



*Success
made in Austria*

THE HEART OF THE MATTER: STRATEGY 2016-2020

EuroSkills is more than an event that is due to be held in 2020. The company EuroSkills 2020 GmbH will make good use of the next 4 years to focus on and accentuate many sustainable goals relating to vocational education and training and skilled employment. We also want to be a driving force for sustainable development. With our strategy paper for **EuroSkills 2020** we have created a guideline with clearly defined goals, with which we intend to initiate projects and campaigns that will play a key role in creating a sustainable focus on and impetus for vocational education and training and skilled employment.

OUR FIELDS OF ACTIVITY:

- 1 // STRENGTHENING THE ECONOMIC AND EDUCATIONAL LOCATION
- 2 // ADAPTING AND FINALISING THE CONTENT OF TRAINING PROGRAMMES
- 3 // ENHANCING CAREER GUIDANCE, ENCOURAGING TALENT
- 4 // INCREASING THE PROFILE OF VOCATIONAL EDUCATION AND TRAINING
- 5 // IDENTIFYING TRENDS, MAKING PROFESSIONS AND INDUSTRIES FIT FOR THE FUTURE
- 6 // USING OUR HOME ADVANTAGE
- 7 // THE EVENT IN 2020

SKILLS ARE GOING VIRAL ALL OVER AUSTRIA

Communication campaigns, networking activities and a president on tour will ensure an intensive Skills programme.

TALKING ABOUT TRUE HEROES

The spotlight is on young people and on how the EuroSkills 2020 family continues to grow.

// Page 002

WORKSHOP MANAGER WANTED

Our goals are ambitious: our agenda for EuroSkills 2020 includes developing 45 Workshop Managers and a corporate design.

// Page 003

GRAZ - WHERE FIRST-CLASS EVENTS TAKE PLACE

What do the best games ever, Arnold Schwarzenegger and 2,600 athletes have in common?

// Page 004

COMMUNICATION AND NETWORKING

Many modern and effective measures and campaigns will aim to build up excitement and interest in the event gradually over the next few years, in Austria and abroad. Austria's legendary enthusiasm for vocational skills will go viral all over the country and beyond its borders, making Graz, City of Skills, the focus of international attention.

Partners and stakeholders will play a key role in successfully setting things in motion in the preparation phase and especially in 2020. The national communication campaign 2017 and the networking activities will gradually build the EuroSkills 2020 community in the host country.



Josef Herk, supervisory board chairman of EuroSkills 2020 GmbH, will be touring all over Austria in the next few months in order to inspire and win over important, high-ranking representatives of the business world and politics as multipliers for EuroSkills 2020.

← JOSEF HERK INSPIRED THE FEDERAL PRESIDENT OF THE REPUBLIC OF AUSTRIA

EUROSKILLS 2020 HEROES

The EuroSkills 2020 project will put the spotlight on young people. Over the next few weeks, we will start to inform and galvanise people by launching a large-scale, Austria-wide apprenticeship campaign 2017 and by touring vocational schools.

In addition, young EuroSkills 2020 ambassadors will play a key role in successfully mobilising and inspiring young people. The plan is to win over former WorldSkills and EuroSkills medal winners to spread our legendary enthusiasm for vocational skills all over the country.



“OFFICIAL AMBASSADOR FOR EUROSKILLS 2020”

Lisa Janisch, a young woman from Styria who excelled at EuroSkills Gothenburg 2016 with a record score as Europe's best junior talent, paves the way as the first official ambassador for EuroSkills 2020 in Graz. “This is a pleasure and an honour for me and I will do my best to be a strong model for young people in Austria and in Europe.” What's more, right after her victory in Gothenburg, Lisa embarked on the next step of her training programme – the preparation course for the Master Craftsman's Certificate.

Success
made in Austria



EUROSKILLS 2020 NOW AT YOUR SERVICE!

The EuroSkills 2020 GmbH office is already up and running as the organisational hub.

Email: graz@euroskills2020.at, Tel.: +43 316 601-2020

EUROSKILLS 2020 GMBH HAS EXPANDED



Setting all these activities in motion in 2017 and preparing the event in a professional way requires a strong team. EuroSkills 2020 GmbH has already started to build this team and has expanded the EuroSkills 2020 family by welcoming Christina Oppelz. As a project employee, she is currently also responsible for the office and supports the management with a number of campaigns and activities. After about 9 years' professional experience in the fields of management and marketing in Switzerland, she returned home to Austria in 2016.

WANTED! OUR CAMPAIGN TO FIND THE BEST!

Back in November 2016 we launched the "Wanted" campaign, which aims to find the best Workshop Managers in the country by summer 2017. The first phase has recently been concluded with a most satisfactory interim result, with the position already filled for more than 50% of the skills and trades.

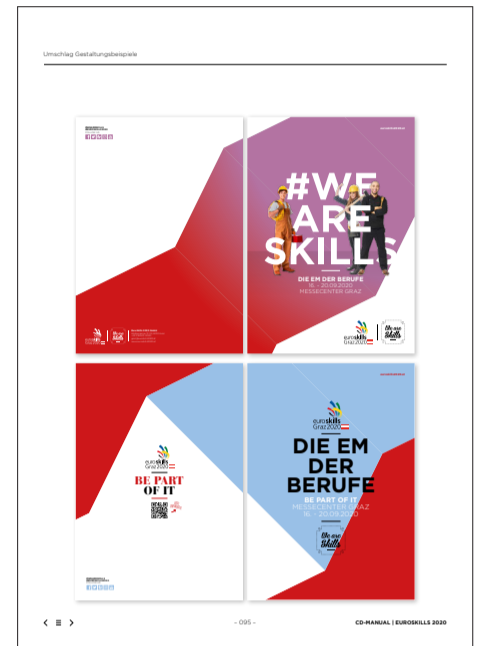
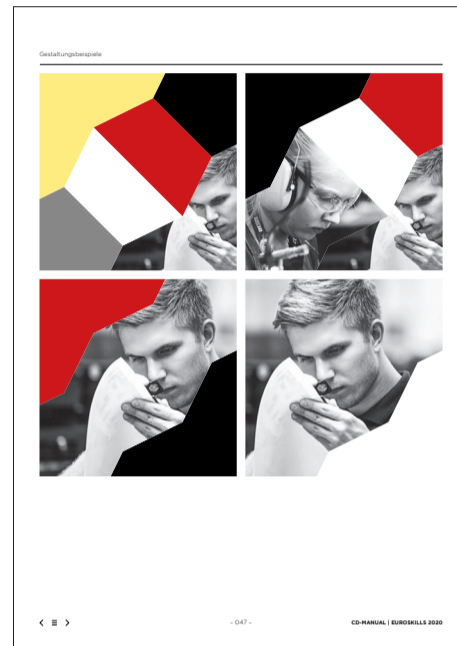
In November 2017, the Workshop Manager Training Programme will be launched with the first kick-off meeting, led by Stefan Praschl. The highlights for 2018 include the said training programme carried out in cooperation with WorldSkills Europe and preparation for the tasks to be performed during EuroSkills 2018 in Budapest. The 10-day stay in Budapest has been devised together with the EuroSkills 2018 team to become an EU-sponsored Erasmus+ project.



WATCH OUR WORKSHOP MANAGER TRAILER!

THINK OUTSIDE THE BOX

The new Corporate Design Manual for EuroSkills 2020 has also paved the way for EuroSkills 2020 in terms of design. It combines the predefined elements of WorldSkills International with creative ideas and new approaches. The result is a contemporary, youthful, corporate design that offers many possibilities without limitations.

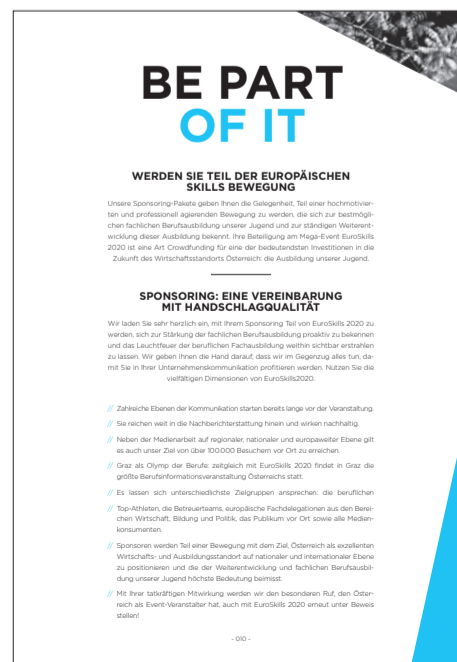


LAUNCH OF SPONSORSHIP ACTIVITIES



AT EUROSKILLS 2020 WE BELIEVE THAT SUCCESS IS A TEAM EFFORT

EuroSkills 2020 GmbH regards sponsorship as a form of cooperation in which a balance is to be maintained between performance and reward. We have put together a number of sponsorship packages that take into account the various opportunities and interests of potential partners. Depending on the level of involvement, the packages range in value from 50,000 to 1,000,000 EUR. Initial feedback justifies our confidence that EuroSkills 2020 is meeting with an overall positive response in Austria.



INTERNATIONAL MEGA EVENT IN GRAZ - SPECIAL OLYMPICS WORLD WINTER GAMES

“Heartbeat for the world”: this was the motto of the 11th Special Olympics World Winter Games for athletes with intellectual disabilities that took place between 14th and 25th March 2017. More than 2,600 athletes from 105 nations, plus 1,100 trainers, 5,000 family members, 3,000 volunteers and 600 media professionals crowded into the Styrian host locations Graz, Schladming and Ramsau. About 1,000 medals were awarded over the

eight days of the competition. Overall, these World Winter Games marked the start of a new culture of encounter, characterised above all by openness, warmth and solidarity instead of rivalry. The enthusiasm among fans and spectators was impressive, having been ignited before the actual start of the sports events with a Torch Run throughout Austria and an extremely courageous Host Town programme. These were

also reasons why thousands of people attended the competitions and award ceremonies every day and created a party atmosphere with many enthralling moments. Touching words by **Arnold Schwarzenegger**, the honorary president of Special Olympics Austria, and a gigantic firework display in the skies above the Styrian capital city of Graz brought the official closing ceremony of the Special

Olympics World Winter Games 2017 to an end. Arnold Schwarzenegger congratulated the city for staging “the best Winter Games ever”. It was a more than worthy finale that captured and touched the hearts of the people.

AUSTRIA'S MEDIA LOVE MEGA EVENTS!



STEIFERMARK
Freitag, 24. März 2017
Special Olympics – und leise Hoffnung auf die Sommerspiele:
„Ihr seid die größten Helden!“
Viel Applaus von Arnold Schwarzenegger für Special Olympics Austria

Murnockern
THOMAS SAUER

„Donk bogehr ich nicht!“
Heiteres Bezirksgericht

15.000 kommen zu Tanzwoche als später Höhepunkt
Nach der Winterwoche im Special Olympics Austria...

Das ist heute los...
12.00 - 13.00 Uhr: Special Olympics Austria...
13.00 - 14.00 Uhr: Special Olympics Austria...
14.00 - 15.00 Uhr: Special Olympics Austria...
15.00 - 16.00 Uhr: Special Olympics Austria...
16.00 - 17.00 Uhr: Special Olympics Austria...
17.00 - 18.00 Uhr: Special Olympics Austria...
18.00 - 19.00 Uhr: Special Olympics Austria...
19.00 - 20.00 Uhr: Special Olympics Austria...
20.00 - 21.00 Uhr: Special Olympics Austria...
21.00 - 22.00 Uhr: Special Olympics Austria...
22.00 - 23.00 Uhr: Special Olympics Austria...
23.00 - 24.00 Uhr: Special Olympics Austria...

STEIFERMARK
Freitag, 24. März 2017
Special Olympics – und leise Hoffnung auf die Sommerspiele:
„Ihr seid die größten Helden!“
Viel Applaus von Arnold Schwarzenegger für Special Olympics Austria

Unvergessliches Erlebnis mit Medaillen gekrönt
Die Athleten der Lebenshilfe Graz...

Ergebnisse der Lebenshilfe
Die Athleten der Lebenshilfe Graz...

Nutzen für den ganzen Bezirk
Die Athleten der Lebenshilfe Graz...

Auto Motorsport Custom Bikes
31.3.-2.4. MESS OBERWART

STEIFERMARK
Freitag, 24. März 2017
Special Olympics – und leise Hoffnung auf die Sommerspiele:
„Ihr seid die größten Helden!“
Viel Applaus von Arnold Schwarzenegger für Special Olympics Austria

Ein Herzschlag für die Welt: Start zu den Special Olympics

Die Aufholjagd bei Hauser

Wo ein Willi, da auch ein Weg zum Erfolg: heißt in Schönbach nach Hochform auf

Heroin-Denkmal

Beziehungs-Tragödie

Soldat schoss auf E

Frau im Komma

Täter nahm sich Leben

STEIFERMARK
Dienstag, 14. März 2017
Special Olympics – und leise Hoffnung auf die Sommerspiele:
„Ihr seid die größten Helden!“
Viel Applaus von Arnold Schwarzenegger für Special Olympics Austria

Die Jagdsaison ist eröffnet.

Special Olympics Austria

GEMEINSAM SIND WIR MEHR

Microsoft Official Technology Partner

Heartbeat for the world

STEIFERMARK
Dienstag, 14. März 2017
Special Olympics – und leise Hoffnung auf die Sommerspiele:
„Ihr seid die größten Helden!“
Viel Applaus von Arnold Schwarzenegger für Special Olympics Austria

Neues Opern-Doppel in Graz

Christian Kern bei den Specials

Auch der Kanzler war im Spiele-Fieber

Wir sind sehr stolz auf euch alle!

Genau 43 (43) Medaillen haben die Steirer bei den Special Olympics gewonnen

Die Eisläufer waren für mich die Besten

Die Eisläufer waren für mich die Besten

Die Eisläufer waren für mich die Besten

STEIFERMARK
Dienstag, 14. März 2017
Special Olympics – und leise Hoffnung auf die Sommerspiele:
„Ihr seid die größten Helden!“
Viel Applaus von Arnold Schwarzenegger für Special Olympics Austria

Lasset die Spiele beginnen

Es ist angerichtet: Unter dem Motto „Herzschlag für die Welt“ läuft der Countdown für die Special Olympics in Graz, Schladming und Ramsau!

Wunsch: „Ich bin zufrieden, wenn wir nach dem offiziellen Start der Special Olympics in Graz, Schladming und Ramsau“

Wunsch: „Ich bin zufrieden, wenn wir nach dem offiziellen Start der Special Olympics in Graz, Schladming und Ramsau“

Wunsch: „Ich bin zufrieden, wenn wir nach dem offiziellen Start der Special Olympics in Graz, Schladming und Ramsau“