



**GENERATION
APPRENTICESHIP**
www.apprenticeship.ie

ANNOUNCING THE 2024-2025 GENERATION APPRENTICESHIP COMPETITION IN SECOND LEVEL SCHOOLS AND CENTRES

Through this competition students will learn about national apprenticeship opportunities and how they can combine future careers with their commitment to green values and a sustainable future for all

Competition brief

The 2024-2025 Generation Apprenticeship competition invites students to create an **A** letter that can be used to replace the **A** in Apprenticeship and bring its many career opportunities to life. Entries, which are free, can be in one of three categories:

1. **Create a physical A**
2. **Create a virtual A**
3. **Create a short apprenticeship podcast**

Entries can be from a team of students or from individuals. Individuals or teams are asked to complete a **competition entry form** by Friday 27 September 2024 and submit it by email to GAcompetition@nao.ie.

Those submitting entries will be contacted by the National Apprenticeship Office team. They will receive a specially-designed, large-format Generation Apprenticeship poster for their school or centre.

Entry to the competition provides students with practical knowledge as well as the opportunity to share their ideas with a national audience and to compete for a cash prize of €500 for the winning entry in each category.

€500
Cash
Prize

Free to
enter



Watch a short video featuring the fantastic ideas and craftsmanship of previous competition winners

A short video on the apprenticeship.ie website will give students ideas for their entries. Category 1 sets a general 'making' brief, while category 2 requires use of digital tools to create an A letter. Category 3, the Generation Apprenticeship podcast, is a new category this year.

Competition guidance

Entries for each category should include the following:

Categories 1 and 2

A short video (max. 2-minutes) or a PowerPoint presentation (max. 12 slides) which includes images of their entry, a short explanation of the how the A was designed, how it was constructed, and its climate action messages.

Category 3

In the Generation Apprenticeship podcast learners are asked to submit two minutes of audio/video discussing the opportunity for the national apprenticeship system to champion and advance climate action at home and abroad.

Competition prizes and profile

As well as a cash prize the winning entrants

will feature in an outdoor poster and advertising campaign that promotes the 70+ apprenticeship opportunities now available and the important role future careers play in tackling climate change. The winning category 3 entry will be commissioned as a 20-minute podcast.

Competitors meet enterprise leaders

The number of students who want to work in planet positive jobs and careers is ever-increasing. This year's shortlisted entries will have the opportunity of presenting their ideas to senior leaders at an exciting event in April 2025, enabling an exchange on the values that are shaping the next generation workforce.

Closing date for entries

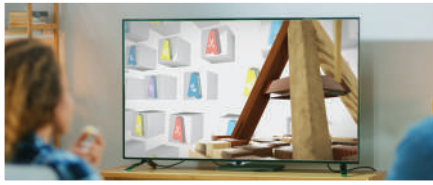
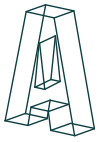
The closing date for entries in all categories is **Friday 07 February 2025**. Information and guidance for students and teachers are available, contact us via GAcompetition@nao.ie.



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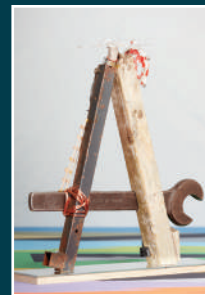
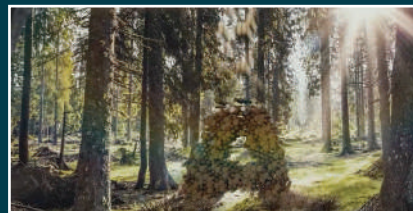
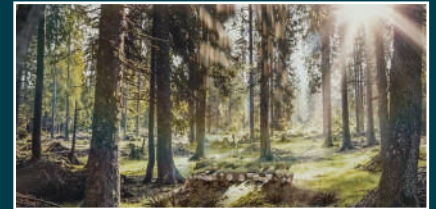
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WINNING ENTRY TURNED INTO NEW ADVERTISING CAMPAIGN



The work of 2022 category 2 winner **Dylan Coffee, Navan Youthreach** and the work of 2021 category 1 team winners **Liberties Training Centre**, were transformed into animations promoting apprenticeship opportunities. The campaign included national billboards, targeted social carousels and a 30-second ad running across on-demand channels including RTÉ, ALL4 and SKY.



2022 PHYSICAL A WINNER Dara Connolly, Adam Kinsella, Lewis Mc Donnell, Coláiste Eoin “We made 5 'A' letters in various sizes to underline how apprenticeships are connected to green energy. We placed the word APPRENTICESHIP down the spine of our design as we feel apprentices are the ‘backbone’ of our response to climate change, now more than ever. We named our entry ‘The Green Alert’ because if we choose not to act now we are facing extreme heat, storms, melting glaciers and rising sea levels. Careers achieved through apprenticeship can help us play our part and take care of our planet. The competition has given us a great insight into the amazing apprenticeships that are on offer with all information on the CAO platform. Apprenticeships play a vital role for business in driving skills growth. We are thrilled to win the top prize in category 1!”

2022 PHYSICAL A RUNNER-UP Sophie Maguire, O’Fiaich College, Dundalk “Delighted to secure runner-up in a national competition. The core message I wanted to communicate is tackling climate change and promoting gender equality. To create my letter 'A' I used materials destined for landfill which I retrieved from a building site near my school. I also found waste material in many of my classrooms. I hope Generation Apprenticeship will help more girls and women like me to achieve success in what is still seen by many as jobs for the boys! I included ladders on my sculpture to show that progress is being made and to promote the gender bursary which employers can avail of. I hope to see more women ‘Breaking the Glass ceiling’ in carpentry, the career I wish to pursue.”



VIRTUAL A RUNNER-UP Michelle Smyth, Navan Youthreach

“I am delighted to secure runner-up in a national competition. When I first started on my entry I wouldn’t have believed this achievement possible. I want to thank our teacher Mr O’Grady who provided so much support and encouragement. This competition really made me think about the importance of apprenticeships in Ireland.”



ENTRY FORM FOR GENERATION APPRENTICESHIP COMPETITION WITH SCHOOLS AND CENTRES 2024-2025

Complete the details below to enter the 2024-2025 Generation Apprenticeship competition.

Please submit your entry form via email by Friday 27 September 2024 to GAcompetition@nao.ie. We will be in contact with everyone in October to provide competition guidance and support.

HOW YOU AND YOUR SCHOOL/CENTRE CAN TAKE PART

- Entries can be made by a team of learners or by individual learners.
- Schools/centres can enter more than one team/individual entries and there is no limit on how many learners can be on a team.
- The competition is open to all second level age groups.
- Guidance is available to teams/individual learners as they prepare their entries.
- The entries will be shortlisted and judged by an independent team of judges in March/April.
- The closing date for submission of competition entries is Friday 07 February 2025 via WeTransfer to GAcompetition@nao.ie.

This entry form includes space to enter up to 3 teams in the competition. If your school or centre has more than 3 teams entering please use a second entry form and send all to GAcompetition@nao.ie.

Name and address of school/centre			
Name of lead contact person for the competition entry/entries			
Email address & telephone for lead contact			
County where the competition team(s) is located			
Number of teams being entered			
If in school, what year is each team(s) in? Please specify for each team.	Team 1	Team 2	Team 3
For each team, please specify whether the entry will be in Category 1 (create a physical A), Category 2 (create a virtual A) or Category 3 (create a short apprenticeship podcast)	Team 1	Team 2	Team 3

In submitting an entry form we agree to adhere to the competition brief and deadlines and any rules as may be set out by the competition organisers.

Please submit this entry form to GAcompetition@nao.ie by Friday 27 September 2024. From all of us in the National Apprenticeship Office, looking forward to working with you during 2024-2025!



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