately 60 minutes will be streamed live as well as recorded and included in the EU Social YouTube channel. The webinars will involve up to four participants including relevant experts and practitioners. The foreseen topics of the 2025 webinars are the following:

- Quality apprenticeships and working conditions (April)
- How to address gender stereotypes in apprenticeships (November).

4. Communication with the members

Effective communication with its members remains a key focus of EAfA for 2025. Several channels will be used to ensure members and supporters are kept updated about and engaged with EAfA activities

Website

The EAfA website will continue to act as a central hub of information, showcasing the benefits of joining the EAfA and promoting activities and resources relevant to the community. The website is home to a range of materials – news articles, events, resources and activities – which relate to the overall EAfA objectives to strengthen the quality, supply and image of apprenticeships as well as the mobility of apprentices.

The following content will be available via the website:

- **News**

The 'News' section of the EAfA website will continue to include articles which showcase the work of the EAfA community and promote valuable materials such as the EAfA factsheets and toolkits.

Thematic news items focussing on a specific topic area – for example, lifelong learning or apprenticeships in specific sectors, such as the textile industry - will be published on a monthly basis.

Additionally, the EAfA website will also showcase the work of organisations in the EU and partner countries through Member Spotlight articles. Member Spotlight articles are interview-style pieces which show the work of an organisation and how the EAfA supports them.

Finally, there will be a news item to showcase the work of the EAfA Champions and how they are contributing to promoting quality apprenticeships amongst their networks.

To enhance the reach of the articles they will be further disseminated via the EAfA LinkedIn group.

- **Events**

The 'Events' section of the website will continue to provide key information relating to upcoming EAfA events, such as the High-Level and Get Together events, the ETF seminar and webinars. Each promotional item will feature an attractive visual incorporating the EAfA branding, details of the event (speakers, talking points and location for physical events) and a call to action including a registration link.

- **Stakeholder articles**

One stakeholder article will be published per month and will focus on success stories, good practices, examples of ESF+ and Erasmus+ funding for apprenticeships, and/or social partner cooperation. Examples of specific topics that could be included are:

- EU Parents Association and their opinion on apprenticeships
- EAN and their work on well-being and mental health
- Apprenticeships in rural areas
- Sectoral Social Partners and apprenticeships
- Craft sector (sustainable fashion, jewellery, textiles)
- Mindset of lifelong learning and adaptability in the workplace through apprenticeships

- The economic benefits of apprenticeships for local communities
 - Food sustainability and culinary arts / gastronomy
 - Metalworking sector and welding (for women)
 - Integration of migrants through apprenticeships.

Newsletter

EAFa will publish quarterly newsletters featuring and showcasing the latest EAfA updates. The aim of the newsletter is to provide members and stakeholders with a comprehensive overview of the Alliance's latest activities, achievements and developments. Each edition will include different sections covering:

- News (which can vary from factsheets, toolkits, leaflets and relevant EAfA news)
- Upcoming and past events
- Welcome to new members since the last newsletter edition
- Member of the month (linked to upcoming articles)
- Country of the month (linked to upcoming articles)
- Online library updates
- Other non-EAFA events and news related to apprenticeships.

Social media (LinkedIn group)

New posts (including visuals and video clips) will be published monthly on the EAfA LinkedIn group as well as on the *EU Social* social media accounts (X, LinkedIn and Facebook) and ad campaigns for promotion of the most important EAfA events and activities.

The posts will include, for example:

- Promotion of events and activities
- Promotion of newsletters
- Promotion of content on online library
- Welcoming new members to the group
- Shining the light on members
- Shining the light on countries
- Discussion posts
- Polls.

5. Calendar

January	February	March	April
		Factsheet: Attracting and nurturing trainers Newsletter 1/4	Webinar: Quality apprenticeships and working conditions
May	June	July - August	
	High-level event Get-Together Event EAN member meeting Newsletter 2/4	<i>Summer break</i>	
September	October	November	December
Factsheet: Basic skills in apprenticeships Newsletter 3/4	EaFA-ETF seminar Toolkit: Apprenticeships for adults	Webinar: How to address gender stereotypes in apprenticeships	Factsheet: Higher-level apprenticeships Newsletter 4/4

