



ევროკავშირი  
საქართველოსთვის  
The European Union for Georgia

## Launch of new EU Programme on Skills Development and Matching for Labour Market Needs - Skills4Jobs

Summary: On 29 October at Gldani Vocation Education College, the EU and Government of Georgia formally launch activities under the new 4 year, 48.5M EUR programme which helps improving the employability of Georgians.

### Outline of the event

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In November 2018, European Commission and the Government of Georgia signed an agreement to support the programme "Skills Development and Matching for Labour Market Needs" (Skills4Jobs - Phase 2), with a total EU contribution of € 48.85 million.

To launch formally activities under this new programme, a high-level event will be held on 29 October 2019 with participation of key stakeholders from the Government of Georgia, EU Delegation to Georgia, ETF, young people and other stakeholders, total of 150 participants. It will also include a high level panel where reforms skills promoting for jobs in the country will be discussed. It will take place at Gldani Vocational Education and Training Centre, one of the most modern and prominent public vocational education institutions in Georgia.

The half-day event targets institutional stakeholders (ministries, notably MoEducation but not only), employment agencies, VET providers (all VET Colleges and others), social partners, academia (high education), youth (incl Young European Ambassadors, European Eastern Partnership School, others), donor community, civil society and interested/relevant target groups, and the media. It should include participants at local and regional level too, not only from the capital.

The event will be comprised of the following main elements:

#### 1. Exhibition

Exhibition will showcase what different stakeholders offer for better education and employment. VET Colleges (incl from regions, incl public and private), Employment Services, high education bodies, ETF – will have an individual stand sampling and showcasing their work. Around 15 stands max. VET Colleges will exhibit their practical craft skills (electricians, drivers, hair stylists, medical technicians, shoe makers, health care, computers, textile, book keeper, tourism etc – a selection has to be made); Employment Services – will display their offers and success stories; ETF will have also a stand, Min of Education can also have a stand. Success stories (on labour-market matching) should be ready made available for the media to take on easily. The exhibition has elements similar to a job fair but it is not the same –

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potential beneficiaries/visitors will have access to information on opportunities for training, work, employment, study, cooperation, collaboration etc.

Exhibition will start at 11:00. Standing lunch will be offered from 13:00 to 14:00.

At 14:00 the Ambassador of the EU to Georgia, Prime Minister of Georgia and Director of European Training Fund will tour the exhibition alongside with other guests of the event.

2. Formal statements on the Skills4Jobs Programme by EU Ambassador, Prime Minister, and ETF Director.
3. High-level panel on the state of play of the labour-market matching in Georgia, challenges and perspectives - with participation of EU Ambassador, Minister of Education, Minister of Labour, and MP. ETF Director could be part or rather moderate. Panel will start with displaying a short video with success stories.
4. Session with (i) presentation of the projects under Skills4Jobs Programme – budget support, technical assistance, twinning projects and grants scheme, (ii) presentation of Torino Process, (iii) other 1-2 presentations (Ministry, key donor, business etc)

The launch will be a highly visible media event, ensuring wide news coverage as well as more targeted stories on vocational education and employment opportunities offered through EU assistance as well as country reforms in this area. Social media coverage will also be ensured through EUD social media channels.

## Target Audience

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- General Public, with focus on young people
- Implementers of VET and education-related projects and programmes
- Social partners: employers and trade unions focusing on vocational education
- Media

## Key Messages

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- The EU and Government of Georgia are committed to helping Georgians get better skills to get better jobs, and make it easier to find those jobs;
- This new programme follows up on the previous EU-Georgia Employment and Vocational Education and Training programme which already created modern and relevant vocational education courses and set up systems that helped over 30,000 Georgians find jobs;
- This new programme will further modernise the Vocational Education, lifelong learning systems and labour matching tools to help even more Georgians find jobs.

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## Partners

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- Delegation of the European Union to Georgia (hosting event, selecting participants and guests, liaising with PM and Ministries)
- European Training Foundation
- Skills4Jobs Phase 2 implementing partners (presentations of individual components, inviting guests)
- Ministry of Education, Science, Culture & Sports (organising exhibition-fair, visitors of the fair)
- Ministry of Labour, and Min of Economy
- EU4Georgia Project (technical logistics of the event, including all branding, materials, printing, visibility & media)

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## Agenda

29 October 2019, Gldani Vocational Education and Training Center

Time	Activity	Participants
11:00	Start of exhibition	Participants: <ul style="list-style-type: none"> <li>- VET Colleges (including from regions),</li> <li>- Employment Services</li> <li>- Universities</li> <li>- EU/ETF</li> <li>- Ministry of Education, and Min Labour</li> </ul> Visitors: <ul style="list-style-type: none"> <li>- EU4Georgia Volunteers</li> <li>- Young European Ambassadors</li> <li>- Schools of Gldani Neighbourhood</li> <li>- Participants of Youth Camps</li> <li>- Multipliers</li> </ul>
13:00-14:00	Light standing lunch	
14:00	Arrival of VIPs to the college	<ul style="list-style-type: none"> <li>- Ambassador of the European Union to Georgia</li> <li>- Prime Minister</li> <li>- Ministers (Edu, Labour)</li> <li>- Director of European Training Foundation (ETF)</li> </ul>
14:00-14:30	Tour of the college and exhibition/fair by VIPs	<ul style="list-style-type: none"> <li>- Ambassador of the European Union to Georgia</li> <li>- Prime Minister, Ministers</li> <li>- Director of European Training Foundation (ETF)</li> </ul>
14:30-14:45	Formal statements on the new Skills4Jobs programme and related relevant reforms in the country	<ul style="list-style-type: none"> <li>- Ambassador of the European Union to Georgia</li> <li>- Prime Minister</li> <li>- Director of European Training Foundation (ETF)</li> </ul>
14:45-15:45	High-level panel: state of play of the labour-market matching in Georgia, challenges and perspectives (success story video projected before)	<ul style="list-style-type: none"> <li>- Ambassador of the European Union to Georgia</li> <li>- Minister of Education</li> <li>- Minister of Labour</li> <li>- Chairperson of relevant Parl Cttee</li> <li>- Facilitator: ETF Director</li> </ul>
15:45-16:00	Break	Final media opportunity with VIPs
16:00-17:00	Information/presentation session <ul style="list-style-type: none"> <li>- Presentation of EU4Skills Programme</li> <li>- Presentation of Torino Process</li> <li>- Other presentations (Ministries, key donor, business, VET Colleges)</li> </ul>	<ul style="list-style-type: none"> <li>- Stakeholders</li> <li>- Donor Community</li> </ul>
17:00-19:00	reception	<ul style="list-style-type: none"> <li>- Event participants</li> </ul>

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