

WorldSkills Europe

Annual Report 2018





Introduction

OUR MISSION

WorldSkills Europe is a not for profit member association that promotes excellence in the field of skills and competence development. The organisation raises awareness of the importance of professional excellence and high-quality vocational education and training for Europe.

WorldSkills Europe connects members, international industry partners, governmental agencies and educational institutions on a European platform to promote vocational education and training excellence in Europe.

WorldSkills Europe's main focus is to promote the power of skills competitions as promotional instruments to attract young people to careers in skills.

WorldSkills Europe organises EuroSkills, the European skills competition for young people less than 25 years of age. It's a spectacular promotion of skills, held every two years in one of the WorldSkills Europe member states.

At the heart of the event are the European skills competitions surrounded by activities such as 'Try a Trade' to inspire careers in skills. Hundreds of Europe's greatest talents, selected through skills competitions in their own countries, compete during EuroSkills to become the best of Europe in their skill of expertise. It's an incredible experience and an inspiration for all.

During the EuroSkills competition, the member states, international industry partners, governmental agencies and educational institutions come together to encourage world class standards of skills and competences in Europe. This partnership between students, governmental and private institutions and civil society organisations is unique within Europe.

Report from the President DITA TRAIIDAS



WorldSkills Europe 2018 year highlight was undoubtedly an excellent Budapest EuroSkills competition hosted by the Hungarian Chamber of Commerce and Industry/Skills Hungary. A revitalised Secretariat, with a dedicated General Manager, has completed the transition from the dependency on WorldSkills Netherlands which has sustained us since inception and for which we are very grateful.

As President, I have been privileged to represent WSE in official events in France, Spain, Russia and Iceland and building the skills movement by speaking with ministers and the education community. In all work with the European Commission and Erasmus+ the support to skills competitions remains a priority with eligibility of mobility grants worldwide being the desired outcome. May 2018 saw the signing of the agreement for EuroSkills St. Petersburg 2022 and an initiative to reconnect with European Sector Associations is now underway.

The Strategic Working Group has determined that our focus is to improve the quality of the EuroSkills Competition as a means to assist members to develop and enhance their own national and regional competitions. Members will be happy to hear that the planning and progress reports for Graz 2020 provide significant confidence that it will exceed all expectations.

Board meetings were held in Budapest, Vienna and Paris dealing with membership, Constitution & Standing Orders, strategic partnerships, finance, brand, marketing and communications plus Secretariat operations.

I would like to thank the Board and our members for their active involvement during 2018 and encourage everyone to enhance the European identity within the WorldSkills movement by continuing to add value, expertise and intellectual capacity to their community skills endeavours.

Report from the General Manager LAURENCE GATES



2018 has been a year of big changes for WorldSkills Europe as an organisation. WorldSkills Europe has now left its first home with WorldSkills Netherlands and started a life of its own. Even though all matters related to the operations of WorldSkills Europe were kept separate, the systems used were all shared, and it took a lot of time and effort for us to move out. A huge debt of thanks is owed to WorldSkills Netherlands and to its CEO, Jos de Goey, for their assistance in helping us make this happen.

2018 also saw change in the Secretariat Team: we welcomed a part time Administration and Member Services Coordinator, a part-time Digital Content Editor and a new Finance Manager.

A lot of work has also gone on behind the scenes on our website, to bring it up to a format that is compatible with some of the IT tools used by WorldSkills International, which will allow us to streamline some of the Secretariat's work and mutualise services between both organisations. This will ensure a good return on investments for our

Members by avoiding duplication of resources.

WorldSkills International has also been sharing its expertise and documents which has been a huge help in sorting through some of our processes and activities. A big thank you is therefore owed to its Secretariat and to its CEO David Hoey.

We were also blessed with an excellent collaboration with the Organising Committee of EuroSkills Budapest 2018, which resulted in our best competition to date in terms of organisation. A big vote of thanks is due to the local team headed by our Board Member Zsofia Csiszar. Budapest considerably raised the bar for our next hosts, Graz in Austria, with which our collaboration started in earnest as well in 2018.

Thank you also to all our Members, Competitors, Experts, volunteers and fellow Secretariat members for your hard work and continued support, and for leading the way to allow skills to change the lives of our young people all over Europe!

EuroSkills Budapest 2018

A BRIEF RECAP



Between 26 and 28 September 2018, the EuroSkills Competition was held for the first time in Eastern Europe - in Budapest, the capital city of Hungary

EuroSkills Budapest 2018, the 6th edition of the EuroSkills Competition, was hosted by the Hungarian Chamber of Commerce and Industry (member organization of WorldSkills Europe for Hungary) with the full support of the Hungarian Government.

With 28 member countries participating in 37 skills, EuroSkills Budapest 2018 was the biggest EuroSkills so far, welcoming 525 competitors altogether.

The competition was watched by 85,320 visitors (mainly students from primary schools and VET institutions). This was a record breaking number for both the event and the hosting venue Hungexpo. Visitors were also able to have a go at 29 Try-a Skills zones located next to the competition workshops in 31 different skills.

The Opening and Closing Ceremonies were hosted in Hungary's biggest indoor arena Papp Laszlo Budapest Sportarena, with more than 8,400 spectators watching the ceremonies on site, and more than 35,000 watching it on YouTube.

The event also included a one day VET themed conference titled 'Click for the Future', which was running a full house with 250 participants and 30 presenters. During the three days of the competition, spectators were also able to visit 'EuroSkills 10', the exhibition that marked the first 10 years of the WorldSkills Europe movement..

With a well prepared and executed event, the Hungarian Chamber of Commerce and Industry hosted the most succesful and best EuroSkills Comeptition so far, setting up new standards for the competition and raising the bar for Austria, the next host in 2020.

EuroSkills Budapest 2018

IN NUMBERS



EuroSkills Budapest 2018

A RESOUNDING SUCCESS

Organising EuroSkills Budapest 2018 was a huge opportunity for Hungary to highlight the importance of high-quality vocational training and skills in achieving economic growth.

EuroSkills Budapest 2018 was the biggest international event ever organised by the Hungarian Chamber of Commerce and Industry, and the largest vocational event held in Hungary.

The tremendous international and local attention that came with organising EuroSkills gave the chamber the perfect opportunity to bring together leaders of government, education, business and industry. It also acted as a catalyst for further transformation of Hungary's vocational training industry, and is expected to attract more students to the vocational sector.

What make an event of this stature successful and memorable is down to collaboration and community. We were very lucky to have both, receiving plenty

of support and commitment over the past few years from everyone involved: from the Hungarian government and our dedicated sponsors, to numerous VET institutions or centres.

The EuroSkills 2018 Organising Committee



EuroSkills Budapest 2018

THE LEGACY

With more than 70,000 students in attendance, we were able to show them the value in pursuing vocational careers, thereby reinforcing the chamber's long-term slogan: a good profession equals a degree. In addition, the teachers who accompanied their students left the competition with a broader knowledge on vocational skills; knowledge they will continue to impart within their classrooms.

Hosting the competition will also have an effect on our future SkillsHungary competitors: our local volunteers were brought in from various VET institutions, and will be encouraged to apply for inclusion in the 2020 national team.

Every part of our vocational education sector, from large to small, was affected by our hosting of EuroSkills in more ways than we ever imagined. The event inspired change and improvement across the board, with 100% of equipment bought by the chamber for the competition having since been dispersed among local VET institutions, helping to elevate the standard of vocational education.

Skills Hungary





The city of Graz is getting ready! EUROSKILLS 2020

Ladies and Gentlemen, friends, we'll see you in Graz in 2020!" With this closing remark and a spirited strike on the buzzer during the Closing Ceremony of EuroSkills Budapest 2018, the Chair of the EuroSkills 2020 Board, Josef Herk, immersed the audience in a veritable sea of flags and showers of confetti, all in the national colours of Austria of red and white.

For the first time ever, the EuroSkills flag was passed to Austria. The emotional handover of the flag from the Hungarian organisers to the Austrian delegation during the closing ceremony of EuroSkills 2018 means more than just the Austrian national colours featuring in the EuroSkills logo for the next two years.

The joy and excitement in anticipation of hosting this highly prestigious mega event can be felt everywhere already. Preparations are under way, and in 2018, Austrian folk singer Andreas Gabalier was named as the official patron for EuroSkills 2020. Together with heroes Lisa Janisch, Fabian Gwiggner, Birgit Haberschrick, Melanie Seidl and Manfred Zink – all Austrian medallists of a EuroSkills or WorldSkills



Competition - he will start work immediately on the HeroSkills 2020 campaign to spread the skills message throughout Austria and beyond.

EuroSkills 2020 is already receiving widespread support, also from Austrian businesses. Already in the application phase some companies have agreed to support EuroSkills 2020 and in so doing, have become a part of this mega event.

Furthermore, over 55 workshop managers have already been selected. Their primary task will be to ensure that the competition areas on site are fully prepared and that all the tools and other materials required are available. All of the workshop managers are unpaid volunteers, who freely give up their time for the event. A shiny new website has also been set up, adapted to the official brandbook of WorldSkills Europe, and offers visitors a complete overview, key information and interesting news as well as a web shop which offers an initial range of products in the blue, white and red We-Are-Skills colours for fans and friends of EuroSkills.

The road to St. Petersburg EUROSKILLS 2022

The right to host the EuroSkills Competition in 2022 was won by the Russian city of St. Petersburg. The bid was presented by the Governor, Georgy Poltavchenko, together with WorldSkills Russia Director General Robert Urazov, Technical Delegate Alina Doskanova, Official Delegate Ekaterina Loshkareva, WorldSkills Champion Anna Prokopenya, and the Director General of the St. Petersburg Union of Industrialists and Entrepreneurs Michail Lobin.

WorldSkills Russia is committed to the creation and installation of a professional organization of EuroSkills 2022 Competition in Saint Petersburg. The overarching goal outlined is to increase the quality of training in skills that are vital to the national economy. The focus will be on reducing youth unemployment rates by providing economical, highly effective training and expanding branches of the economy based on the latest industry.

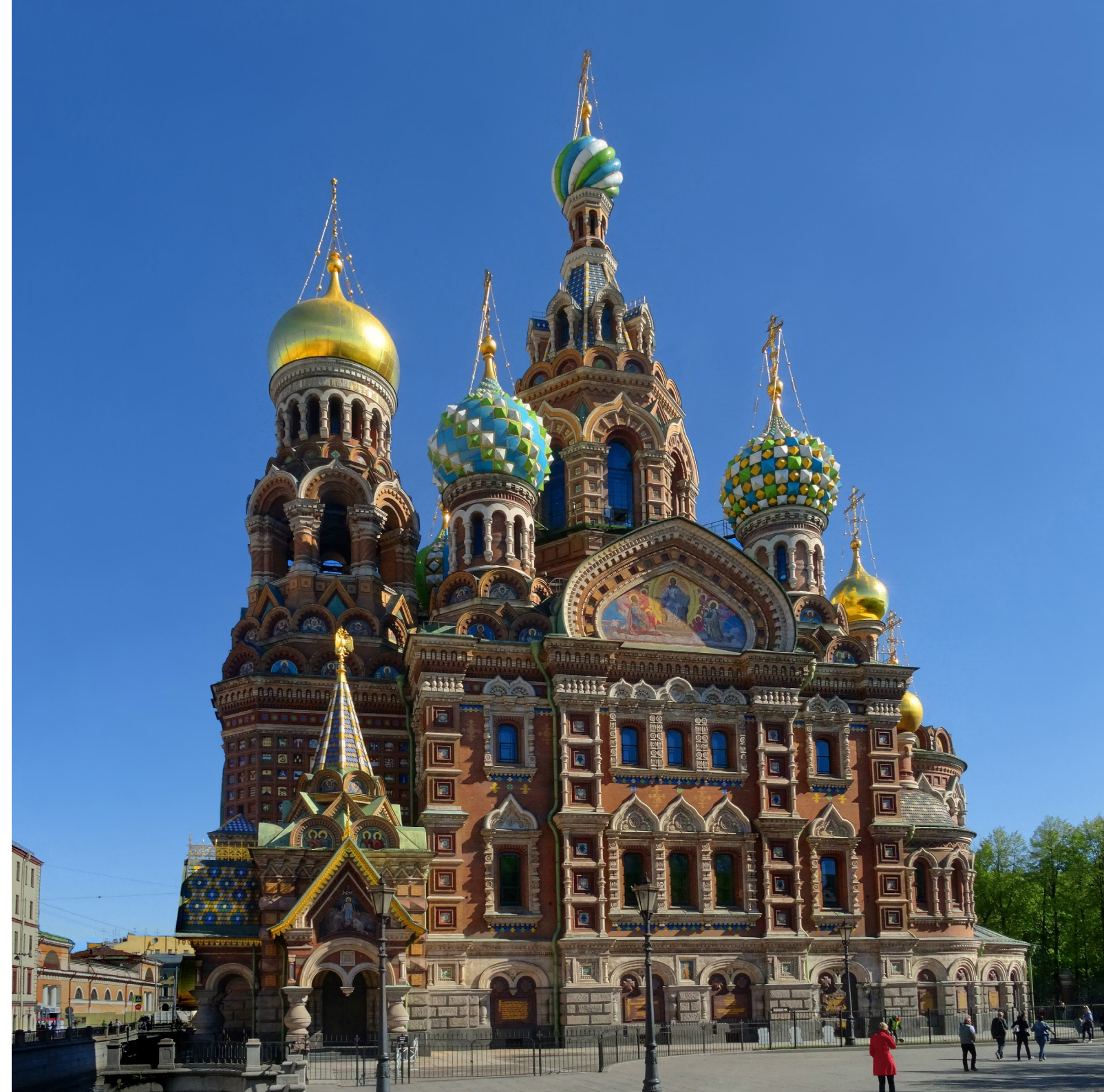
The Russian Federation is implementing a digital economy development program along with a national technological initiative. This includes a set of measures providing support for progressive industries in Russia. This is aimed at keeping high living standards linked to the development and introduction of new technology.



In the run-up to EuroSkills 2022, Russia will progress its key initiatives further and initiate new projects for consideration for inclusion into EuroSkills, including: competition programme development with new and future skills, skills camps for national team training and joint programmes with WorldSkills Europe member countries, conference programme, skills passport as a positive recognition programme, WorldSkills for Juniors and others.

The EuroSkills Organisation Agreement between WorldSkills Europe, WorldSkills Russia and Saint Petersburg was signed at the Saint Petersburg International Economic Forum on 24 May 2018 by the President of WorldSkills Europe Dita Traidias, the Chair of the Strategic Committee of WorldSkills Europe Stefan Praschl, and by the Governor of Saint Petersburg Georgy Poltavchenko, the Director General of the Union “Young Professionals (Worldskills Russia)”, Robert Urazov and the Official Delegate from Russia in WorldSkills Europe, Ekaterina Loshkareva.

See you in Saint Petersburg at EuroSkills 2022!



Marketing & COMMUNICATION

The year 2018 was a EuroSkills year, with a particular focus given to reactivating the presence of WorldSkills Europe on social media. This was an effort to both help promote the event and benefit from it to gain more followers and greater traction.

Efforts were also made to re-engage with the designated MarCom officers of our members to prepare for the future. A more modest approach to marketing and communication has led to a strategy incorporating regular newsletters, Board Communiques, getting a grasp of our Members needs and looking into creating a social media campaign that would further promote our mission and events.

Following a meeting in Budapest in January, Stefan Praschl, Chair of the Strategy Committee, Zsófia Csiszár, Vice-Chair of the Competition Committee, Francis Hourant, Chair of Marketing and Communication and Eugene Incerti, WSE Technical Manager defined new partnership categories with a special emphasis on European Sector Organisations. This led to a more refined offer for potential partners and meetings with sector organisation

representatives during EuroSkills 2018.

EuroSkills 2018 has also proven to have been a success as well in terms of media attendance with over 350 media accreditations, the highest number so far.

A MarCom questionnaire was sent out following EuroSkills 2018, and the replies received will help WorldSkills Europe ensure the social media campaign fits in with the channels used by our members.

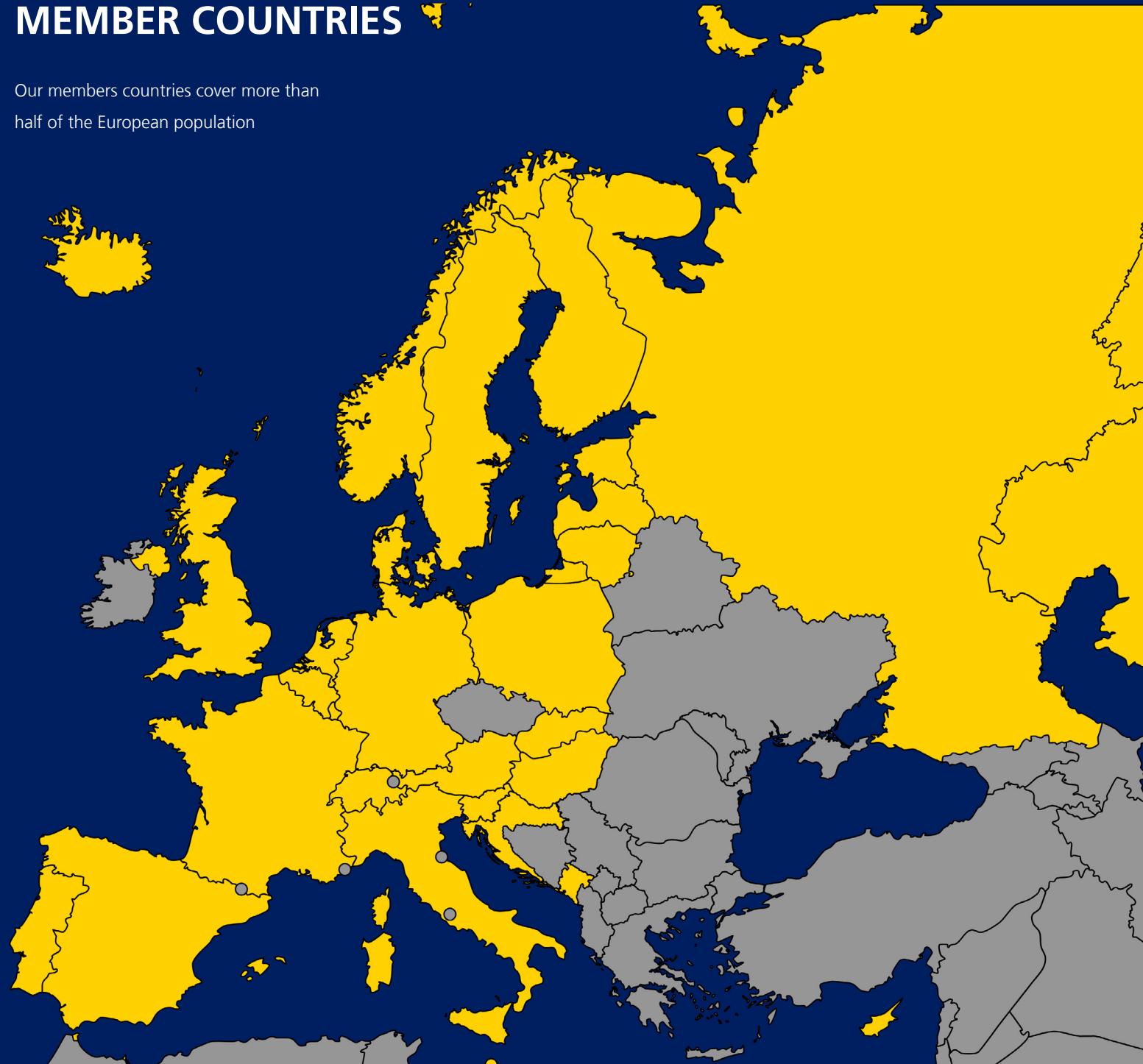
The Organising Committee for EuroSkills Graz 2020 has also been hard at work, already creating a campaign centred around former Austrian Medallists, as well as a website dedicated to the event, complete with a web shop for event related goodies.

And finally, the Board also approved the development of a new brand book aligned with the brand book of WorldSkills International.

All in all a successful year for WorldSkills Europe and EuroSkills!

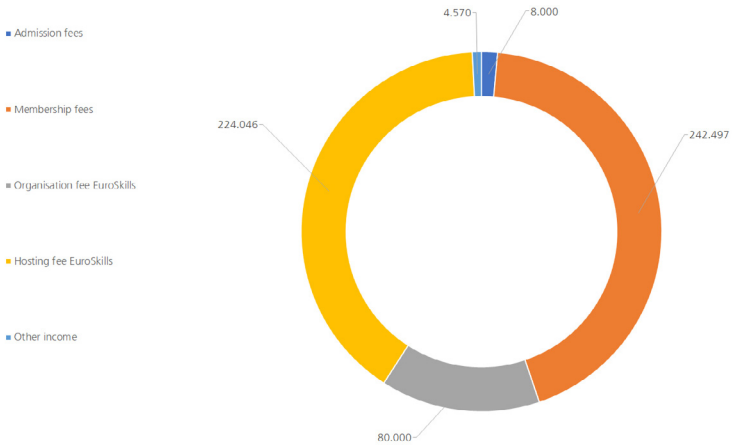
29 WORLDSKILLS EUROPE MEMBER COUNTRIES

Our members countries cover more than half of the European population

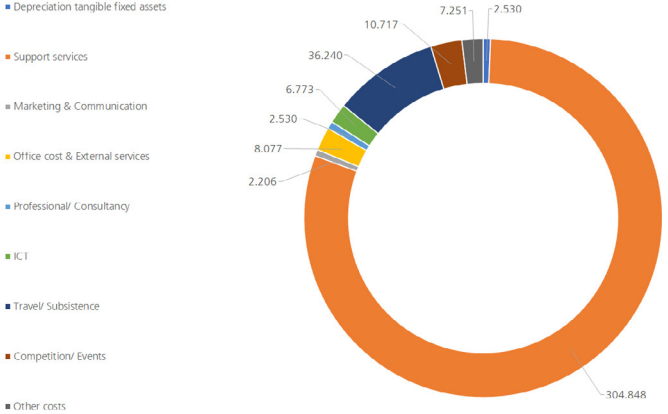


Financial Report 2018

INCOME (in euro)



EXPENDITURE (in euro)



WorldSkills Europe BOARD OF DIRECTORS



Ms. Dita Traidas
Latvia
President



Mr. Terry Cooke
Canada
Treasurer



Mr. Stefan Praschl
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Chair - Strategy
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Committee



Mrs. Zsófia Csiszár
Hungary
Vice Chair - Competition
Committee



Mr. Francis Hourant
Belgium
Chair - Marketing and
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Notes



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