



Confédération Européenne de l'Industrie de la Chaussure
European Confederation of the Footwear Industry

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Brussels, 29 January 2018

Shake the Footwear Sector!
Sign Up to the First European Contest for Young Students

European Schools and educational centres committed to the footwear sector can now join the European contest "Shake the future of the footwear sector" in which their teams of students will have the possibility of becoming influencers in rejuvenating the footwear industry. Under the European project "Attracting new skilled workforce for quality jobs in the European Footwear sector", European social partners seek, in this way, to approach and motivate young generations to work in the footwear industry.

The European footwear sector is looking to young people to pass on to them the unique skills, knowledge, and expertise that make the sector a success and a worldwide leading producer of high-quality footwear. To encourage young students' involvement and interest in the sector, the European Confederation of the Footwear Industry (CEC) is calling on fashion and footwear Vocational Education and Training (VET) institutions as well as schools to participate in the Call for Expression of Interest of the contest "Shake the future of the footwear sector" before the 15th of February of 2018.

The contest is part of a broader communication campaign of the project "Attracting new skilled workforce for quality jobs in the European Footwear sector", financed by the European Commission under the Social Dialogue programme and carried out by the CEC with its European partners Assocalzaturifici and IndustriAll Europe. The initiative aims to inspire young students to think about the European footwear industry in new ways and to present a fresh vision of its future. It comprises two categories, one is for students aged 16 to 18, who will have to design a new footwear product, while the second is addressed to students aged 19 to 25, who will imagine and present the footwear factory of the future.

If you are a school or educational institute offering a course in footwear/ fashion, **you should urgently join this European initiative by submitting your expression of interest before the 15th of February of 2018** so that your students can contribute to shape the future of the European footwear industry!

To find out how to submit your expression of interest and participate in the contest, please contact info@cec-footwearindustry.eu

To find out more about the project, please visit <http://inmyshoesproject.eu/>



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FOOTWEAR SECTOR IS YOUNG