

The logo for Skills Development Scotland, featuring a vertical line of seven dots to the left of the text.

Skills
Development
Scotland

Scottish Apprenticeship Week 2021

Business Backing Talent

A Guide for Schools

1 - 5 March | [apprenticeships.scot](https://www.apprenticeships.scot) | [#ScotAppWeek21](https://twitter.com/ScotAppWeek21)

A graphic of a staircase with five steps, drawn in a light blue, hand-drawn style. The staircase starts from the bottom left and goes up to the top right, ending in an arrowhead pointing upwards.

Campaign Overview

Scottish Apprenticeship Week 2021

Scottish Apprenticeship Week (1-5 March 2021) is the annual campaign designed to celebrate the benefits of earning while learning with a Scottish Apprenticeship.

With support from businesses, learning providers and apprentices, the week is a fantastic opportunity to help school pupils find out more about the benefits of work-based learning.

This year's Scottish Apprenticeship Week is packed with opportunities for teachers and pupils to get involved!



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Event Programme

Each year, hundreds of employers, learning providers, regional DYW groups and other partners come together to support Scottish Apprenticeship Week. Below is a snapshot of some of the events that are taking place at a national level:

Date	Time	Event	Description
Monday 1 March	14.30	<u>An introduction to Apprenticeships</u>	If you want to introduce your pupils to Scottish Apprenticeships, then look no further! In this engaging and informal session, real apprentices from Scotland's Apprentice Network talk to Cassi and Garry from Clyde 1 and Forth Radio in an open and honest overview of the apprenticeships available in Scotland and what they're like.
Monday 1 March	14.10	<u>Meet the Expert: Children and Young People</u>	Luc Wood, a Modern Apprentice in Early Years and Children and Young People, will give you a real insight into his day-to-day job and share what it's like to balance work and studying.
Tuesday 2 March	14.10	<u>Meet the Expert: Manufacturing</u>	Find out what it's like to work in advanced manufacturing from former apprentice Jayne Clark and Adam Stump, both now working within the National Manufacturing Institute Scotland.
Tuesday 2 March	14.00	<u>Let's Talk About Apprenticeships</u>	Join SDS careers adviser Erin Bartley as she chats to an apprentice, their employer and the apprentice's parents about what it's like to work, learn and earn.
Thursday 4 March	14.10	<u>Meet the Expert: Life and Chemical Sciences</u>	Alex and Joseph from the Industrial Biotechnology Innovation Centre talk about their experience of this exciting and groundbreaking industry.
Thursday 4 March	19.00	<u>Scottish Apprenticeship Awards</u>	Join us to find out more about the incredible employers and apprentices that are shortlisted for this year's Scottish Apprenticeship Awards.
Friday 5 March	14.10	<u>Meet the Expert: Early Years and Childcare</u>	Beth Beazely is a Graduate Apprentice in Early Years and Childcare based in Perth. She'll share her story as she works towards a degree.

If you are involved or supporting any other events for Scottish Apprenticeship Week please let us know by [filling out the form](#) on the campaign area of apprenticeships.scot, so that it can be shown on the [calendar of events](#).

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Case Studies

We've got loads of inspirational stories from apprentices across Scotland on the apprenticeships.scot YouTube channel

Below is just a quick snapshot of some of the amazing apprentice stories:

<u>Jack's story</u>	Foundation Apprenticeship	Social Services, Children and Young People	Denny Nursery
<u>Annabel's story</u>	Foundation Apprenticeship	Scientific Technologies	Charles River Laboratories
<u>Ahmed's story</u>	Foundation Apprenticeship	Business Skills	Microsoft
<u>Maryam's story</u>	Modern Apprenticeship	Automotive	Arnold Clark
<u>Tiegan's story</u>	Modern Apprenticeship	Engineering	Babcock
<u>Hannah's story</u>	Modern Apprenticeship	Childhood Practice Technical	Arcadia Nursery
<u>Lorena's story</u>	Modern Apprenticeship	Providing Financial Services	HSBC
<u>Lovemore's story</u>	Graduate Apprenticeship	Business Management	Amey Construction
<u>Robyn's story</u>	Graduate Apprenticeship	Engineering: Design and Manufacture	Mersen

Please keep in mind that many of these stories were filmed before the COVID-19 pandemic so won't feature social distancing, PPE or other restrictions.

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Tools and Resources

We've developed a range of tools and resources to help teachers and practitioners communicate apprenticeship pathways for young people. These are available to view on apprenticeships.scot

<u>Overview of Scottish Apprenticeships</u>	A slide deck which can be used with young people to outline the different sorts of apprenticeships available in Scotland.
<u>Become an Apprentice</u>	Apprenticeships help you build the experience and skills that employers want to see. No matter what stage you're at, they'll help you get set for a bright future. And now, there are more ways than ever to get involved. Click on the link to find out more.
<u>Work-based Learning CPD Module for Teachers</u>	This short training module has been specifically designed to provide teachers with an overview of Scottish Apprenticeships
<u>Talent Without Limits</u>	This three minute video features apprentices from different backgrounds talking about their experiences
<u>My Modern Apprenticeship</u>	This three minute video features Modern Apprentices from different backgrounds talking about their experiences
<u>A parent's view of apprenticeships</u>	This two minute video features Wael Abdou talking about his son's experience of a Foundation Apprenticeship
<u>An introduction to Foundation Apprenticeships</u>	Short video which explains Foundation Apprenticeships and how they work
<u>Marketing resources</u>	For a full range of marketing resources (including images, social media graphics, digital posters, booklets and other resources) visit apprenticeships.scot

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Social Media

You can catch up with all the action during Scottish Apprenticeship Week on social media by following:



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



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



[@apprentice_scot](https://twitter.com/@apprentice_scot)



[apprentice.scot](https://www.youtube.com/apprentice.scot)

You can also follow and use the hashtag **#ScotAppWeek21**

This year we're running a social media challenge which is encouraging people of all ages to recognise a boss, mentor or instructor that's helped them develop in the workplace. You can follow the campaign using the hashtag **#ThanksForTheChance**

To download the Scottish Apprenticeship Week social media toolkit, click on the icon:



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