



Skills  
Development  
Scotland



**Scottish**

**Apprenticeship**

**Week 2022**

**Apprenticeships Work**

**7 - 11 March | [apprenticeships.scot](https://apprenticeships.scot) | [#ScotAppWeek22](https://twitter.com/ScotAppWeek22)**

# Scottish Apprenticeship Week 2022

**Scottish Apprenticeship Week shines a light on the vital role apprenticeships play in supporting people, employers and the economy.**

Scottish Apprenticeships are backed by the Scottish Government, providing the chance for businesses to adapt, sustain and strengthen their business.

There are thousands of apprenticeship opportunities for individuals to work, learn and earn to gain the skills employers need.

Scottish Apprenticeships are playing an essential part in the nation's economic renewal.

Employers recognise the benefits apprenticeships bring to their business.

Learning providers are ensuring people get the right skills to support them and their employer.

Apprentices of all ages are accessing work-based learning and jobs to develop and progress in their career.

Getting involved in this year's Scottish Apprenticeship Week means showcasing that apprenticeships work for individuals, industry and Scotland's economy.



# Apprenticeships Work

**Scottish Apprenticeship Week shows that apprenticeships work for Scotland by giving people the skills employers need now and for the future.**

Developed in partnership with employers, apprenticeships continue to adapt to respond to industry needs.

Scottish Apprenticeships work by providing thousands of jobs and work-based learning opportunities across Scotland every year.

Scotland is focused on economic renewal and recovery from the COVID-19 pandemic.

The Scottish Government is committed to increasing the number of apprenticeships in Scotland.

Opportunities and support is available to people and businesses through apprenticeships to help strengthen the economy.

Scottish Apprenticeships are a crucial part of the Young Person's Guarantee, providing thousands of opportunities for young people affected by the pandemic.

Scottish Apprenticeship Week shows that apprenticeships provide opportunities that work for everyone.

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# Get involved

**Scottish Apprenticeship Week is a time for everyone with a shared interest in apprenticeships to show how they work for them.**

This includes apprentices, businesses, industry, schools, councils and learning providers, including colleges and universities.

By sharing your positive experiences, we can show employers that apprenticeships can support them in workforce development.

## **Employers**

Shout about how apprenticeships work for your business by sharing the benefits they bring and the achievements of your apprentices. This could be how apprenticeships meet your skills needs, support upskilling or bring business benefits.

## **Learning providers**

Share how your support for apprentices and employers ensures that apprenticeships work by providing high quality work-based learning to provide the skills people and businesses need.

## **Individuals**

Show that apprenticeships work by sharing your stories on achievements and successes as a result of your apprenticeship.



# Three ways to get involved

1. Download and use the campaign resources on [apprenticeships.scot/resources](https://apprenticeships.scot/resources)
2. Use **#ScotAppWeek22** and **#ApprenticeshipsWork** to show your support for apprenticeships, sharing photos, films and stories
3. Post your apprenticeship vacancies on [apprenticeships.scot](https://apprenticeships.scot)

## Tell us what you are doing

If you're planning your own activity - such as a virtual event, live Q&A, online open day or web info session - please register the details online so we can help promote what you're doing.

Visit the [Scottish Apprenticeship Week 2022](#) campaign page and complete the [online event form](#) to register your activity.



# Stats and facts

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Three offers of Foundation, Modern and Graduate Apprenticeships, available across growth sectors

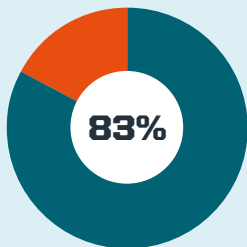


More than **12,000** employers involved in Scottish Apprenticeships

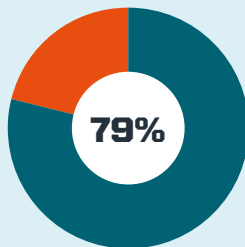


Around **43,000** apprentices in jobs and work-based learning across Scotland

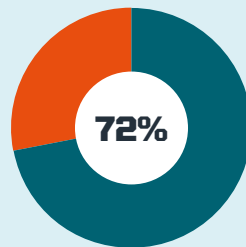
## Employers shared benefits of apprenticeships:



increased productivity



improved staff morale



improved staff retention



## Research shows\* the most common reasons for employers supporting apprenticeships are:

- To provide young people with opportunities (**91%**)
- To train workers in core skills (**81%**)
- Because provide industry experience (**80%**)

\*SDS apprentice employer surveys

## Apprenticeships.scot for employers

- Advertise an apprenticeship job for free
- Apprenticeship.scot gets around **800,000** visits a year
- Up to **700+** live apprenticeship vacancies every month

## Support for employers

Find information on support including contributions to learning costs, additional funding incentives, employer advice and help on inclusive recruitment on [apprenticeships.scot](https://www.apprenticeships.scot)



# Key messages

## Apprenticeships Work:

- By giving people the skills employers need now and for the future
- Through creating thousands of jobs and work-based learning opportunities across Scotland every year
- By providing employers with support to enable workforce development
- By providing a tried and tested way to develop the workforce
- To support Scotland's economic renewal



# Social media

Support the campaign on social media using **#ScotAppWeek22** and **#ApprenticeshipsWork** to help us to find and share your posts.

## Example posts

We're supporting Scottish Apprenticeship Week to help show that **#ApprenticeshipsWork** by enabling employers to find talent to build their workforce. 7-11 March. Get involved: [apprenticeships.scot/scotappweek](https://apprenticeships.scot/scotappweek) **#ScotAppWeek22**

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Why do **#ApprenticeshipsWork** for Scotland? Share your stories from 7-11 March and get involved in **#ScotAppWeek22**. [apprenticeships.scot/scotappweek](https://apprenticeships.scot/scotappweek)

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Looking forward to Scottish Apprenticeship Week to demonstrate that **#ApprenticeshipsWork** by supporting people, employers and Scotland's economic renewal. Find out more: [apprenticeships.scot/scotappweek](https://apprenticeships.scot/scotappweek) **#ScotAppWeek22**

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**#ApprenticeshipsWork** by providing thousands of jobs and work-based learning opportunities every year. This **#ScotAppWeek22** share why they work for you. Visit [apprenticeships.scot/scotappweek](https://apprenticeships.scot/scotappweek)

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**#ApprenticeshipsWork** by giving people the skills employers need now and for the future. Get involved in **#ScotAppWeek22** by visiting [apprenticeships.scot/scotappweek](https://apprenticeships.scot/scotappweek)

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Find out how **#ApprenticeshipsWork** this **#ScotAppWeek22**. More on the benefits and support available at [apprenticeships.scot](https://apprenticeships.scot)

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# Campaign articles

**Use and adapt this copy to help you share information about this year's campaign for articles, newsletters or websites.**

We're supporting Scottish Apprenticeship Week 2022 to show the value of Scottish Apprenticeships to people, business and the economy.

This year's theme is Apprenticeships Work, with the aim to highlight how apprenticeships are providing the skills employers need now and for the future.

Developed in partnership with employers, apprenticeships continue to adapt to respond to industry needs.

Scottish Apprenticeships work by providing thousands of opportunities to get a job, get paid and get qualified across Scotland every year.

The Scottish Government is committed to increasing the number of apprenticeships in Scotland. It is providing opportunities and

support for people and businesses through apprenticeships to help strengthen the economy.

Scottish Apprenticeships are a crucial part of the Young Person's Guarantee, providing thousands of opportunities for young people affected by the pandemic.

Apprenticeships can help to drive equity of opportunity and give employers the tools and support to be inclusive in recruitment.

Scottish Apprenticeship Week is a time to show that apprenticeships provide opportunities that work for everyone.

To find out more about how Scottish Apprenticeships work and how to get involved visit [apprenticeships.scot](https://www.apprenticeships.scot)

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# Find out more

Visit the [apprenticeships.scot](https://apprenticeships.scot) campaign page for more information

Access the [#ScotAppWeek22](https://scotappweek22.com) campaign resources

Register your [#ScotAppWeek22](https://scotappweek22.com) event or activity or view the [events calendar](https://scotappweek22.com)



[apprenticeships.scot](https://apprenticeships.scot)



[scotappweek@sds.co.uk](mailto:scotappweek@sds.co.uk)



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