



ITALY

In the 2018-2020 and 2021-2023 Grants we experienced at national level a joint-management model for the National Contact Points Europass, Euroguidance and EQF. This was due to ensure timely delivery of high-quality services and results in communication strategy. We created a joint profile and a brand identity "SkillON Highlight your skills" for communication campaigns and dissemination activities of the three policy networks.

BEST PRACTICES



Joint web site – SkillON

The Skillon.it website is our primary information gateway for practitioners and end-users. The website includes 3 specific sections for each network EUROGUIDANCE, EUROPASS, EQF to show activities, services and resources provided for the different target addressed.

SOCIAL CHANNELS



SkillON joint social media channels

We launched 4 social channels aimed at promoting initiatives and activities involving the networks at Ue and national level; social media also share news and resources related to the activities of the three networks and to the topics they deal with, e.g. learning mobility, guidance, training, employment.



SkillOn joint e-newsletter

SkillON joint e-newsletter features three fixed sections, each of them dedicated to a National Contact Point + focus on joint activities. The newsletter is disseminated via SkillON's website and social channels (Fb, Twitter, LinkedIn), via institutional websites and by e-mail <https://skillon.anpal.gov.it/it/newsletter>.

TOOLS WE WOULD LIKE TO SHARE



This set of communication tools has a great value in promoting our joint identity and to reach out to end users, VET providers, schools and Universities, guidance practitioners, PES guidance counselors

PLEASE SHARE WITH US

How to maximize the impact of communication activities towards end users, giving a special priority to vulnerable and disadvantaged target groups.

Contact info

- <https://skillon.anpal.gov.it/it/home>
- <https://www.facebook.com/skillonIT>
- https://x.com/SkillON_it
- <https://www.linkedin.com/company/skillonit/>
- https://www.youtube.com/channel/UC1a_597mNF3TbSz3BS9bqdg