

# WorldSkills Europe

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Annual Report 2019





# Our Mission

Founded in 2006 and based on the same model as WorldSkills International, *WorldSkills Europe* is an organisation that promotes *vocational, technological and service oriented* education and training.

We promote skilled careers in 30 Member countries across Europe, working with young people, educators, governments, industries, European sector organisations, the European Commission and its social partners to help prepare the workforce and talent of today for the jobs of the future.

We bring youth, industries, and educators together to give young people the chance to compete, experience, and learn how to become the best in their skill of choice.

Together with our Member countries, we organise EuroSkills – the biggest vocational education and skills excellence event in Europe. Held biennially, EuroSkills sees hundreds of young people under the age of 25 from across Europe come together to compete for the chance to win a prestigious medal in their chosen skill or profession.

EuroSkills is a multifaceted event; as well as the important competition element and “laboratory” for new and emerging skills, visitors get the chance to try hands-on job-related skills across a range of careers at the many ‘Try a Trade’ activities, and tens of thousands of school-aged young people are encouraged to turn their passions into a profession.

EuroSkills Graz 2020 is set to become the biggest and best EuroSkills yet. Taking place from 16-20 September 2020, the event will see 650 competitors compete for medals in 47 skills. They will be accompanied by up to 500 training experts and the event is expected to attract tens of thousands of visitors.

We believe that skills competitions change lives. They build self-esteem and release potential. They create opportunities and connect communities. They are the foundation of economic progress and the building blocks of our world.

**WorldSkills Europe  
is part of the WorldSkills  
movement – a group of people  
and organisations, led by  
WorldSkills International, that  
together advance the shared  
social objective of increasing the  
provision and development  
of skills**



# General Assembly, Riga

## The WorldSkills Europe *General Assembly 2019* saw delegates convene in Riga, Latvia from 5 – 8 June.

All 30 member countries attended the event, hosted by Skills Latvia, and the main focus was on preparations for EuroSkills Graz 2020, as well as plans for future Competitions, including EuroSkills St. Petersburg 2022, and EuroSkills 2024.

The General Assembly began with an opening plenary featuring a panel of distinguished speakers. Our President, Dita Traidas began proceedings with an opening speech, followed by Latvia's Minister of Education and Science, Ilga Suplinska, who welcomed delegates before handing over to the President of WorldSkills International, Simon Bartley, followed by Latvia's Deputy Head of Analytical Administration at the Ministry of Economics, Janis Salmins, and finally by Member of European Parliament and France's former Minister of Finance, Jean Arthuis.

There were four main meetings at the GA: Marketing and Communication, Strategy Committee, Competition Committee, and the GA itself.

### Main announcements at the General Assembly:

- WorldSkills Europe officially welcomed two new Members in 2019, **Liechtenstein** and **Romania**, a sign of our continued growth and vitality. We can't wait to cheer them both on at EuroSkills Graz 2020, where they will make their Competition debuts.

- A change to the Constitution to clarify WorldSkills Europe membership criteria was announced from 2019 onwards, only member states that are also members of the Council of Europe can become members of WorldSkills Europe. The amendment states that:  
  
"WorldSkills Europe Members are bodies representing a Vocational Education and Training system in a State's commerce, services, and industry, and recognised as such by the Organisation. Only an organisation from a State belonging to Europe, according to the Council of Europe Member states list, may become Members of the Association".
- A discussion also took place about the future direction of WorldSkills Europe as well as its relationship with WorldSkills International.
- The timeline for bids to host EuroSkills 2024 was presented; Denmark and The Netherlands expressed interest in submitting bids.
- WorldSkills France presented its bid to host WorldSkills in Lyon in 2023. France was the only European country to submit a bid; the other bid came from Japan.
- Representatives of the Organising Committees of EuroSkills Graz 2020 and EuroSkills St. Petersburg 2022 participated in all meetings, providing reports on progress relating to the organisation of their respective Competitions.

The WorldSkills Europe General Assembly 2020 will be held in Graz, Austria as part of the EuroSkills Graz 2020 Competition Preparation Meeting (CPM), taking place from 16-20 March 2020.





# EuroSkills Graz 2020 is coming!

The official one year countdown to *EuroSkills Graz 2020* was kicked-off in September 2019 in front of an audience of thousands at Graz's famous annual Aufsteirern Folk Festival.

To launch the countdown, WorldSkills Europe President, Dita Traidas took to the main stage in Hauptplatz Square to introduce the EuroSkills Graz 2020 organisation team, joined by Josef Herk, President of the Styrian Economic Chamber and Chairman of the EuroSkills 2020 Supervisory Board, and two of Austria's Skills Heroes, Birgit Haberschrick (Floristry Champion, EuroSkills 2014) and Fabian Gwiggner (Graphic Design Champion, EuroSkills 2016). Together, and supported by a rapturous performance of the Alpin Drums, the team set the scene for the final year of preparations for the event.

One of the most important milestones achieved by the EuroSkills Graz 2020 team in 2019 was the completion of two particularly large tenders: the logistics and the stand construction for the event. **DHL Trade Fair & Events GmbH** was confirmed as logistics partner, and exhibition service provider **amb** was confirmed as the stand construction partner.

2019 also saw the acquisition of major sponsors, most notably **DMG Mori**, and **Festo** - the two main sponsors of EuroSkills Graz 2020.

In addition, the sponsorship team acquired numerous other sponsors in the gold, silver and bronze categories.

In November, the entire EuroSkills Graz 2020 team welcomed the WorldSkills Europe Secretariat and two WorldSkills Europe Competition Committee Board Members for a progress meeting and series of workshops where final plans relating to operational, technical, MarCom, media, and event preparation were shared and discussed.

Running almost parallel to Graz's Aufsteirern Festival in 2020, EuroSkills Graz is expected to be the biggest and best EuroSkills event yet. 650 competitors will gather at the Messe Congress Graz exhibition centre to compete for Gold, Silver, and Bronze medals in 47 skills and professions. They will be accompanied by up to 500 training experts and the event is expected to attract tens of thousands of visitors.

So, with EuroSkills and Aufsteirern combined, it is safe to say that the month of September 2020 will be one to remember as Graz is transformed into an education, skills excellence, and culture hotspot!

The Competition Preparation Meeting (CPM) for EuroSkills Graz 2020 will take place in Graz from 16 - 19 March 2020. The Competition itself will take place from 16 – 20 September 2020 at the Messe Congress Graz exhibition centre.

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# EuroSkills St. Petersburg 2022

The Russian city of *St. Petersburg* ***was awarded the right to host EuroSkills 2022*** following a vote at the WorldSkills Europe General Assembly in Budapest, Hungary on 7 March 2018.

Preparations for the event began in 2018 and continued throughout 2019 with WorldSkills Russia, the government of St. Petersburg, and the St. Petersburg EXPOFORUM all working together to establish the full structure of the EuroSkills 2022 Organising Committee.

Two progress meetings took place in 2019 and were attended by representatives of WorldSkills Russia, including Director General Robert Urazov, Official Delegate Ekaterina Loshkareva, Technical Delegate Alina Doskanova, as well as key figures from the government of St. Petersburg, including Vice-Governor Vladimir Kirillov, and Head of the Education Committee Zhanna Vorobyova, and members of the WorldSkills Europe Secretariat. The first meeting took place on 4 April 2019, and the second on 9 October 2019. At the meetings, key decisions were taken regarding areas of responsibility of each organising partner. As a result, the organisational structure was established and WorldSkills Russia developed and renewed Organising Guides for the Competition. WorldSkills Russia also created a partnership matrix and a matrix of client groups.

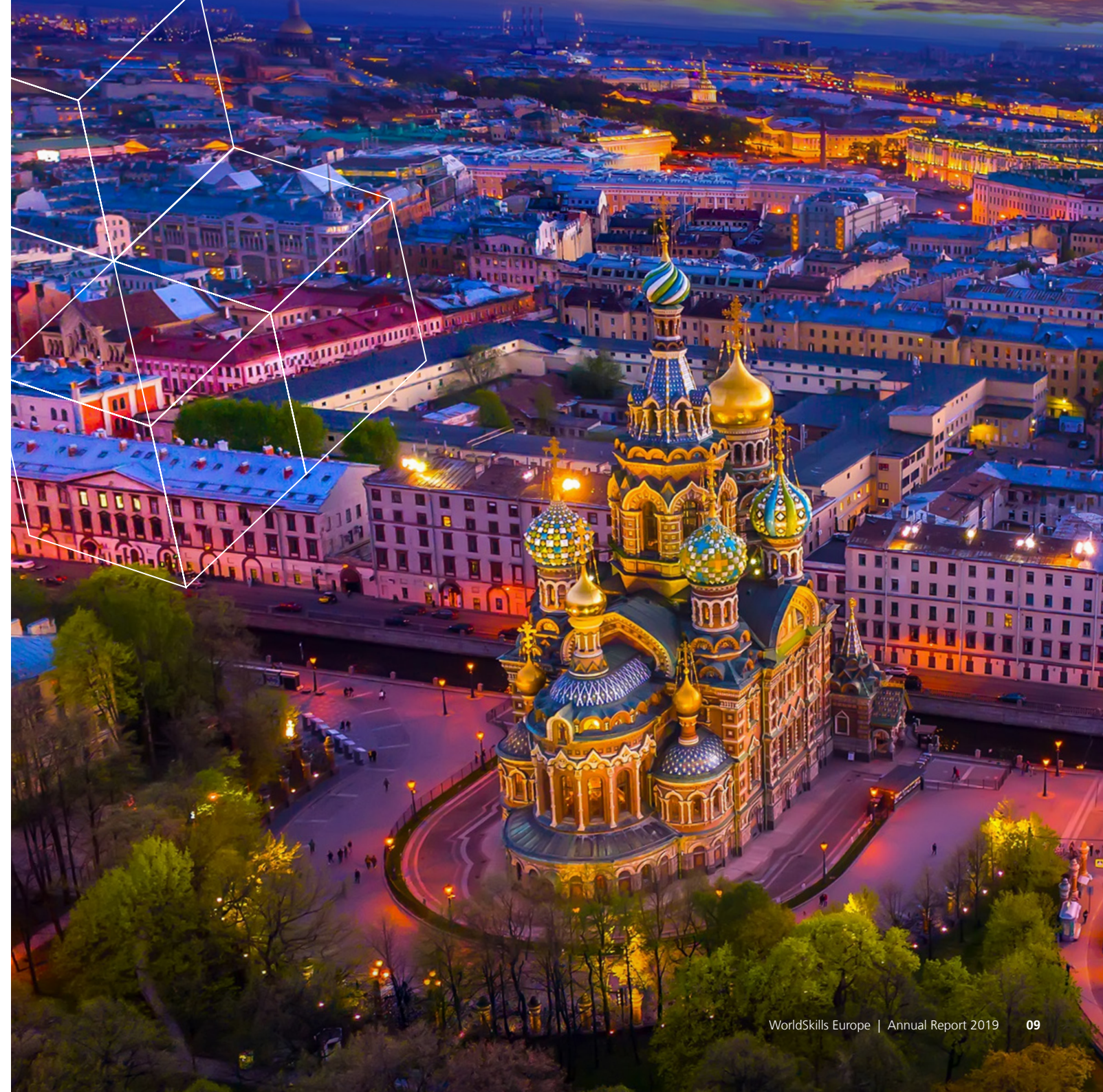
The ES2022 Organising Committee will develop the Competition programme jointly with WorldSkills Europe and will also continue development of the Future Skills and WorldSkills Juniors initiatives. WorldSkills Russia will also develop and organise the conference programme, which will be a cornerstone of the event. It will see representatives of WorldSkills Europe Member countries, politicians, researchers, industry partners, and heads of educational and development organisations gather to discuss the influence and benefit of WorldSkills Europe to the economy and society.

WorldSkills Russia will implement WorldSkills Europe practices and tools to continue to drive the WorldSkills movement forward with the objective of increasing the quality and provision of training in skills that are vital to economic success.

It is expected that 540 competitors and 500 experts will participate in the main Competition, with 280 competitors and 250 experts participating in Future Skills competitions. Competitors from all 30 WorldSkills Europe Member countries will participate and the event is expected to attract more than 140,000 visitors.

The main Competition and the WorldSkills Juniors Competition of EuroSkills St. Petersburg will take place at the EXPOFORUM International Convention and Exhibition Centre, while the Future Skills Competition will be held in Veliky Novgorod.

**See you in St. Petersburg at EuroSkills 2022!**





# Marketing and Communication

A new *WorldSkills Europe brand book* was published and presented to all Member countries at the General Assembly in 2019.

The brand book is aligned with the WorldSkills International brand book, which was created in 2018 following an 18-month long brand consultation process which reflected the recent growth of WorldSkills and the objectives of its Vision 2025 strategy.

The brand book details our positioning and principles, how we talk about ourselves, and everything we do to present ourselves to the world. It includes messaging, logos, fonts, and the WorldSkills building blocks which together create a consistent and identifiable global brand. The book is an essential tool designed to support WorldSkills Europe Members and Competition Organisers to create a stronger impact through the use of a consistent and unified brand and visual identity.

A redesign of the WorldSkills Europe website will take place in 2020 in order to bring it into alignment with the new brand identity and improve compatibility with the WorldSkills International website.

2019 was a non-EuroSkills year, so resources were focused on reviewing the MarCom strategy to ensure that the impact of our

work can be maximised in the lead up to EuroSkills Graz 2020 and beyond. A new social media strategy was devised and implemented to reinvigorate WorldSkills Europe’s social channels and drive engagement among key target audiences, including young people, Member countries, educators, governments, industries, European sector organisations, and the wider public. As part of the strategy, WorldSkills Europe is providing an extended level of support to Member country MarCom officers to improve capabilities and increase the impact of our collective social media output.

The EuroSkills Graz 2020 MarCom team were also hard at work on social media in 2019, launching an Instagram campaign in collaboration with WorldSkills Europe and Member countries which aims to inspire the next generation of talent and generate interest in the big event in September. The campaign features “day in the life” images, film clips, and interviews with recent EuroSkills and WorldSkills Champions.

And finally, a WorldSkills Europe MarCom WhatsApp group was created in November 2019. The group is a platform where WorldSkills Europe and Competition Organisers can be reached and respond quickly to queries or requests from Member MarCom officers that join the group, and a space where all participants are encouraged to share information about their events, news, and MarCom activity.

**All in all, a successful year focused on more collaborative ways of working.**

## 30 WORLDSKILLS EUROPE MEMBER COUNTRIES

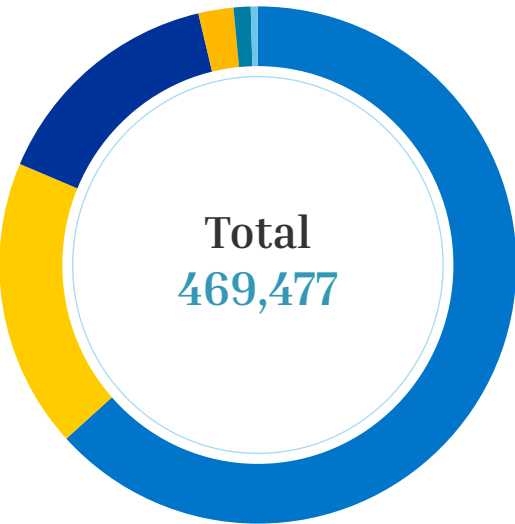
Our members countries cover more than half of the European population

- Austria
- Belgium
- Croatia
- Cyprus
- Denmark
- Estonia
- Finland
- France
- Germany
- Hungary
- Iceland
- Italy
- Kazakhstan
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Montenegro
- The Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russian Federation
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- UK



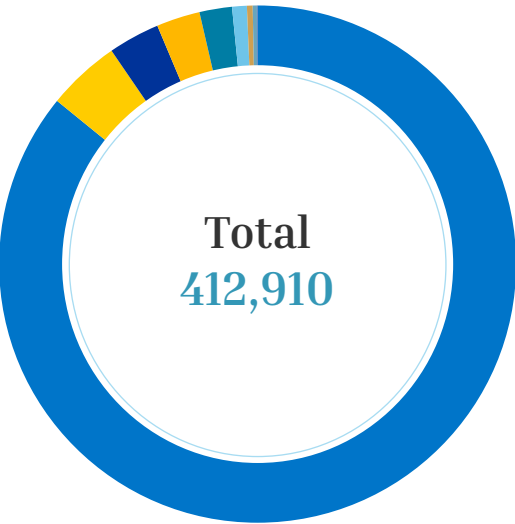
# Financial Report 2019

INCOME (in euro)



Membership fees	297,101
Organisation fee EuroSkills	85,000
Hosting fee EuroSkills	70,000
Admission fees	10,300
Sponsorship	5,000
Other income	2,066
Interest	10

EXPENDITURE (in euro)



Support Services	354,564
Travel/Subsistences	18,883
ICT	13,284
Professional/Consultancy	11,255
Office Cost & External Services	8,388
Other costs	3,802
Competitions/Events	1,478
Marketing & Communication	1,074
Depreciation tangible fixed assets	182

# WSE Board of Directors



**Ms. Dita Traidas**  
Latvia  
President



**Mr. Terry Cooke**  
United Kingdom  
Treasurer



**Mr. Stefan Praschl**  
Austria  
Chair - Strategy Committee



**Mrs. Teija Ripattila**  
Finland  
Vice Chair - Strategy Committee



**Mr. Guillaume Suteau**  
France  
Chair - Competition Committee



**Mrs. Zsófia Csiszár**  
Hungary  
Vice Chair - Competition Committee



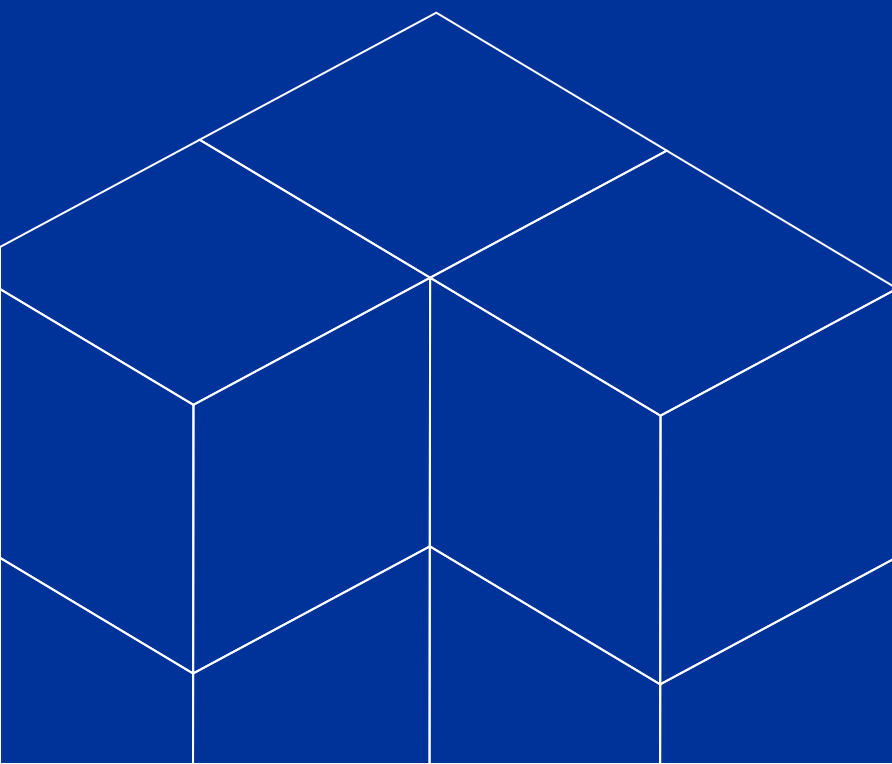
**Mr. Francis Hourant**  
Belgium  
Chair - Marketing and Communications

# Notes



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Official logistics partner of WorldSkills Europe

