



National Apprenticeship Week 2025

**The Careers & Enterprise Company (CEC)
Communications Pack**

National Apprenticeship Week 2025 #NAW2025

[National Apprenticeship Week 2025](#), 10-16 February 2025, is an awareness raising week spotlighting the value of apprenticeships. This year's theme 'skills for life' encourages apprentices, employers, training providers, parents/carers, schools and colleges to consider how apprenticeships and technical pathways can help develop a career-ready and skilled talent pipeline.

CEC has partnered with a range of stakeholders including Department for Education, Apprenticeship Ambassador Network, Amazing Apprenticeships, BBC Bitesize Careers, employers (Lloyds Banking Group, Berkeley Homes and PWC) and apprentices to celebrate National Apprenticeship Week across its channels.

In addition, CEC oversees the flagship [ASK programme](#) which drives awareness of apprenticeships and technical education. Supported by Amazing Apprenticeships, the programme is improving the readiness of careers leaders and teachers to support young people.

This pack contains key messages, copy and assets that can be used to get involved throughout the week.



CEC's Key Messages

1. Apprenticeships drive ambitions

Apprenticeships empower young people and employers to achieve their goals, unlocking mutual growth and success.

2. Progress achieved, more to do

While apprenticeships are gaining recognition, there's still work ahead to increase participation and showcase their transformative power.

3. A call to action for youth and employers

We need greater engagement from young people and employers to fully realise the potential of apprenticeships in building skills for the future.

4. Responsive skills for young people

The skills system must align with the needs and aspirations of young people, ensuring apprenticeships are a viable, exciting pathway.

5. Essential for national growth

Apprenticeships are vital to the country's economic ambitions. Success requires investment in careers education, and we are here to make that happen.

6. Celebrating the power of apprenticeships

It's time to spotlight and celebrate the value apprenticeships bring to individuals, businesses, and the nation as a whole.



Join in on social media

We have template social media posts to help you get involved in #NAW2025

National Apprenticeship Week launch post

X

Brilliant to be supporting National Apprenticeship Week with @CareerEnt to spotlight and celebrate the value #apprenticeships and technical education routes bring to individuals, businesses, and the nation as a whole.

#NAW2025

LinkedIn/Facebook

It's brilliant to be supporting National Apprenticeship Week with The Careers & Enterprise Company to spotlight and celebrate the value #apprenticeships and technical education routes bring to individuals, businesses, and the nation as a whole.

#NAW2025



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Employer Tuesday

X

We need greater engagement from young people and employers to fully realise the potential of #apprenticeships in building skills for the future.

Shout out to all employers helping apprentices and learners, understand & build key skills to shape successful careers!

#NAW2025

LinkedIn/Facebook

We need greater engagement from young people and employers to fully realise the potential of #apprenticeships in building skills for the future.

This Employer Tuesday, shout out to all employers who are helping apprentices and learners, understand and build essential skills to shape successful careers!

#NAW2025



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Awareness of apprenticeships

X

.@CareerEnt's FSQ data shows learners in Year 11 are more than twice as likely to understand #apprenticeships compared to Year 7.

Apprenticeships are gaining recognition, but there's still work ahead to increase participation & showcase their transformative power.

#NAW2025

LinkedIn

According to CEC's FSQ data, awareness of #apprenticeships increases as young people move through education – learners in Year 11 are more than twice as likely to understand apprenticeships compared to Year 7.

Apprenticeships are gaining recognition, but there's still work ahead to increase participation and showcase their transformative power.

#NAW2025

Designed promotional assets

Ready-to-use assets to accompany the social media posts.



The graphic is a teal rectangular asset with a white border on the left side. It features a portrait of Oli de Botton on the left, the hashtag #NAW2025 in large white font, a quote in white text, and the company logo in the top right corner.

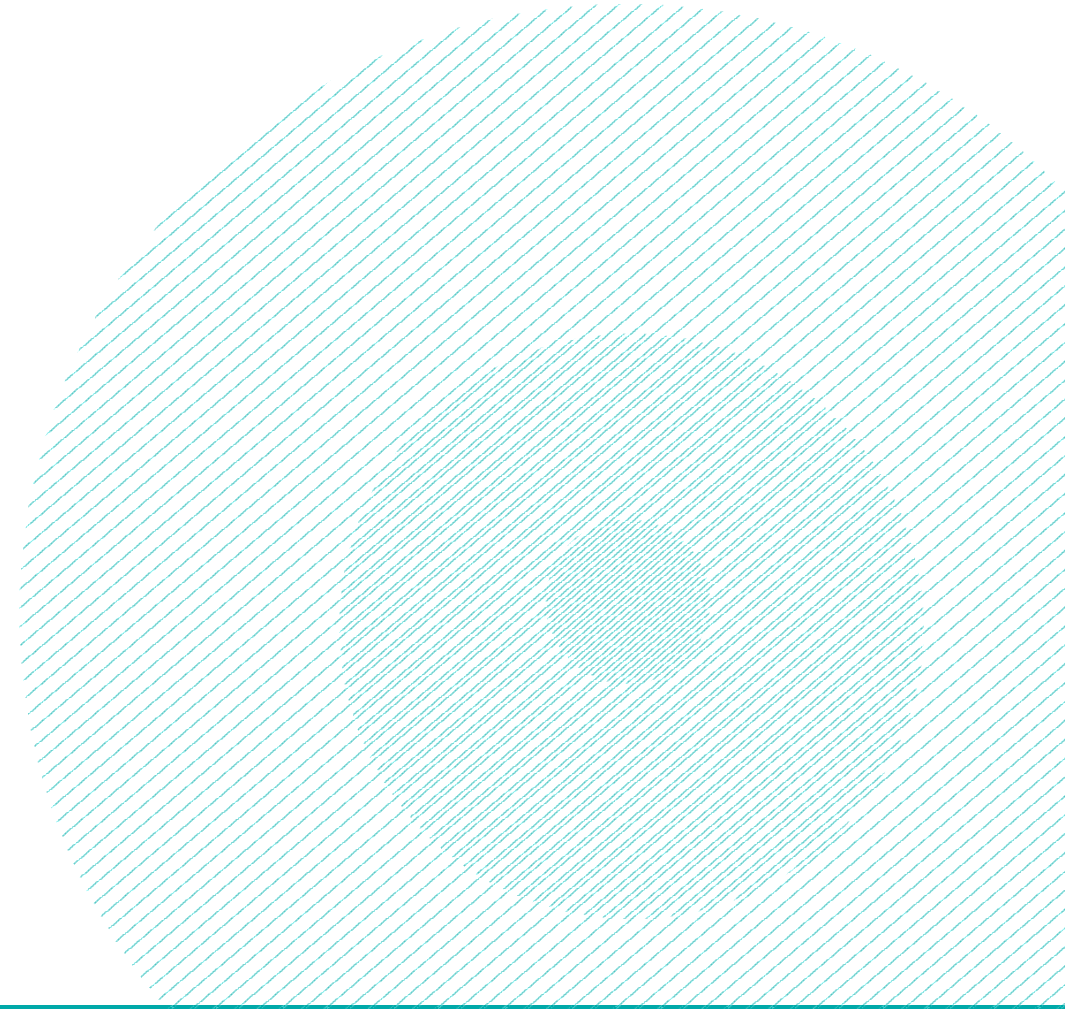
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“Apprenticeships and technical education are vital pathways to rewarding careers. This week, we celebrate the power of apprenticeships to build skills, expand participation, and connect young people with the opportunities they need to thrive in the workforce.”

- Oli de Botton,
CEO, The Careers & Enterprise Company

[Download the graphics](#)



Designed promotional assets

Ready-to-use assets to accompany the social media posts.



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#NAW2025

“National Apprenticeship Week is a fantastic opportunity to showcase the immense value apprenticeships bring to individuals and businesses alike. They hold huge potential for young people to build successful careers and for employers to develop skilled, dedicated workforces. This week, we celebrate employers, young people, and parents coming together to recognise the transformative power of apprenticeships in shaping futures and driving economic growth.”

Anna Morrison CBE
CEO of Amazing Apprenticeships

[Download the graphics](#)



Longer copy – email or internal newsletter

National Apprenticeship Week (NAW) 2025, taking place from 10th – 16th February, is an annual celebration highlighting apprenticeships as a pathway to rewarding careers.

The Careers & Enterprise Company (CEC), the national body for careers education, is raising awareness about apprenticeship and technical pathway opportunities and their impact on skills development and economic growth.

Apprenticeships empower young people and employers to achieve their goals, unlocking mutual growth and success. Let's celebrate the power of apprenticeships to shape futures and build a stronger workforce!

Get involved by liking and sharing content throughout the week on The CEC's [LinkedIn](#) and [X](#) social media channels.

[Find out more about CEC's work](#)



Media/press

Please feel free to share any activities using the press release template. Please keep an eye on the [news page on our website](#) for the latest #NAW2025 news.

For press queries with CEC please contact:

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[Download the press release template](#)