



Aprender hoy es construir mañana

# Fundación Laboral de la Construcción

## Best practices in attracting young people to VET

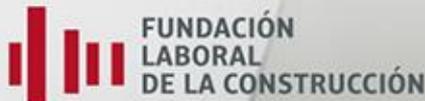
*David Pesado*  
International Projects Technician



ER-0753/2003

GA-2011/0591

SST-0130/2017



**FP**

**Conoce nuestros ciclos de **FP****

**«Hoy» Campaign**



## VET Strategic plan

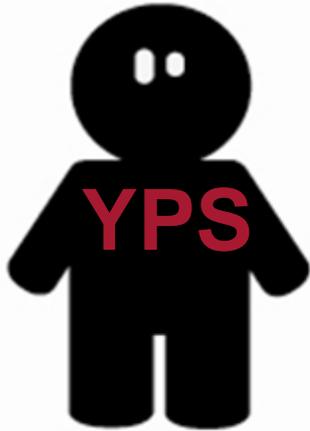
«**Hoy**» is the **brand** that Fundación Laboral launched in **2018** to attract **young people** to **VET construction**. Umbrella brand that also host **other actions**:

- **Recruitment.**
- **Advisory services.**
- **Training.**
- **Job orientation.**

## Objetives 2020 «Hoy» Campaign

- \* **Promotion** of Fundación Laboral's **vocational training** courses in **Aragón, Cantabria, La Rioja** and **Navarra**.
- \* **Attracting** young people to the **construction sector**.
- \* **Recruitment** of **students** for the next academic year **2020-2021**.

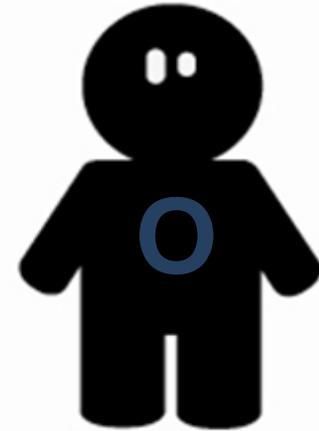
## Target audiences



**Young prospective students between 15 and 30 years old** (depending on whether they will access Basic VET or Intermediate or Higher VET)



**Parents and relatives of these students**



**Guidance counsellors of the Secondary schools**

## Training offer to promote

Aragón	Cantabria	La Rioja	Navarra
<p>-Higher Degree in "Prevention of Occupational Risks risks".</p> <p>-Intermediate Degree in "Technician in construction".</p> <p>-Intermediate level of "Excavation and excavation and rilling".</p> <p>-Basic Vocational Training in "Reform and Maintenance of Buildings".</p>	<p>-Higher Degree of "Higher Technician technician in renewable renewable energies".</p> <p>-Intermediate level of "Technician in interior works, decoration and rehabilitation".</p>	<p>-Intermediate Level of Technician in Interior Works, Decoration and Rehabilitation in collaboration with Batalla de Clavijo Secondary schools.</p>	<p>-Intermediate Level of "Excavation and drilling technician excavations and boreholes".</p> <p>-Basic Vocational Training in "Reform and maintenance of buildings".</p> <p>-Basic Vocational Training in "Manufacturing and assembly".</p>

## Argument

The **construction** sector has a **lack of skills labour** and an ageing workforce. **Young people** do not find the sector attractive, so it is **necessary to promote it** in order to attract them.

The **campaign** highlight **positive aspects**:

- Free training.
- High labour market insertion.
- Internships in companies in the sector.
- Accompaniment in the training process.
- Once they have finished their training, they can enter the labour market or continue their training in another vocational training course or higher cycle.

## Hook

**Young people** see the **construction** sector as the “**brick sector**” in which young people who get bad marks end up, or who have no other career options, end up. The Foundation's campaigns aim to **change this thinking** to that of a **sector** full of opportunities, powerful, **competitive and innovative**.

Images of the **most attractive training areas** are used: masonry factories, electricity, fire extinguishing, lifting platforms, outdoor training, forklifts, equipment... As well as **testimonials** from **students** and **trainers**:

- ✓ Why are you training in the construction sector?
- ✓ And why with Fundación laboral de la Construcción?
- ✓ What is this course giving you? (professional impact)
- ✓ Would you recommend young people like you to join the Foundation's courses?
- ✓ Where do you see yourself in the future?
- ✓ Has your perception of the sector changed?
- ✓ What do you think of the sector now?
- ✓ What resources does the Foundation make available to students on training courses?
- ✓ Apart from giving training at the Foundation, what do you do?
- ✓ How do you perceive the evolution of the students when they finish the training?

## Dissemination

## Recruitment

### Objetives:

- To raise awareness of the **offer training**.
- Encourage **registration in webinars** to present the 2020/2021 academic course.

### Messages:

- Presentation of **courses**.
- Messages linked to high **employability**, future careers, dynamic and **attractive sector**.
- **Testimonials** from **students** and **trainers**.

- Duration: **2 weeks**.

### Objetives:

- To publicise **offer training** and the **deadlines** to register for the courses.
- **Recruitment** of students.

### Messages:

- Courses and **registation** deadlines.
- Messages linked to high **employability**, future careers, dynamic and **attractive sector**.
- **Testimonials** from **students** and **trainers**.

- Duration: **2 weeks**.

## How was it done? Dissemination phase

### \* **Landing by territory**

- Creation of a page with highlighted information about the courses, testimonials and why train with Fundación Laboral.
- Form to request more information.
- Access to registration for informative webinar.

### \* **Webinar**

- Creation of an informative webinar to publicise the offer training, why train in construction, information on courses, why train with Fundación Laboral.
- Participation of the Foundation staff, trainers and students is required to give their views.

## How was it done? Dissemination phase

### \* Emails

- Sending of emails presenting the 2020/2021 offer course and invitation to participate in the informative webinar.
- The mailing was sent to:
  - Students who registered last year but did not formalise their registration.
  - Guidance advisors of the Secondary schools.
  - Users who have registered using the form on the landing page.

## How was it done? Dissemination phase

### \* Territorial social networks

- Promotional content was developed to present the training offer, why train in construction and why train in Fundación Laboral.
- Two presentation videos were created:
  - Courses: what you can learn, why train with Fundación Laboral and student testimonials.
  - Webinar: what you can learn and why sign up.

## How was it done? Recruitment phase

### \* **Emails**

- Sending emails informing about the opening of the registration period for the courses and a link to view the webinar.
- The mailing was sent to:
  - Users who registered for the webinar.
  - Users who registered via the form on the landing page.

### \* **Territorial social networks**

- The publication of content related to the offer training and registration deadlines for the courses continued.
- The possibility of viewing the webinar through the landing page was offered.

## Different pieces of the campaign

### Aragon landing

fparagon.fundacionlaboral.org

**HOY**

Conoce nuestros ciclos de **FP**

FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN Aragón

protagonista de tu futuro

**QUIERO MÁS INFORMACIÓN**  
\*Campos obligatorios

Nombre\*

Apellido 1\*

Apellido 2

Email\*

Teléfono\*

Curso:  
FP Básica de Reformas y Mantenimien

Observaciones

Por favor para ver el texto legal

He leído y acepto el aviso legal para el tratamiento de datos.

Deseo recibir información comercial sobre otros productos y servicios de la Fundación Laboral de la Construcción. Ver más

ENVIAR

**Tu futuro es hoy, da el paso y fórmate en construcción**

La Formación Profesional en construcción es una **formación especializada** que te ofrece una experiencia práctica y actualizada. Además te facilita el acceso a un sector con **elevada empleabilidad**.

Debido a la situación en la que nos encontramos, **la construcción va a ser uno de los sectores clave, impulsores de la economía**, y las empresas van a necesitar un mayor número de perfiles técnicos profesionales debidamente formados.

<https://fparagon.fundacionlaboral.org/>

## Different pieces of the campaign

Aragon video



FP en Construcción en Aragón, tu salida profesional

368 visualizaciones 7 0 COMPARTIR GUARDAR

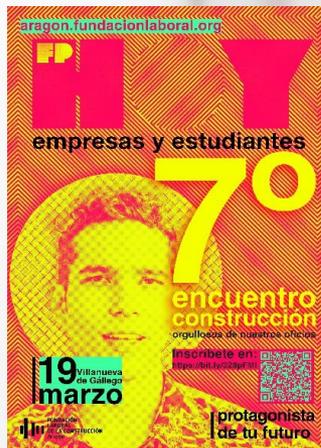
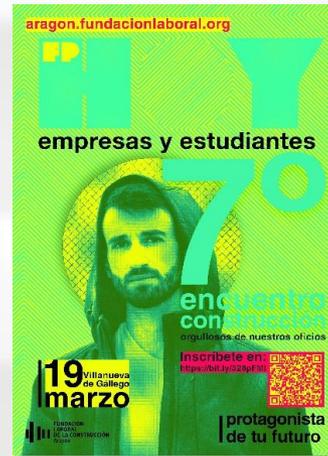
Fundación Laboral de la Construcción -Canal You Tube  
15.900 suscriptores

SUSCRIBIRME

<https://www.youtube.com/watch?v=mc5VXWOqs14&feature=youtu.be>

# Different pieces of the campaign

## Posters



## Different pieces of the campaign

### Card and bracelet





## Main results

### Navarra

- 8 leads by web (landing).
- 55 leads by social media.

### Aragón

- 6 leads by web (landing).
- 103 leads by social media.
- 17 leads by webinar.

### La Rioja

- 6 leads by web (landing).
- 74 leads by social media.

### Cantabria

- 7 leads by web (landing).
- 30 leads by social media.
- 29 leads by webinar.

900 11 21 21  
www.fundacionlaboral.org



**Thank you so much!**

*David Pesado*

International Projects Technician  
dpesado@fundacionlaboral.org



ER-0753/2003

GA-2011/0591

SST-0130/2017

Síguenos en:

