



NEWSLETTER #1

March 2025

WHAT IS VESTA?

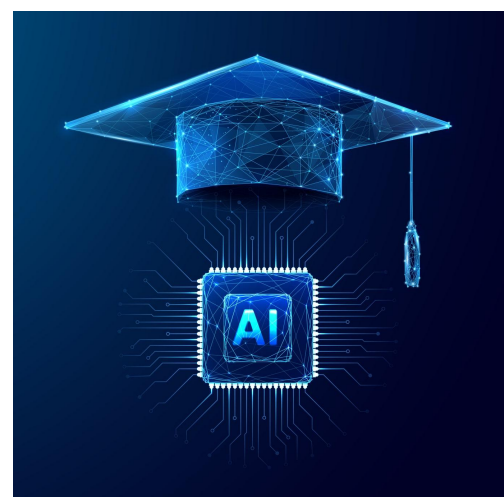


VESTA (Artificial Intelligence for Vocational Excellence and Skill Training) is an Erasmus+ KA220-VET project building an AI-powered application to analyse SMEs' training and professional needs, proactively and predictively, so learning keeps pace with digital sales transformation.

WHO IS VESTA FOR?

VESTA serves SMEs—especially sales, HR and leadership teams—by using AI to diagnose and anticipate training needs linked to digital sales and internationalisation. It supports sales professionals with tailored upskilling paths and open learning resources, and VET providers/trainers who align curricula and methods with real market needs.

It also engages a wider ecosystem—chambers & employer orgs, policy makers, universities, research and tech companies, active labour-market operators and temp agencies - to spread adoption and reduce skills mismatch across pilots in four EU countries.



www.vesta-ai.eu

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OUR GOALS

- **Reduce the sales skills mismatch** by enabling proactive and predictive identification of current and emerging needs in SMEs and VET systems.
- **Align SMEs and VET actors** around shared methods and AI-enabled sales processes (lead generation, opportunity management, closing), creating a common language between training and production.
- **Boost SME competitiveness and agility** by accelerating the shift to data-driven people development and digital sales transformation in global markets.
- **Strengthen employability and resilience** of SMEs professionals—cut skill obsolescence and support internationalisation pathways.
- **Raise system-level awareness of AI in management** and foster public-private cooperation to tackle skills gaps nationally and across the EU.



AI'S ROLE IN RECRUITMENT & SKILLS MATCHING

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MEMBER OF KAUNAS
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Project 2024-1-PL01-KA220-VET-000249104



Co-funded by
the European Union

This project has been co-funded by the European Commission.
This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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