

# ROAD TO EUROSKILLS 2020

Edition No. 8

euroskills2020.com



## HEROSKILLS 2020 WITH CELEBRITY SUPPORT

They're young, successful and goal-oriented. Their superpower? Their superior skills. Our EuroSkills 2020 heroes. Former WorldSkills and EuroSkills winners Melanie Seidl, Birgit Haberschrick, Fabian Gwiggner, Lisa Janisch and Manfred Zink have taken on the role of ambassadors for the European skills championships in Graz. And now they have gained some celebrity support in the form of popular Austrian folk singer Andreas Gabalier, who has volunteered to act as patron for the event in 2020.

What they all have in common is their mission in the run-up to EuroSkills 2020: to spread the unique spirit of "Skills" and inspire more and more young

people with their boundless enthusiasm for their skills and trades. It's a message that our patron Andreas Gabalier shares fully and wholeheartedly: "It means a great deal to me, to be supporting EuroSkills 2020 in my home city. Anyone who decides to train in a skill or trade and pursues their career with passion, and goes on to excel in competitions such as this, is a hero in my eyes. And, with the current shortage of skilled workers, this is something that cannot be stressed enough. An event such as EuroSkills is an opportunity for skills and trades to dust off their image and go forward into a modern, yet traditionally-minded

future," says the new supporter, who volunteered his services for this project.

EuroSkills 2020 Supervisory Board Chairman Josef Herk is delighted about the newly won advocate: "Having such a well-known face lending his support for skills and trades and for our young talents clearly signals just how important the Skills message is, especially since it means that anyone who pursues their career with passion and excels with outstanding achievements can become a true hero. And it is precisely these young, skilled workers, with their motivation and ambition, who are the key to a successful future for our economy."

### EUROSKILLS SOCIAL WALL

Learn how to appear on the EuroSkills 2020 Social Wall.

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### WE ARE PART OF IT

What are the benefits to sponsors of supporting EuroSkills 2020?

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**JOSEF HERK**

Supervisory Board Chairman  
EuroSkills 2020

**DEAR READERS,**

When the EuroSkills flag was handed over to us in Budapest in 2018, it marked a more than worthy transition into the first six-months of preparations. It served as a further reminder that both the year 2020 and EuroSkills in Graz are fast approaching. The past few months have demonstrated this even more clearly, whether through the presentation of our Heroes, the MySkills apprenticeship project, or with each newly signed sponsorship contract that we receive – the course of the “Road to EuroSkills 2020” is set to start the countdown and the entire EuroSkills 2020 team is ready for it. It gives me great pleasure to see the continuous progress of all team members, who are joining forces to make the European vocational skills championships 2020 an unforgettable event for all competitors as well as visitors from all over Europe and to send out a strong signal from all over Austria to the whole of Europe. However, EuroSkills is much more than just a skills championship. It is an event that unites people across borders, makes it possible to compare the outcomes of Europe’s various vocational training systems, and – most importantly – represents a magnificent career opportunity for the young competitors. This is what creates the unique Skills spirit, which perceptibly re-emerges every two years and which will inspire Styria, the whole of Austria and all of Europe in the coming year. This makes me look forward all the more to continuing along the “Road to EuroSkills 2020”, including all the milestones yet to be reached as we approach September 2020. After all, “We are Skills” is more than just a catchphrase: it’s a concept that affects people far beyond Austria’s borders.

# MYSKILLS APP FOR APPRENTICES NOW UP AND RUNNING

Strong support along the way: with its new campaign to show appreciation for apprenticeships, EuroSkills 2020 is helping around 15,000 Styrian apprentices on their road to successful completion of their apprenticeship training.

**MySkills: gateway to the digital apprenticeship network**

With preparations for the European skills championships in Graz in full swing, the launch of the new MySkills apprenticeship initiative promises to boost the appeal of skills and trades. The aim is to provide ongoing support for apprentices, ideally until they have passed their final apprenticeship examinations. This initiative was launched with the support of the Styrian Economic Chamber, the Province of Styria and the EuroSkills 2020 sponsor and local energy providers Energie Steiermark, as well as the partnering local broadcasting company Antenne Steiermark and the local newspaper Kleine Zeitung. The initiative aims to express appreciation

and recognition of their career choice to the young people and to provide them with ongoing support throughout their apprenticeship by offering solution-oriented advice, tips and much more.

The new MySkills app, exclusively designed for apprentices – tomorrow’s young, skilled workers – is the unique centrepiece of the project. A personal QR code grants access to goodies, news, benefits, music and much more – all just a smartphone click away.

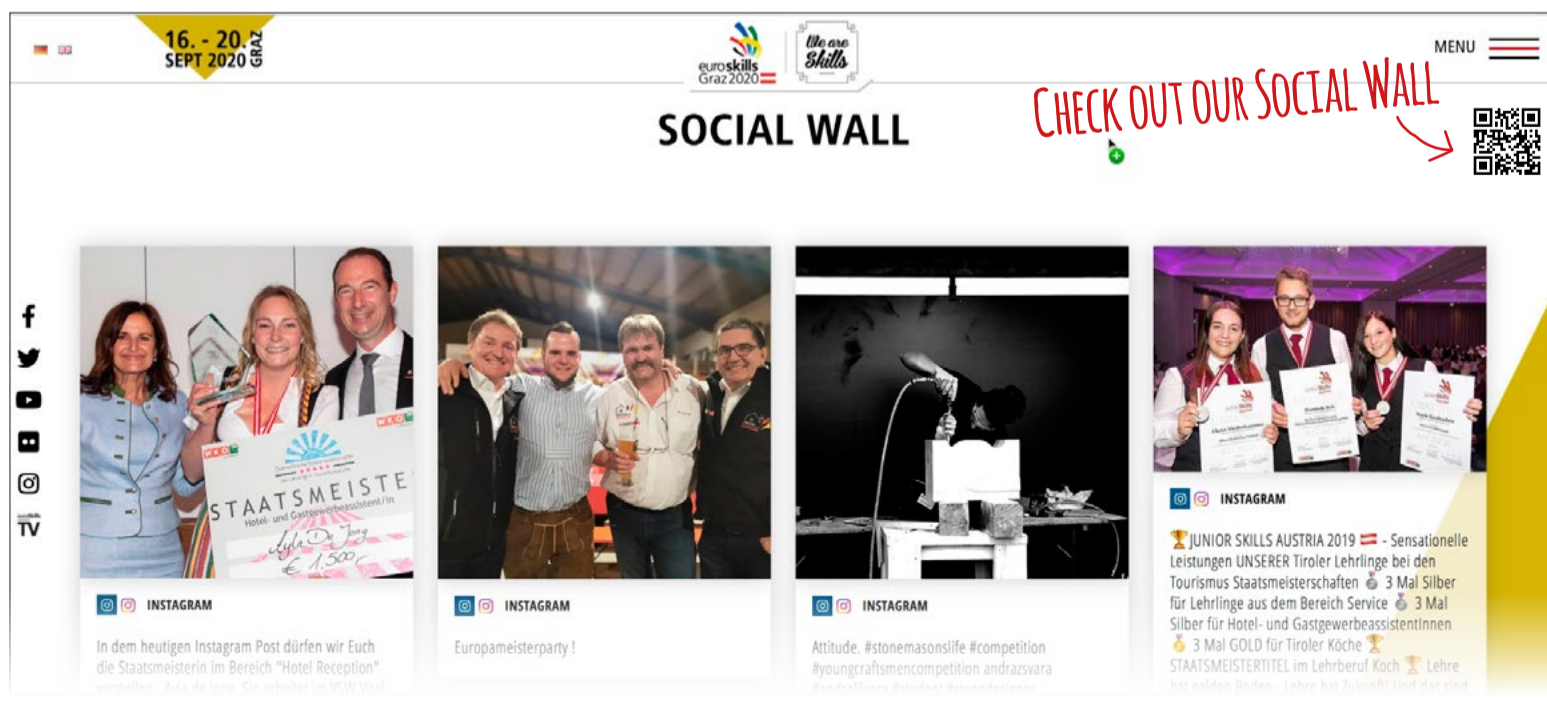
Another part of the campaign is the big farewell party, “LAP Bash”. All young people who have successfully completed an apprenticeship are invited to celebrate an unforgettable farewell party in the Styrian mountains (Teichalm area) – to be held for the first time this year in June. The event is free of charge and each apprentice can bring three guests. The aim of the event is to give credit, where credit’s due. The campaign to show appreciation for apprentices is to continue even after EuroSkills in 2020 has ended, but one message will remain: with enthusiasm, ambition and commitment, you, too, can one day be the best in your field.



# STAY UP TO DATE WITH THE EUROSILLS SOCIAL WALL

Too busy to be constantly checking all the various EuroSkills 2020 social media channels? The website’s centrepiece, the Social Wall reflects the emphasis on news and social media. It provides a compact overview of the very latest activities of EuroSkills 2020 on social media as well as news from our sponsors and the international Skills community. See at a glance what the Austrian EuroSkills team is doing and how the preparations for

2020 are going and gather exclusive insights about our five vocational championship heroes. Our Social Wall is a fantastic way for you to join us on the exciting, eventful and highly interesting journey to EuroSkills 2020 in Graz – and even you can participate by simply adding the hashtags #euroskills2020, #weareskills, #beartofit and #seeyouingrazin2020 to your own posts about EuroSkills.



# WORKSHOP MANAGERS: HEROES BEHIND THE SCENES



Our workshop managers – over 55 of them – are set to play an important role in making EuroSkills 2020 a success. Their tasks not only include organising and preparing the workshops in advance, but also ensuring that the three competition days run smoothly both from a technical and organisational perspective. All workshop managers are volunteers. They have already demonstrated their high level of commitment earlier this year when they attended the workshop manager meeting in April and the small group meetings in March. During these meetings, which were hosted by our Head of Competitions Stefan Praschl, the matters discussed included competition rules, workplace safety, field service planning and the proposed competition areas at Messe Congress Graz.

“I know how many people it takes to stage an event of this scale”, says Jaqueline Tanzer, for instance. Other workshop managers enjoy working with young people, sharing their experience and helping to promote the image of their skill or trade – just like Norbert Pflieger, workshop manager for the welding skill: “I’m a workshop manager because making this trade more appealing to young people means a great deal to me”, he says. For others, like IT network specialist Stefan Berchtold, it’s the international competitive spirit that holds a special thrill: “Events such as EuroSkills are an excellent opportunity to measure your skills against other strong competitors and see how you match up on an international scale”, he says.

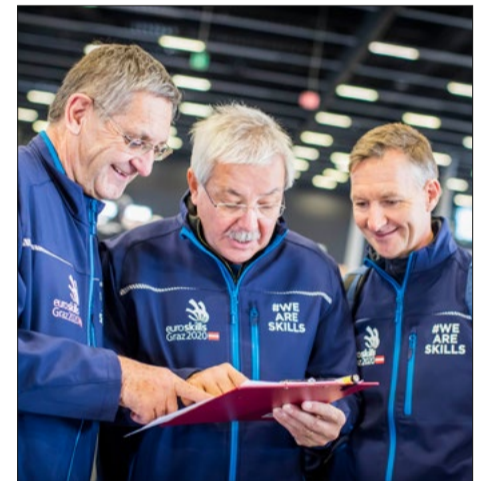


### Dedication to young people

So, what is it that inspires our highly qualified experts to throw themselves into EuroSkills 2020 and become behind-the-scenes heroes? Some of them are themselves former WorldSkills and EuroSkills competitors who wish to give something back, and pass on to the next generation some of the significant boosts that they received for their own careers.

### Experts with purpose and passion

Over the next few months, not only the EuroSkills team but also the workshop managers will be getting ready for the competition preparation meeting. This meeting must be perfectly planned in advance to ensure that everything runs smoothly right up to the last critical phase before the competitions, to ensure that the stage is set for a successful championships event under the European spotlight.



READ MORE ABOUT OUR  
WORKSHOP MANAGERS HERE





# FULL SPEED AHEAD

To make EuroSkills in 2020 an absolutely unforgettable experience for everyone involved, competitors and visitors alike, our team has been working behind the scenes with a great deal of dedication and commitment – in all areas of the project.

Over the past few months, preparations have focused not only on the event in 2020 itself but also on the Competition Preparation Meeting (CPM), which is due to take place in Graz even earlier, in March 2020. To ensure that the “dress rehearsal” for EuroSkills also runs smoothly, preparations are already in full swing in all project areas. Whether dealing with logistics, floor plans or the CPM supporting

programme, the entire team is working busily and, since December 2018, has been specifying the details of all required materials, documents and plans. At the same time, of course, everybody is also keeping an eye on what will be needed for September 2020, with the focus over the past few months primarily on the areas of Operations and Competitions. For example, our Operations team – led by Head of Operations Gerald Prabitz – has been busy preparing the overall logistics plan, which is to be elaborated by our new team member Thomas Burger, or revising the infrastructure list together with the workshop managers, a task for which Thomas Wurditsch is respon-

sible. Both tasks are very important for the 2020 event, as they are critical to its success. Sponsorship is another area in which we are working at full throttle. This year, our focus is on signing as many sponsorship deals as possible and wrapping up our main sponsors – a task which is keeping our team member Christina Opelz fully occupied. The challenge involved is that you never know how many “commodities” are going to be needed – and that’s why some sponsorship contracts can’t be concluded until next year. Our marketing and communications department has been equally busy, working on the first drafts of the main ES subjects and prototypes of the first

“giveaways” for the participants in 2020, such as backpacks and bags. Another focus was on the MySkills app, an exclusive app produced especially for apprentices and which has been much appreciated by the young people so far, as the access statistics indicate. The EuroSkills communication team has been working solidly on communication planning over the past few months. Our team member Sarah Gritsch has been producing content for our social media channels and apps, including content required by our sponsors and topics of international interest. Team member Anna Zebinger has recently been focusing her efforts on expanding our website and our We-are-Skills



“Over the past few months, my focus has been on developing the individual workshop layouts for the skills and trades, which have been revised with the help of our workshop managers. Another key task has been to revise the infrastructure list – this required somewhat more effort. The research we did at EuroSkills 2018 in Budapest proved very useful, and between now and the summer our workshop managers will continue to support us in defining the requirements for each individual skill and trade and finding out which items are needed and registering them in a dedicated list. The revised lists will be transferred from Excel to an online database by early September, so that they can be discussed again with our workshop managers during the next meeting.”

**THOMAS WURDITSCH**  
project staff member Competitions



“In the sponsorship area, we have spent the past few weeks concentrating on converting as many sponsorship discussions as possible into actual deals. With the sponsorship framework contract issued and signed, we are now ready to start integrating our sponsors into our extensive communication and PR programme. We have also been working closely with the workshop managers during the workshop manager meetings. Together we have tried to find out more about what tools, machines etc. are required and to locate potential sponsors for them. This task will continue to keep us busy over the next few weeks. Our latest sponsors include DMG MORI. We are delighted that we have won over one of the leading manufacturers of CNC milling machines as a main sponsor for EuroSkills 2020.”

**CHRISTINA OPPELZ**  
project staff member Sponsorship



“Over the past few months I have mainly been concerned with the appeal for volunteers, from devising a presentation for schools to attending meetings and presentations at schools in Graz and other educational institutions all over Styria. I have also engaged in talks with the Lions Club and the Austrian armed forces. Another focus of my work has been accreditation for the event in 2020. With this in mind, we’ve carried out research at various skills competitions, prepared the call for proposals and held meetings with several companies. A decision has already been reached, which means we can use the accreditation system in the coming months for the registration of our volunteers – a test run.”

**GERALD PRABITZ**  
Head of Operations



# TO EUROSILLS 2020

app, which is now more extensive and not only includes information, news and events, but also has a dedicated "Heroes channel", where our heroes can post their own news and take our followers with them behind the scenes. It was Anna who also organised the documents for the Volunteers campaign. In Partnership and Events, our Head of Partnership and Events Birgit Witrissal has been mainly concerned with planning the supporting programme for the CPM and a forward-looking conference programme for the event itself in 2020, as well as working out various possibilities for cooperation. In Educational Affairs, the team has been particularly busy with preparations for

the Try-a-Skill feature, for which new materials for students, teachers, parents and various other stakeholders are among the items needed. In Finance and Admin, too, there have been various new developments over the past few months: an internal controlling system for finances has been devised, and the management of the various grants and subsidies that EuroSkills 2020 receives has been advanced with the help of our new team member Stefan Rieser. These are both extremely wide-ranging tasks, which need to be handled with the utmost precision. For more details please also see our next newspaper edition, which will be published just in time for WorldSkills Kazan in August.



"In the past few months I have concentrated on preparing for the CPM in Graz, including planning the side events and coordinating with WorldSkills Europe, booking the venues and finalising the floor plan. In my Partnership role, I have started to get in touch with potential partners – including the Styria Office in Brussels, the Cultural Department of the City of Graz and Styrian tourist office. I have been busy putting together suitable partner packages and presenting them to the various partners. For EuroSkills in September 2020, my tasks have also included booking the venues for side events such as the welcome party and the gala evening. My next assignment will be planning the budget for 2020."

**BIRGIT WITRISAL**  
Head of Partnership & Events



"In my area the focus has been on developing an internal control system. This system aims to ensure that the processes in all areas are standardised and transparent for third parties, since the various grants by regional and national authorities require a very high level of accuracy and transparency in this matter. Our internal control system comprises seven interlinked project processes with five responsibility groups within each project process. This subdivision is to ensure that all competences and duties of the project staff members are clearly assigned. It has taken me about six weeks to devise this system including its visualisation and I am planning to present it to the division managers in the next few weeks."

**STEFAN RIESER**  
project staff member Finance & Administration



In Communication and Media, the focus in the past few months has been on implementing and presenting the HEROskills 2020 campaign, featuring former EuroSkills and WorldSkills winners as successful role models for what can be achieved with a vocational training. I have therefore been increasingly involved in the detailed planning and implementing of the communication measures on our Social Media channels in connection with our existing sponsors. Together with our managing director Angelika Ledineg, we have started working on the benefits packages for sponsors, including on-site visits to several companies. Another important tasks of mine has been to organise various project presentations such as the presentation on the MySkills apprenticeship project."

**SARAH GRITSCH**  
project staff member Communication & Media

## VOLUNTEERS NEEDED FOR EUROSILLS: SIGN UP NOW AND BE PART OF IT!

When the Skills spirit finally reaches its peak in September 2020 with the arrival in Graz of some 600 competitors, 1,500 coaches and thousands of visitors, volunteers will play an important part in making this unique event a success. We are delighted to announce that we are now ready to receive applications from friendly, helpful and motivated people aged 15 years or older at the time of joining us, with a good command of English and available for the duration of the event.

The first volunteers will be needed as early as the competition preparation meeting in March 2020, when the final technical and organisational details will be clarified. After that, a great many people will be needed in September 2020 to

help with setting up the event infrastructure, accreditation of the participants and visitors, and event logistics – and also for guided tours, catering and security, as well as behind the scenes in the EuroSkills office.

### Volunteers wanted – EuroSkills needs you!

Being a volunteer at EuroSkills can be credited as an internship placement in Austria. There are many good reasons why working for EuroSkills 2020 is a good idea: as a volunteer, not only will you benefit from an extensive training programme ahead of the event, but you will also receive an official EuroSkills outfit, lunch-time catering and insurance cover. During the

competitions, being close to the competitors and guests will be another unique opportunity. On top of all this, you will receive a certificate as evidence of having worked for EuroSkills. Head of Operations Gerald Prabitz has been on the hunt for volunteers at several schools in Graz – with a special incentive in his bag: to the applause of her classmates, Sonja, the courageous first volunteer to sign up for EuroSkills, was awarded an iPad.

Are you ready to be a part of the mega-event in September 2020 in Graz? We look forward to receiving your application at [volunteers@euroskills2020.at](mailto:volunteers@euroskills2020.at). You'll receive an invitation to an info evening and a briefing event in spring 2020 – and then the adventure can begin!



## A FULL AND EXCITING AGENDA

It's the big "dress rehearsal" for EuroSkills 2020 in September: the Competition Preparation Meeting is scheduled for the 17th to 19th of March 2020 in Graz. As well as providing the opportunity for important exchanges of information between the key players responsible for EuroSkills in September, the meeting will also enable those attending to become more familiar with the city of Graz and the Province of Styria as part of an extensive supporting programme.

Even as early as March, the EuroSkills atmosphere will already start to be felt at the Messe

Congress Graz as that's where the CPM is being held, along with the actual EuroSkills event in September. As well as engaging in plenty of brainstorming, those attending will be able to enjoy getting to know the city of Graz and the Province of Styria a bit better. The supporting programme includes a welcome dinner on 16 March (arrival day) at the "AIOLA im Schloss" restaurant, a wonderful venue in the north of Graz where you can relax, become more familiar with the Styrian way of life and enjoy the excellent cuisine. On the next day, the first official CPM day, there

will be an opportunity to discover the Island in the Mur, a floating structure in the middle of the river that runs through Graz. The evening is then free for delegates to explore the city at their own pace. For example, you might enjoy a stroll through the charming Sporgasse alley in the old town, or visit the Styrian Armoury, which houses the world's biggest collection of historic weaponry. Or perhaps you would like to visit one of the museums, such as the Natural History Museum (Joanneumsviertel) or the Museum of Modern and Contemporary Art (Kunsthhaus), also known as the "friendly

alien". Also well worth a visit is the city's most well-known department store: Kastner & Öhler, with its roof-top café offering a panoramic view of the old town centre.

On 18 March, the programme includes a trip to the Schlossberg, most famous for its clock tower high up on the hill where you can enjoy breath-taking views over the entire city. There is now a very quick way to get down from the Schlossberg, with the world's longest indoor slide, which opened earlier this year. One thing is certain: anyone attending the CPM in Graz definitely won't get bored!



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# EMPLOYER BRANDING: WE'RE PART OF IT!

To get a large-scale event like EuroSkills 2020 up and running, we need help not only from the many members of our project team, but also the invaluable backing of our sponsors, partners and other supporters. But what makes so many companies decide to sponsor such an event in the first place? The unique format of EuroSkills 2020 enables it to generate pure enthusiasm in a way that virtually no other event does. Only rarely do you see so much emotion concentrated in one place – and this is something that never fails to spread throughout the great many visitors and participants alike. This is exactly where many companies also see great opportunities in terms of public relations. Not only does taking part in a project such as EuroSkills 2020 express a high regard for vocational education and training, but companies can also demonstrate how they support their employees. It is especially in

employer branding and customer communication that showing commitment to EuroSkills 2020 is worthwhile commercially. At the same time, the event is the perfect stage for a company to showcase its latest products, innovations and technologies live during the competitions before the eyes of audiences from all over Europe. Another issue that comes into play is the shortage of skilled labour now affecting the whole of Europe. EuroSkills 2020 will help to improve the current situation and to inspire a growing number of young people to follow a dual education and training path – something which, of course, will also be of advantage to the participating companies, whatever their size. These companies will not only benefit from the opportunity to be visible

during the competitions, but also – in the Try-a-skill area – to present themselves to young people, their parents and other interested parties as innovative training companies and attractive employers for future skilled workers. The companies that have already come on board as enthusiastic supporters and who have already been caught up in the Skills fever can now proudly say: "We're part of it!" And to all who are not yet part of the Europe-wide Skills movement, our message is: "Don't miss out on this unique opportunity – be part of it!"



SEE YOU  
IN GRAZ  
IN 2020!