

HOW TO ENGAGE DIFFERENT AI-RELATED STAKEHOLDERS IN VET ECOSYSTEMS



In the scope of the **AI4VET4AI** project
We launched a **Europe-wide Awareness Raising Campaign** to explore how **Artificial Intelligence** is reshaping Vocational Education and Training (**VET**).
Our goal?
To understand how different stakeholders – from teachers to tech experts – can **better work together** to prepare learners for an **AI-driven future**.

Here's what we did:

- **100+** interactive events
- Across **11 European countries**
- Engaging **2,392 people** from education, industry, research, and policy



Step 1: **Map Your Ecosystem**

Identify who is who: teachers, trainers, policymakers, companies, researchers, learners.

Start with a stakeholder map to see where collaboration is needed.

Step 3: **Make AI Real for VET**

Connect education with real-world AI tools and workplace needs.

Let industry bring the “why” and “how” into learning.

Step 5: **Let Learners Lead Too**

Involve students in designing, testing, and improving what they learn.

Curious minds give great feedback!

Step 7: **Adapt to Local Needs**

Every region's different – flex your tools, tone, and tactics.

There's no universal formula – be local, be relevant!

LEARN MORE:

Discover the full handbook at:
www.ai4vet4ai.eu



Step 2: **Create Space for Conversation**

Organize events, roundtables, or coffee chats – whatever gets people talking!

Listen first, then build together.

Step 4: **Train and Trust the Teachers**

Support educators with upskilling, resources, and time.

They're the bridge between tech and the classroom.

Step 6: **Align with the Bigger Picture**

Work with policy frameworks to embed AI in long-term VET strategies.

Sustainability needs structure.