

# SEE YOU IN AUSTRIA IN 2020



## SKILLS ARE COMING HOME!

### THE WHOLE OF EUROPE TURNS RED AND WHITE

“Ladies and Gentlemen, friends, we’ll see you in Graz in 2020!”

With this closing remark and a spirited strike on the buzzer, the Chair of the EuroSkills 2020 board Josef Herk immersed the audience in a veritable sea of flags and showers of confetti, all in our national colours of red and white. For the first time ever, the EuroSkills flag was passed to Austria – fluttering in the hands of Lisa Janisch, Best of Europe 2016. SKILLS ARE COMING HOME! At long last! What a perfect moment. And the 21 medals that Team Austria managed to bring home from the

exciting competitions in Budapest were the icing on the cake.

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. It also signifies that the unique spirit of this event has finally arrived at the heart of Europe. The joy and excitement in anticipation of this highly prestigious mega event can be felt everywhere. Up to 100,000 visitors are expected at the exhibition centre MCG in Graz

from 16th to 20th September 2020. The mission is clear: to make this EuroSkills event the finest in the history of the competition. Simply unforgettable, even. Of course, the preparations are in full swing right now. At the EuroSkills headquarters, people are already busily working round the clock in order to pave the way to success in two years’ time. After all, the Austrian Province of Styria, with its capital city of Graz, is more than just the legendary “green heart of Austria”. It is the vibrant heart of the entire Skills World, setting the rhythm for all to hear. “We are Skills!”

#### HEROES ON TOUR

Over the next two years, the focus of EuroSkills 2020 will be on young people.

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#### JOINING FORCES FOR SUCCESS

This is how the major apprenticeship campaign will help give young people a successful start into the future.

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#### STAY TUNED

Check out our app! It’s the brand new online platform for more than 15,000 young people.

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# A MISSION FOR TRUE HEROES

## TALENT AND HARD WORK FOR TOP PERFORMANCE – THE “SKILLS” SPIRIT GOES VIRAL.

They are young, successful and goal-oriented. Their superpower? Superior skills! They have reached perfection through hard work, much patience and, of course, talent. We proudly present our EuroSkills 2020 heroes who will now be sent out as official ambassadors of the vocational skills championships to all corners of Europe. Their mission? To spread the unique spirit of “Skills” and inspire young people with the boundless enthusiasm and passion for skills and trades.

### PASSION FOR EUROSILLS

Our heroes are certified gold-medal winners at vocational competitions who as ambassadors agree to represent Austrian “Skills”. All of them have been on the top of the podium at EuroSkills or WorldSkills and all of them are among the

most successful in their professions. They are the best proof that success at EuroSkills is for more than a day and continues long after the moment of victory. Like the passion for EuroSkills, the passion for a profession never lets you go. It is exactly this love of the job and the potential success it brings with it that our heroes are to make visible as never before.

### THE SPIRIT OF SKILLS

“These feelings come back all the time. The moment when the competition clock ticks for the last time and the cheering finally breaks out. That’s something I’ll never forget,” says Birgit Haberschrick, the 2014 European floristry champion, as she thinks back. Each one of these heroes has fought their way to the top. This experience creates a special bond,

and the “heroes team” felt that from the first day on. They understand each other inside-out and have become true friends. The spirit of “Skills” is a lifelong bond.

What is it that makes EuroSkills so very special? “Look at it this way: you work for this moment

for months, some of us even years. And then, everything has to fall in place, every single move and every single decision has to be just right, whether you are a cabinetmaker, stonemason or graphic designer,” the heroes recall.

### PERFECTING A CRAFT

Within the next two years, the young masters of their trades will travel to spread this very unique spirit that makes the competitions so unmatched. “If you achieve perfection at a craft and bring passion and dedication to your job, you too can win gold,” Manfred Zink, the 2015 world cabinet-making champion, is convinced. The heroes have already attended the first events. Together they cheered for Team Austria during the EuroSkills 2018 competitions in Budapest. During the film shoot for the new





Cheers for our heroes

promotional film for EuroSkills 2020, they explored Graz as a venue. In future, you will run across them not only at official events but also at schools and training facilities, where these role models will share their advice and experiences with the young heroes of tomorrow. Even in the digital world, our heroes will be in the pole position as ambassadors. By following the heroes on Facebook or Instagram, you will be sure not to miss any of the exciting news about EuroSkills 2020.

Their mission and message to the heroes of tomorrow: Discover your talent and your superpower, choose the skill or trade that fits you best. With ambition and hard work you will make it to the top!

**A SECRET SOON TO BE REVEALED**

There is one thing that the heroes are keeping secret. At least for now. One hint: Some shots from a photo session are being kept secret, locked up and closely guarded in a desk drawer. What can the heroes already tell us about it? "Nothing, of course," says Lisa Janisch, 2016 European painting and decorating champion, with a laugh, adding: "You'll soon see the outcome and be surprised. It was really crazy, we will never forget that day. We at least hope that people will like it as much as we do." But there is still much to do until the last hero secret is unveiled. After all, the vocational skills championships are not our heroes' only mission. They are also highly successful in their professional lives and their achievements are masterly in every sense of the word. Just remember: With talent and hard work you can perform truly heroic deeds each and every day.



**STAY TUNED**

Innovative, cool, interactive – is how to describe the free, brand-new "MySkill" app that connects apprentices in Styria, currently about 15,300, in a huge online community. And there is more in store. The new platform, part of the "We are Skills" app, contains QR codes linking to discounts that are aimed at helping apprentices save money while in training. And how are apprentices ensured of getting the best use out of this app? Everyone must register with their personal QR code to get access to the bonus section, and a letter with the QR code is sent to every apprentice – it's as simple as that. The discounts are put together individually depending on an apprentice's stage of training. Maximum benefit with minimum effort – all with a simple click of the app. You can't beat that, can you?

# BIG FUTURE FOR APPRENTICES

## STRONG SUPPORT FOR AMBITIOUS YOUNG STYRIANS

There's no better way to get ready for your personal future! Very soon, EuroSkills 2020 and its partner organisations will be ready to provide strong, reliable support to every apprentice embarking on a career in Styria, during every stage of training. At the same time as we prepare for the European skills championships, the big "We are Skills" campaign is being launched to get more young people ready for the future through apprenticeships. Apprenticeship professions are to be made even more attractive, and every apprentice will receive even more support to pursue their chosen career and become best prepared to complete their apprenticeship.

**9.1 PERCENT MORE NEW APPRENTICES**

The net outcome of the dual education system is already a great success. Only a few weeks ago, Styria recorded an increase in new apprentices by no less than 9.1 percent. What's behind this welcome trend? "An apprenticeship opens up a wide range of career choices and advancement opportunities," says Josef Herk, president of the Styrian Economic Chamber and chairman of the EuroSkills board. As part of the new apprenticeship campaign, apprentices receive due recognition, as well as great tips and tricks for successfully completing vocational training and "lots of goodies", including the brand-new "MySkills" app (see column at left), loads of discounts, gifts on beginning vocational school as well as a personal welcome letter from the president of the Styrian Economic Chamber to each

new apprentice. And, most importantly, the "LAP bash" is to become a tradition: every young person who successfully completes an apprenticeship will be invited to celebrate a highly spectacular party with three friends, following the idea of recognising those who truly deserve it.

To ensure optimum support for every apprentice, services and assistance are tailored to match each training year. The list of services on offer is long and includes: the necessary motivation, solution-oriented tips for everyday problems, advice from the apprentice community and

comprehensive support for participating in international competitions. The core message is always there: with plenty of ambition and commitment you can belong to the world's best, which is what EuroSkills 2020 is all about. The apprenticeship campaign will be rounded off by events

to bring together the "heroes of tomorrow" with the EuroSkills heroes, who act as their true role models (see title story). Currently, about 15,300 apprentices are being trained in Styria. The good news from the past months seems to confirm that the trend is pointing upwards! "In Austria, apprenticeship has no image problem. It is an internationally accepted success model," is how Josef Herk sums it up. And it will stay that way. Thanks to many ambitious activities, the new apprenticeship initiative, and thousands more young people who will dare to take the step of becoming apprentices in the next few years, paving the way for a successful professional future.

**"An apprenticeship opens up a wide range of career choices and advancement opportunities."**

**JOSEF HERK**  
President of the styrian economic chamber



# AUSTRIA GREETES THE WORLD

It was the first official insight into the preparations for EuroSkills 2020. On the second day of competitions in Budapest, the Austrian EuroSkills 2020 delegation met the board members of WorldSkills Europe, the delegates from 28 countries as well as sponsors and supporters at an international reception at HungExpo's Styrian stand. Josef Herk, EuroSkills 2020 chairman of the board, officially introduced to the delegates the board members and the two managing directors, Harald del Negro and Angelika Ledineg, who will ensure the success of the European vocational championships. "It is a great honour for us, and for me personally a matter truly close to my heart, that we have been entrusted with the task of hosting EuroSkills 2020 in Graz. This is a recognition for Austria and for our excellent dual educational system as well as for the constantly superior achievements of our young skilled workers at international competitions," said Josef Herk.

"We are busy searching for sponsors and also preparing accommodation packages for participants, delegates and experts,"

the two managing directors told the guests. They also introduced the team supporting them as EuroSkills 2020 managing directors. And they proudly informed the audience of how top achievements were both a part of the competitions and also characterised the activities behind the scenes: "Even now, preparations are in full swing. The organisational effort behind an event of this scale is enormous. For this reason it is particularly reassuring to have as we do highly motivated and committed staff members."

Head of Operations, Stefan Praschl, talked about the great efforts of the 55 EuroSkills 2020 workshop managers who strongly supported their Hungarian colleagues in setting up the event while collecting valuable practical experience and expertise.

## THE GREEN HEART

On behalf of the provincial governor of Styria, Provincial Minister Bar-

bara Eibinger-Miedl presented the province hosting the event: Styria is known as Austria's "green heart" and leads the country in terms of research. High-output research institutions and an extensive educational infrastructure provide optimum research conditions. And Styria has much more to offer: from historic castles and exhibitions of contemporary art to modern architecture, the region has a wide range of cultural highlights embedded in impressive landscapes.

## WE CAN'T WAIT!

The eager anticipation of the event to be held in Graz in barely 24 months' time is also shared by Dita Traidias, President of WorldSkills Europe, who also welcomed the international guests. And finally, a very special surprise: guests

received bags filled with small gifts intended to fuel their excitement in anticipation of EuroSkills 2020. Guests received to pumpkin seeds as a culinary foretaste of the event and the first event pins as a reminder, as well as a very special sandglass with a very visible number 206,784 on it, signifying another 206,784 turns for the guests to make until EuroSkills 2020 is launched in Graz. In this way, everybody's excitement grows with each turn of the hourglass.



SEE YOU  
IN GRAZ  
IN 2020!