



Skills
Development
Scotland

SCOTTISH APPRENTICESHIP WEEK 2020

TALENT WITHOUT LIMITS

2 - 6 MARCH | APPRENTICESHIPS.SCOT | #SCOTAPPWEEK20

TALENT WITHOUT LIMITS

Scotland's greatest asset is its people. Scottish Apprenticeships and work-based learning create opportunities for everyone, no matter their background, and for every business, no matter its size or sector.

This Scottish Apprenticeship Week, we're celebrating the diversity that makes work-based learning good for individuals, employers and the economy.

Co-ordinated by Skills Development Scotland, this year's campaign theme is '**Talent Without Limits**'.

Join us as we challenge outdated and limiting views of apprenticeships and who they are for.

- **We want individuals** to see there is no limit to where talent can take you through the diverse range of apprenticeships open to all – and to challenge stereotypical views of apprenticeships
- **We want parents, carers and teachers** to see that there are no limits to where talent can take young people through the apprenticeship career path – and that old-fashioned ideas about apprenticeships no longer apply
- **We want employers** to see that there is no limit to where Scottish Apprenticeships can take their talent; for them to recognise the business benefits of diversity and to provide a platform for them to encourage an inclusive workforce

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GET INVOLVED

We want all those with a shared interest in apprenticeships to back Scottish Apprenticeship Week.

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

With activities and events across the country, this is the time to shout about the role you play in supporting apprenticeships and work-based learning.

Through your support, we can demonstrate the diversity of apprenticeships and the opportunities available to all.

Shout about your activities

If you're planning your own event or activity, please register the details online so we can help promote what you're doing.

Visit the Scottish Apprenticeship Week 2020 calendar on **apprenticeships.scot/scotappweek** to register your activity or event.

There are also lots of other opportunities to support the week, from hosting or attending apprenticeship events, to contacting your local newspaper to share your apprentice success stories.

Here are three simple ways you can get involved:

1. Share apprenticeship achievements using **[#TalentWithoutLimits](#)**
2. Join **[Scotland's Apprentice Network](#)**
3. Download and use the campaign resources on **apprenticeships.scot/resources**

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#TALENTWITHOUTLIMITS

Celebrate the diversity that makes Scottish Apprenticeships good for individuals, employers and the economy.

Challenge outdated and limiting views of apprenticeships and who they are for.

- **Apprentices** - share what you have achieved through work-based learning and apprenticeships – give credit to those who helped you e.g. an apprentice manager, a colleague or your learning provider, and challenge someone to post their story.
- **Employers and learning providers** - celebrate and recognise the incredible achievements of your apprentices.

Achievements could include:

- **Professional achievement:** like working on a massive project or learning a new skill
- **Development achievement:** like public speaking and boosting your confidence
- **Life achievement:** like buying a car or paying for a holiday

Get creative with your own words, pics and films!

Post stories of achievements on Twitter, Instagram, Facebook and LinkedIn with **#TalentWithoutLimits #ScotAppWeek20**

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SOCIAL MEDIA

More ways to show your social media support

Whatever way you choose to get involved, remember to include **#ScotAppWeek20** and **apprenticeships.scot/scotappweek** in your posts to help us find and share your posts and direct others to the campaign webpage.

Example Tweets and posts:

We're supporting **#ScotAppWeek20** from 2-6 March. Find out more: **apprenticeships.scot/scotappweek** **#TalentWithoutLimits**

Get behind **#ScotAppWeek20** celebrating the diversity that apprenticeships can bring to businesses. Find out more: **apprenticeships.scot/scotappweek** **#TalentWithoutLimits**

Looking forward to **#ScotAppWeek20** and celebrating how apprenticeships support diversity **#TalentWithoutLimits**. Find out more at **apprenticeships.scot/scotappweek**

#ScotAppWeek20 is celebrating diversity and **#TalentWithoutLimits** through work-based learning – check out **apprenticeships.scot/scotappweek**

Challenge your views of apprenticeships with **#ScotAppWeek20** from 2 to 6 March. Find out more at **apprenticeships.scot/scotappweek** **#TalentWithoutLimits**

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FIND OUT MORE

[Click here](#) to register your #ScotAppWeek20 event

[Click here](#) to access all your #ScotAppWeek20 resources



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



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[Skills Development Scotland](https://www.linkedin.com/company/skills-development-scotland)



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