

ROAD TO EUROSKILLS 2020

PAVING THE WAY ❖

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Official contract signing in Vienna - photos from the Economic Parliament in Vienna

*Success
made in Austria*

EUROSKILLS 2020: UP AND RUNNING!

SO FAR, SO GOOD!

A huge welcome awaited the Swedish President of WorldSkills Europe Tommy Hellström and Board Secretary Teija Ripattila on 28th June 2017 in Vienna. Shortly before the session of the Economic Parliament of the Austrian Chamber of Commerce, they met with representatives from the host country Austria to sign

the official agreement marking the start of the countdown to EuroSkills 2020. Representing Austria were Federal Minister Harald Mahrer, President of Austria's Chamber of Commerce Christoph Leitl, and Chairman of the EuroSkills 2020 Supervisory Board and Styrian Economic Chamber President Josef Herk.

Now it's official, in black and white: in 2020, for the first time ever, the European vocational championships will take place in Austria, with Graz as the host city. 500 competitors from 28 member countries will participate in this mega event and a further 100,000 visitors are expected to attend. //



PREPARING FOR PI WE'RE ON

THE ROAD TO EUROSILLS AWARENESS CAMPAIGN



At EuroSkills 2020, the spotlight will not only be on the top-level skills of the young tradespersons, but also on Austria as a business location. At the end of October 2017 we'll be launching an information campaign in Austria to raise awareness about this mega event.

We want to show Austrians that EuroSkills 2020 offers the Austrian economy a marvellous and unique opportunity to present itself in the European spotlight

and for all companies to show that they have the best skilled workforce. We must make the most of this opportunity.

The clock is ticking...: Austrian companies have just under a year to put the next victorious team for Austria together and they are starting now to look for the best of the best. All entrants for the AustrianSkills contest must be nominated by June 2018 and the team for the home European Championships finalised by autumn 2018. //



TIMELINE TO 2020



FLYING START FOR HEROES PROGRAMME

If we are to appeal to our target group of young people and make them enthusiastic about EuroSkills 2020, we need to have authentic ambassadors. Who could be more suitable for this role than former gold medallists? The first ambassadors to be appointed were Lisa Janisch, Best of Europe 2016 and our supporters from the bidding campaign, 2014 gold medallist Birgit Haberschrick (gold in Floristry, EuroSkills 2014) and 2015 gold medallist Manfred Zink (gold in Cabinet Making, WorldSkills 2015).

We have now completed the second stage, in which we searched the country to find an ambassador for every federal state. The certificates were presented in late June 2017 at a ceremonial reception

attended by an illustrious guest list. Alexander Hiesberger and Michael Haydn (both gold medallists in Concrete Construction, WorldSkills 2015), Thomas Liebenauer (gold in Tiling, WorldSkills

2013), Franziska Ehgartner (gold in Restaurant Service, WorldSkills 2015), Fabian Gwiggner (gold in Graphics, EuroSkills 2014) Melanie Seidl (gold in Stonemasonry, EuroSkills 2012), Kevin Jandl (gold in Bricklaying, EuroSkills 2014), Stefan Lubinger (gold in Confectionery, WorldSkills 2011) und Michael Geri (gold in Wall and Floor Tiling, EuroSkills 2014) were able to collect their ambassador certificates and celebrate their appointments. //



Foto: KANIZAJ Marija-M. | 2017

← AUTHENTIC AMBASSADORS WITH AUTHENTIC SMILES

EAK PERFORMERS: OUR WAY!

PRESIDENT ON TOUR MISSION ACCOMPLISHED!

Josef Herk toured the length and breadth of Austria, visiting all nine Austrian federal states in his function as President of the Styrian Economic Chamber and the Chairman of the EuroSkills 2020 Supervisory Board. His presentations in front of senior officials in the economic parliaments were part of an important information campaign. President Herk's mission was to spread the word about the competitions, mobilise supporters

and find top-level disseminators in plenty of time. President Herk's performance was fantastic. Thanks to his genuine approach and sheer endless commitment, he convinced his audiences everywhere. Officials from all over Austria showed their support and commitment by signing the "longest contract in the world". It ended up measuring no less than 10 metres in length! //



Foto: Jozef Konstantinov (2)

WORKSHOP MANAGERS – JUST 10 MORE TO FIND!

UPCOMING: KICK-OFF EVENT IN NOVEMBER

The search for Workshop Managers is in full swing and we are already well on our way: out of around 50 Workshop Managers, we only have 10 more to find! We are optimistic that we'll be complete by our 2-day kick-off meeting in mid-November, to be led by Eugen Incerti and Stefan Praschl, who will both ensure that our future Workshop Managers are equipped with the necessary expertise from the outset. The right ambience and supporting

programme will hopefully ensure that the team spirit is in evidence from the very start of the collaboration. Even at the preparation and recruiting phase, we are thrilled by the great commitment and enthusiasm of the future Workshop Managers and we look forward to working with them. Interested? See our Facebook page for the fields in which we are still recruiting Workshop Managers. And help prepare the stage for skills heroes from all over Europe! //



HAVE A LOOK ON FACEBOOK

EXCITING PROJECTS ARE IN STORE FOR 2018!

And in one of them, we'll be using storytelling. Good stories cast a spell on us, they move us and stay in our memory. Information is packaged in a story. Stories are therefore clearly a more effective way of conveying information. In this way, can awaken emotions and gradually build up the tension until 2020. //

IMAGE CAMPAIGN IN VOCATIONAL SCHOOLS

Apprentices are our future top skilled workers. We are planning to motivate apprentices and will be sending a powerful message about the importance of the event to teachers. The campaigns have been set up with young people in mind and the advertising tour will be accompanied by various on-trend campaign measures. Objective: to raise the profile of vocational/dual education Target group: Apprentices. Duration of the campaign tour: 2018 to 2020 //

GROWING EUROSILLS FAMILY

The team is growing and we are delighted to welcome Thomas Wurditsch on board as a further member of staff to work on organising the competition. Thomas has been organising and staging sports camps for young people for years and is therefore well acquainted with young people, with their skills and enthusiasms. He is greatly looking forward to working with them again for EuroSkills 2020. Thomas will be engaged on logistical planning and organisational matters, and therefore will be responsible for ensuring that the event runs smoothly. //



Thomas Wurditsch, Christina Oppelz, Harald del Negro, Angelika Ledineg, Stefan Praschl

Foto: KANIZAJ Marjka-M., | 2017

READY TO GO! PROJECT PLAN 1.0

As experienced project managers, Harald del Negro and Angelika Ledineg have dedicated much time and effort to project planning in recent months. And it's paid off: around 900 fields of activity and work packages have already been included and the plan is constantly evolving. We are prepared and can't wait to see the young competitors shine in their respective skills. //

THE SWEET TASTE OF EUROSILLS 2020

EuroSkills 2020 is using innovative, forward-looking and appealing activities to set the scene for the main event. And the E-Mobility Play Days in the Red Bull Ring in Spielberg on 29 and 30 September 2017 were no exception. Some 30,000 visitors enjoyed hands-on experience of innovative projects at exhibitions, competitions and demonstrations - and all free of charge. Responding to the call to roll up their sleeves and join in, people

dived into the world of E-mobility, along with many eminent personalities from sport, politics and business. The superb programme of events showcased the latest developments and innovations, offering visitors plenty of opportunities to try them out for themselves. It was the perfect opportunity to spread the word about EuroSkills 2020 and increase our following, starting with the Austrian Federal Minister for Transport, Innova-

tion and Technology, Jörg Leichtfried, and the Governor of Styria, Hermann Schützenhöfer.

A press conference marked the opening of the Innovation Lounge, with former World Confectionery Champion Eveline Wild flying the flag for EuroSkills 2020. She joined supervisory board chairman Josef Herk in opening the WKO Innovation Lounge and proved herself to be an outstanding ambassador for EuroSkills

2020. Now a highly successful businesswoman, she perfectly symbolises our three EuroSkills pillars: tradition, success, future. What is more, her exquisite WE ARE SKILLS chocolates were a delightful treat for press representatives and visitors to the EuroSkills 2020 booth. //

AUSTRIA'S MEDIA LOVE MEGA EVENTS!

