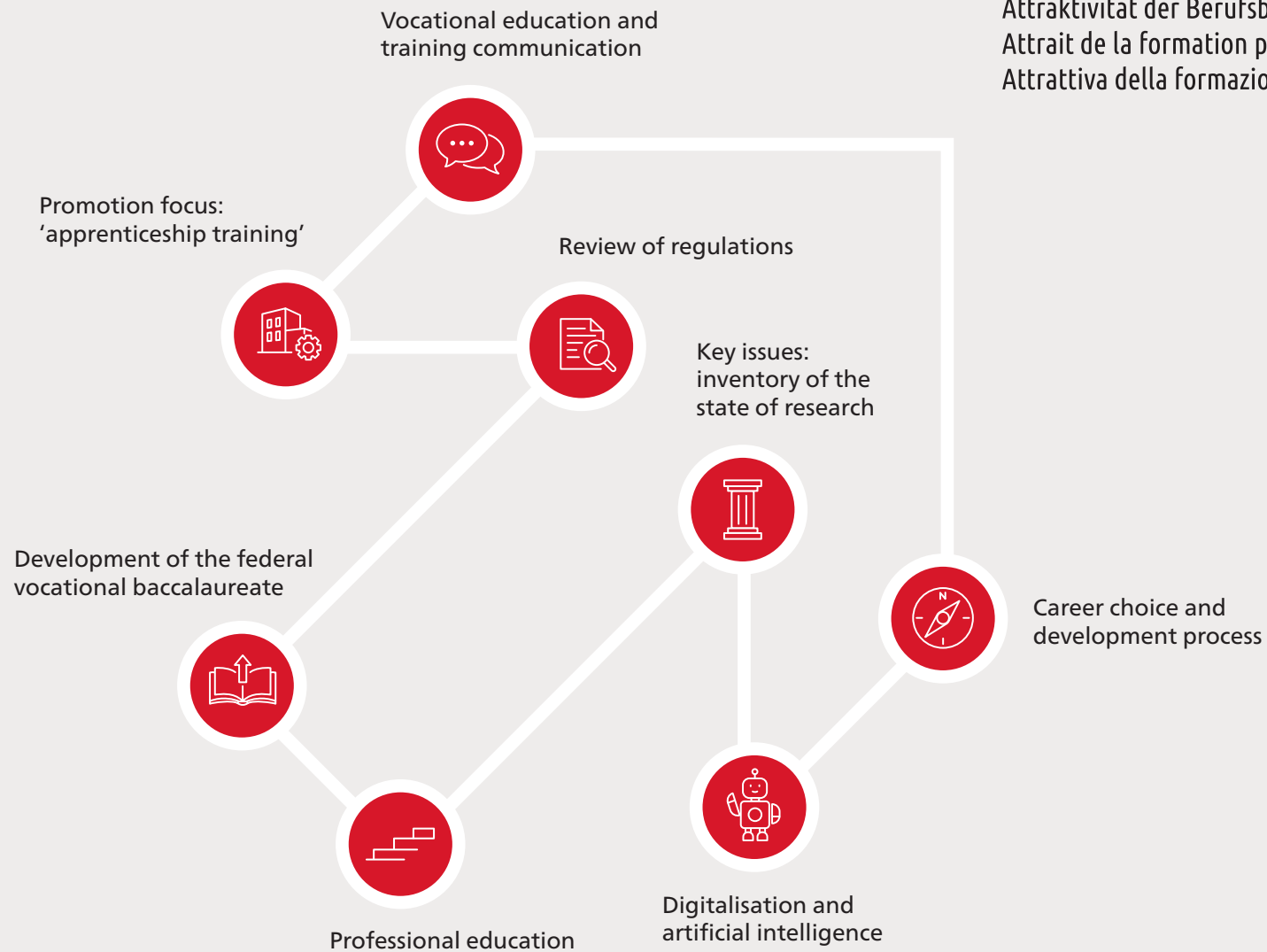


ROADMAP

Attraktivität der Berufsbildung

Attrait de la formation professionnelle

Attrattiva della formazione professionale



Roadmap 'Attractiveness of the Swiss VPET system'

Switzerland's VPET system is built on solid foundations and enjoys a high level of recognition both nationally and internationally. However, its attractiveness is influenced by certain developments in vocational and professional education and training, the labour market and society. To ensure that vocational and professional education and training pathways remain appealing in the medium and long term, the Swiss VPET system must continue to evolve – in the interests of young people and adults alike, as well as businesses.

In recent years, various signals from economic, social, research and policymaking spheres have raised concerns about the attractiveness of vocational and professional education and training. In 2025, an exploratory analysis was therefore conducted in close consultation with the Tripartite VPET Conference. The resulting assessment highlights the areas where priority action is needed – particularly with regard to visibility, permeability, regulatory framework conditions, the quality of apprenticeship training, and the system's ability to meet future challenges.

On this basis, the National VET Summit in November 2025 adopted several measures. These measures address the identified needs for priority action and will be implemented as part of clearly defined projects. Together, the projects form the basis for the 'Attractiveness of the Swiss VPET System' roadmap, which will enable coordinated action to be taken within the framework of the overarching 'VPET 2030' initiative.

The Roadmap projects help to enhance the attractiveness of vocational and professional education and training for learners, businesses, society and the economy.

Vocational education and training communication

'Raising awareness among young people and their parents about the value of vocational education and training'

- Support the cantons and professional organisations in their communication activities (career fairs, skills competitions, etc.)
- Promote the exchange of good practices among specialists
- Continue to develop communication on vocational and professional education and training

Promotion focus: 'apprenticeship training'

'Encouraging the involvement of companies providing training and ensuring the quality of apprenticeship training'

- Create favourable conditions for host companies
- Ensure high-quality apprenticeship training for learners
- Encourage exchanges, networking and targeted support for projects

Review of regulations

'Providing effective training – for the skilled professionals of tomorrow'

- Analyse the regulatory requirements applicable to host companies
- Avoid unnecessary administrative burdens

Development of the federal vocational baccalaureate

'Providing opportunities for high-attaining youth'

- Conduct an in-depth analysis of the needs of young people, host companies and other target groups
- Identify and implement optimisation strategies

Professional education

'Enhancing the recognition and visibility of professional education'

- Review communication regarding professional education and develop measures
- Improve coordination and harmonisation at tertiary level
- Continue the policy discussion on the specific profile and options of professional education

Key issues: inventory of the state of research

'Examining key issues and advancing the discussion on vocational and professional education and training'

- Assess the state of research on key issues affecting vocational and professional education and training
- Provide a scientific foundation for the future development of the Swiss VPET system

Digitalisation and artificial intelligence

'New pathways for practical applications'

- Harness the potential of digital technologies in vocational and professional education and training
- Create favourable conditions for the optimal use of digitalisation and artificial intelligence
- Support innovative projects

Career choice and development process

'Enabling informed education and training choices that open up new opportunities'

- Provide young people and adults with access to a well-developed guidance process
- Highlight the opportunities offered by vocational and professional education and training
- Raise awareness among parents and teachers