

Fighting climate change & fostering innovation by increasing interest in green VET professions through empowering digital storytelling



Project Overview

VET professions offer rich opportunities for individuals interested in green technologies, green entrepreneurship, green social business and related environmentally-conscious industries.

These professions and career paths play a key role in the pursuit of a healthier environment and green growth in European economies.

The Green VET Choices project sees its central objective in **developing a way to combine green VET with the fight against climate change** by increasing the attractiveness and awareness of environmentally-friendly VET career options and fostering required green & digital skills and competences.

Aim

The Green VET Choices project wants to **raise awareness for urgent environmental challenges** and, at the same time, foster interest in green VET careers.



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Green VET Choices



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Who Does Green Vet Choices Benefit?



Target group 1 → Beneficiaries

- **VET learners** during and at the end of their VET training
- **Potential and future VET learners** such as post-secondary students

Target group 2 → Professionals

- **VET trainers and teachers**
- Persons working in **green industries and VET professions**
- **Mentors** in work-based learning

Objectives

- **Environment and fight against climate change** as the central theme of the project, permeating all project activities as a guiding thread.
- **Increasing attractiveness of VET** by showing promising, meaningful and future-oriented possibilities to current and future VET learners.
- **Contributing to innovation in vocational education and training** by introducing new and exciting learning and teaching approaches through the projects' Virtual Portal and Digital Model, which are all available online as OER.

RESOURCES

Green VET Choices Survey Report: An evaluation of green VET careers and opportunities taking into consideration national circumstances and climate challenges.

The Green VET Choices Virtual Portal: An open and participative learning environment that uses a motivating storytelling approach to empower users to make their own decisions and find out more about green careers.

The Green VET Choices Digital Model: Encompasses a professional magazine and a key segment video anthology introducing the innovative methodologies and didactical concepts applied in the project and presenting keynote articles by experts.