

# Improving the Image of Technical and Vocational Education and Training (TVET) in Viet Nam

## Programme “Reform of TVET in Viet Nam”



Water technology candidate from HVCT joining in the WorldSkills 2019.

Photo credits: Courtesy of WorldSkills International

### Context

Technical and vocational education and training (TVET) has been recognised by the Vietnamese Government as playing a key role in improving the skills and job opportunities of the national workforce. However, many young people and their families are still reluctant to choose vocational training as a career and educational path. One of the reasons is the poor image of TVET compared to academic education. Moreover, there is a lack of awareness about the benefits of vocational training among young people. Promotional and communication activities at different levels aim to raise awareness about the benefits and career potentials that vocational training offers.

### Approach

The Programme “Reform of TVET in Viet Nam”, is financed by the German Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) together with the Vietnamese Directorate of Vocational Education and Training (DVET). It supports a high-quality TVET system that is oriented

towards international standards. To improve the image of TVET, the programme supports communication and public relations (PR) activities, promotes good practices and approaches and encourages information sharing between different TVET stakeholders.

At the macro and meso levels, the Programme promotes Viet Nam’s best practices on regional and international platforms. It also supports Viet Nam in organising national skills competitions. Successful TVET students participate in regional and global skills competitions to demonstrate the importance and value of equipping young people with hard and soft skills through vocational training. In cooperation with the DVET, under the Vietnamese Ministry of Labour, Invalids and Social Affairs (MOLISA), the Programme trains PR personnel from TVET institutes to improve marketing and communication skills and to reach out to a more and more diverse group of students.

At TVET institute level, the Programme supports the organisation of Open Days and Girls’ Days that offer interested students an opportunity to experience vocational training and to get to



Female students at the Robocon competition at An Giang Vocational College.  
Photo credit: An Giang Vocational College

know different occupations that are trained at the colleges. Career prospects after vocational training are illustrated through success stories of TVET trainees (“TVET ambassadors”) and career guidance and exchange with teachers and potential employers.

The COVID-19 outbreak has impacted the methods of TVET outreach and promotion significantly. To mitigate the lack of face-to-face recruitment activities, digital advertising has become an effective way for TVET institutes to approach potential students and to share information. The Programme cooperates with partner TVET institutes to strengthen capacities in the use of digital communication methods on social media and by live streaming of recruitment sessions. Diverse media channels are utilised to reach different target groups effectively.

## Results

A modular image toolkit was developed with inputs from DVET, sector associations and TVET institutes. It provides guidelines that enable TVET institutes to further develop their marketing and communication initiatives, paying particular attention to gender aspects and the inclusion of disadvantaged groups.

A network of PR focal points from DVET and partner TVET institutes has been set up. It regularly exchanges experiences and offers capacity development. Training courses have been organised for around 300 PR-managers from TVET institutes on different topics, including content marketing, video editing, photography, and gender sensitivity in communications.

The Programme has supported more than 40 image events organised by eleven partner colleges at local and provincial level. These include Open Days, Girls’ Days and skills competitions among the Youth, reaching approximately 30,000 young people and their parents. Diverse media channels are utilised to reach

different target groups effectively. A social media campaign on the fan pages of supported colleges aims to reach 60,000 people. Cooperation agreements with national and local media channels are used by colleges for students’ outreach and enrollment. A TV programme in cooperation with DVET and the nationwide Vietnam Cable Television channel (VTC) is in preparation, featuring 26 career orientation series to raise awareness among young people about different occupations and to promote the benefits of vocational training.

At the WorldSkills competition in 2019, vocational trainees from Viet Nam successfully competed with representatives from more than 60 countries. For the first time, Viet Nam won a certificate of excellence in the field of water technology with a participant from one of the Programme’s supported colleges. The Programme continues to support Viet Nam to participate in the the WorldSkills Competition in the two disciplines, Water Technology and Electric Installation. The past successes motivate TVET colleges to reach international standards and help to improve the image of TVET, thereby attracting more people to attend vocational training.

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