

# WP5.2 EU Skills Week National awards 2022

## AWARD CRITERIA

	CRITERIA	SCORE
1	Relevance of the Story	.../30 points
	<ul style="list-style-type: none"> <li>the story contributes to achieve the European objective to make VET system (and work-based learning in all its forms) a more popular and attractive system among learners, teachers and private companies;</li> <li>the story is able to reach a wide audience, meaning a wide circle of readers can identify with the content/it touches their living world;</li> </ul>	
2	Quality of the content	.../30 points
	<ul style="list-style-type: none"> <li>the clarity, completeness and quality of the content shared;</li> <li>the consistency between EU policy agenda and content shared;</li> <li>authenticity of the content shared;</li> <li>picture represents the content in a convincing, smart way;</li> </ul>	



3	Impact:	.../40 points
	<ul style="list-style-type: none"> <li>• the potential of the story shared in term of supporting target groups in discover their talent;</li> <li>• the capacity to raise the awareness of opportunities available through VET;</li> <li>• the “inspiration factor” in proposing the message: “VET is the first choice if you want to follow your talent!”;</li> </ul>	
	TOTAL	.../100 points
	Total %	...%