




worldskills
COMPETITION 2022
SPECIAL EDITION

Presented by

SAMSUNG



WORLDSKILLS COMPETITION 2022 SPECIAL EDITION

Impact Report



**BRING
IT ON**



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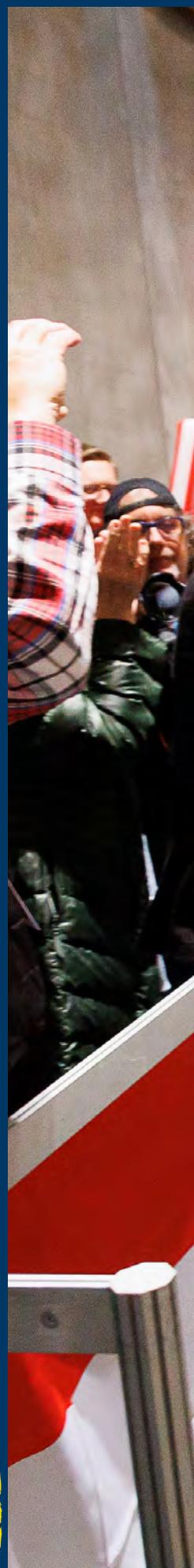
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SECTION 1
THE STORY OF
WORLDSKILLS
COMPETITION
2022 SPECIAL
EDITION





MESSAGES FROM THE WORLDSKILLS COMMUNITY



Message from the President of WorldSkills



Courage is a very powerful thing. It can help us find strength and determination even when the challenges in front of us seem too great. It was courage that drove us to create the unique and memorable global event that was WorldSkills Competition 2022 Special Edition. When we learned that WorldSkills Shanghai 2022 could not go ahead as planned, despite WorldSkills China's enormous efforts, there was much sadness. We all felt deeply for our young Competitors who had been training so hard, anticipating this moment. It was clear from the reaction of our Members that something had to replace the Competition.

So in June 2022, our wonderful skills community stepped up and showed us that they were prepared to try

something new. Our Members, our Partners, our Experts and, of course, our Competitors were willing to adapt, to innovate, and to dig deep so we could make the impossible, feel possible. Our young people finally had their chance to compete. It was not easy, but now many great opportunities lie ahead for our Champions, thanks to their commitment. This report is important because it captures the tremendous effort and courage of the WorldSkills movement, and because it allows us to celebrate the impact that WorldSkills Competition 2022 Special Edition has had, and will continue to have, on the lives of our young people.

Chris Humphries,
President of WorldSkills

Message from the CEO of WorldSkills International



When we were thinking about what to call our extraordinary 46th WorldSkills Competition, I don't think any of us realized quite how meaningful the name Special Edition would become. The event that our Members and Global Partners delivered – with unwavering support from our Partners, Sponsors, Skill Management Teams, and Experts – was indeed something very, very special. It had never been done by WorldSkills before and hopefully will not need to be repeated again. Our community, almost overnight, organized and mobilized itself around a single, shared goal – to do whatever it takes to give our Competitors the international platform that their skills training deserved.

WorldSkills Competition 2022 Special Edition has been the most incredible example of resilience and cooperation that I have witnessed, and I have the utmost admiration and gratitude to

everyone who worked tirelessly to make it happen. So much goes on behind the scenes that is never seen or understood. But we recognize the important roles that everyone played before, during, and after the Competition. Each one of you put the “special” into Special Edition, and we can't thank you enough. It is something we will not forget.

Our hope for this report is that it captures in some small way the tremendous teamwork, collaboration, and adaptability of our Host Members and our wider community. We also want to ensure that the advancements made during WorldSkills Competition 2022 Special Edition helps us shape and evolve future WorldSkills events and initiatives, so they too are special and inspirational.

David Hoey,
CEO of WorldSkills International

Message from the Secretary General of Samsung Skills



There is a Korean proverb “고생 끝에 낙이 온다” or “gosaeng kkeut-e nag-i onda” that means “Happiness comes at the end of hardship”. This proverb sums up the experience of WorldSkills Competition 2022 Special Edition perfectly. Many people worked tirelessly to create such an inspirational series of events at short notice. I sincerely hope that everyone involved now feels proud that their hard work has paid off. Their efforts – their hardship – has now created so much happiness among our WorldSkills Champions. They deserved this happiness; they deserved their moment to shine.

Back in 2022, our Competitors had all trained with determination and had waited patiently through the uncertainty of the pandemic for this once in a lifetime experience. For Samsung, there was never a question. Just as we have supported WorldSkills for the

last 15 years, we knew that we would lend our support to the Competition as Overall Event Presenter. That is because we know that organizations like ours will only prosper in the long term, if we support skills development now. We must step forward and invest. We must all do whatever we can to remove the barriers that prevent our young people from achieving their skill development aspirations.

We are incredibly proud to have played a part in WorldSkills Competition 2022 Special Edition, we are thankful that our support gave these young people a global platform on which they could demonstrate their excellence.

Dr Woosup Han,
Secretary General of
Samsung Skills and VP of
Samsung Electronics

Message from the WorldSkills Competitions Committee



Just like everyone in the WorldSkills community, we felt strongly that our young people had the right to compete at the highest international level. We had watched Competitors train with determination during the months and years of the pandemic. To take away their chance to attend a WorldSkills Competition was simply not an option. Yet, when the decision was made to host WorldSkills Competition 2022 Special Edition, there was no denying it would be a challenge. WorldSkills helps young people strive for skills excellence through quality, fair, and well-run Competitions. So, it was essential that every skill competition had the same rigorous and consistent experience, irrespective of the fact that they would be taking place across 26 cities, in 15 countries and regions, and over twelve weeks.

As we look back on WorldSkills Competition 2022 Special Edition, we can say with confidence that each of our skill competitions were of the highest calibre.

Of course, we had to show adaptability around the unique and wonderful format, but every one of our skill competitions was delivered with the greatest respect for our standards and the greatest sense of integrity. This was thanks to the efforts of each of our Skill Management Teams, Experts, our volunteers and, of course, our Competitions Committee. We are so grateful to you all for playing your part to support our Members and Partners in delivering 62 exceptional skill competitions. It was your commitment to skills excellence that meant nearly 1,000 WorldSkills Champions were finally able to take to an international stage and compete fairly with their peers from other countries and regions.

Stefan Praschl,
Board member – Competitions

Micheal Fung,
Board member – Competitions

“
Every one of our skill competitions was delivered with the greatest respect for our standards and the greatest sense of integrity.
”



WorldSkills Board 2022

Chris Humphries

President and Chair of the Board

Terry Cooke

Board member – Strategic Development, Treasurer

Michael Fung

Board member – Competitions

Laurence Gates

Board member – Strategic Development

San-Quei Lin

Board member – Strategic Development

Stefan Praschl

Board member – Competitions



MESSAGE FROM THE WORLDSKILLS CHAMPIONS TRUST

Special Edition happened because there are people in our world who passionately believe young people should have the right to develop and succeed at their chosen skill.



When we were faced with the possibility that the 46th WorldSkills Competition may not go ahead, our community knew that something had to happen. Everyone was clear on one thing: our Competitors had to compete. They had worked too hard not to have this opportunity. It is something that all of us in the WorldSkills Champions Trust understand and relate to. After all, we had our chance to compete. We had that moment where we could put everything we had learned to the test. We know what it feels like to stand side by side our peers and represent our country or region.

Every person who competes at a WorldSkills Competition is called a Champion because they have already shown that they are the best of the best. Of course, it is so special and exhilarating to win a medal. Among the Champions Trust, some of us secured medals and some of us did not. What we all share is a once in a lifetime experience to be part of an incredible international event and part of a skills movement. It is an experience that has stayed with us all and shaped us to be the people we are today.

Why? Because it nurtures more than technical skills. It has given us all the confidence to step forward and take up new challenges. It has given us the resilience to keep trying when things feel hard. It has given us strength to overcome hurdles and barriers. It has given us ambition to excel. It helped us meet new people and build new perspectives. And it has helped us all reflect about the lives we want to lead and the impact we want to have.

Skills changed our worlds

WorldSkills Competition 2022 Special Edition will help change the worlds of our new generation of Champions. Which is why it was so important that it went ahead. And now, we are all united by the story of Special Edition. This report brings to life the people, the voices, and the stories of this unique and wonderful event. Enjoy learning about the impact we have had and keep the successes and lessons of Special Edition with you as you go forward in the future.



The WorldSkills Champions Trust

Amelia Addis

Regional representative for ASEAN and Oceania

Daniel Christophersen

Regional representative for Europe

Daniel McCabe

Regional representative for Europe

Euphrasia Mulenga

Regional representative for Africa

Ivy Chen

Regional representative for Asia

Jacqueline Tanzer

Regional representative for Europe

Lee Hee Dong

Regional representative for Asia

Leonardo Fonseca Rodrigues

Regional representative for Americas

Pearl So

Regional representative for Asia

Shae White

Regional representative for Americas

Yousra Assali

Regional representative for MENA







SECTION 2

**AT A
GLANCE**





TIMELINE

MAY

◆ 31

Cancellation of WorldSkills Shanghai 2022

JUNE

◆ 30

Announcement of WorldSkills Competition 2022
SPECIAL EDITION

SEPTEMBER

◆ 7-10

📍 Bern, Switzerland

Skill competition:
Prototype Modelling

OCTOBER

◆ 4-7

📍 Stuttgart, Germany

Skill competitions:

- Industry 4.0
- Mechatronics
- Water Technology

◆ 6-9

📍 Montreux, Switzerland

Skill competition:

- Hotel Reception

◆ 10-13

📍 Nuremberg, Germany

Skill competition:

- Refrigeration and Air Conditioning

◆ 10-15

📍 Leonberg, Germany

Skill competitions:

- CNC Milling
- CNC Turning

📍 Richemont, Switzerland

Skill competitions:

- Bakery
- Pâtisserie and Confectionery

◆ 11-14

📍 Basel, Switzerland

Skill competitions:

- Cabinetmaking
- Carpentry
- Joinery

◆ 12-15

📍 Aarau, Switzerland

Skill competitions:

- Graphic Design Technology
- Print Media Technology

◆ 13-16

📍 Geneva, Switzerland

Skill competition:

- Jewellery

📍 Goyang, Korea

Skill competitions:

- 3D Digital Game Art
- Cloud Computing
- Cyber Security
- IT Network Systems Administration
- IT Software Solutions for Business
- Mobile Applications Development
- Plastic Die Engineering
- Web Technologies

📍 Soest, Germany

Skill competition:

- Additive Manufacturing

◆ 14-17

📍 Stockholm, Sweden

Skill competition:

- Visual Merchandising

◆ 15-18

📍 Kyoto, Japan

Skill competitions:

- Information Network Cabling
- Optoelectronic Technology
- Renewable Energy

◆ 17-20

📍 Cleveland, United States of America

Skill competitions:

- Construction Metal Working
- Welding

📍 Esch-sur-Alzette, Luxembourg

Skill competition:

- Robot Systems Integration

◆ 18-20

📍 Brampton, Canada

Skill competition:

- Industrial Mechanics

◆ 18-21

📍 Bern, Switzerland

Skill competition:

- Autobody Repair

📍 **Silkeborg, Denmark**

Skill competition:

- Car Painting

19-22

📍 **Bern, Switzerland**

Skill competition:

- Electronics

📍 **Bordeaux, France**

Skill competitions:

- Digital Construction
- Health and Social Care
- Mechanical Engineering CAD
- Mobile Robotics
- Plastering and Drywall Systems
- Stonemasonry (Exhibition Skill)

20-23

📍 **Helsinki, Finland**

Skill competitions:

- Beauty Therapy
- Fashion Technology
- Floristry
- Hairdressing

23-26

📍 **Lucerne, Switzerland**

Skill competitions:

- Cooking
- Restaurant Service

24-27

📍 **Tallinn, Estonia**

Skill competition:

- Landscape Gardening

25-28

📍 **Dresden, Germany**

Skill competition:

- Automobile Technology

NOVEMBER

1-4

📍 **Cardiff, United Kingdom**

Skill competition:

- Aircraft Maintenance

📍 **Wrexham, United Kingdom**

Skill competition:

- Manufacturing Team Challenge

2-4

📍 **Lahr, Germany**

Skill competition:

- Plumbing and Heating

3-6

📍 **Bolzano, South Tyrol, Italy**

Skill competitions:

- Painting and Decorating
- Wall and Floor Tiling

24-26

📍 **Salzburg, Austria**

Skill competitions:

- Bricklaying
- Chemical Laboratory Technology
- Concrete Construction Work
- Electrical Installations
- Freight Forwarding
- Heavy Vehicle Technology
- Industrial Control

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Closing Ceremony and the end of WorldSkills Competition 2022

SPECIAL EDITION

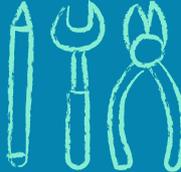


NUMBERS

986
Competitors



62
Skill competitions



29
Events



15
Host countries and regions



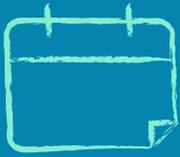
26
Host cities



58
Opening and Closing Ceremonies



84
Days



56
Member countries and regions that competed



936
Experts



401,525
Visitors



2,688
Volunteers



520
Gold, silver, and bronze medals awarded



93,750
Approximate square metres of all venues



2,943
Hotel rooms booked



80,442
Meals served



IMPACT

The impact of WorldSkills Competition 2022 Special Edition will be long lasting and far reaching. Here are some of the benefits, through the words of the people who were there.



“

I have met a lot of amazing people here. I have got to know a lot their cultures and countries. We got to spend a lot of time with each other. We had a lot of fun, and it was amazing. I think I have made friends for life, and I will cherish that forever.

”

Anushree Srinivasan, Competitor, WorldSkills India

“

By hosting competitions like this, we raise the level of everybody's performance, and it brings out the best in people. It makes people more aware of what's going on in our schools, and that's tremendous.

”

Patrick Rouble, President, Skills Compétences Canada

“

At WorldSkills we always try and empower youth. As a mother, I tell my kids: Be curious, be open, and never give up. Never give up dreaming.

”

Elfi Klumpp, FESTO Didactic

“

The hardest part is done. You managed to qualify. And now you are on this international stage doing what you love in front of people who care about you and who care about skills.

”

Shae White, WorldSkills Champions Trust Representative for the Americas

“

I think WorldSkills represents what the young workforce should be. Skilled people with a bright future and amazing opportunities to grow and become professionals.

”

Carlos Lopez, Bakery Expert, Spain

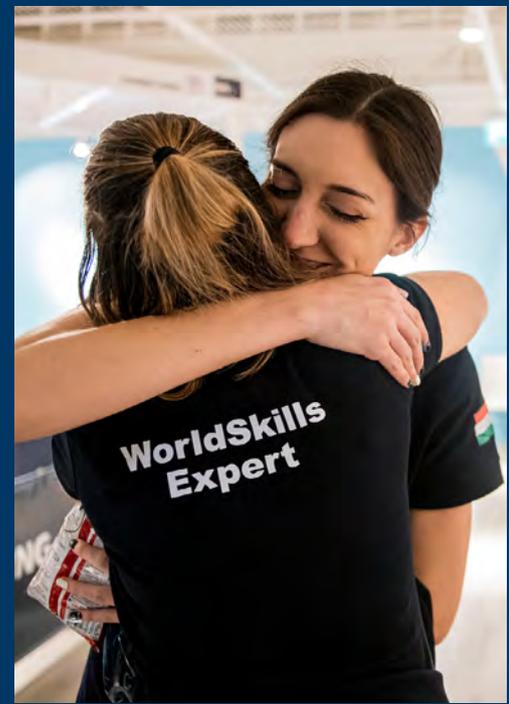
“

The challenges we are facing in the future, all these challenges require young motivated young people with skills, skills that we have seen across all the locations over the last couple of months.

”

Martin Kocher, Federal Minister for Labour and Economy, Austria





SECTION 3
OUR HOST
MEMBERS
AND
PARTNERS





AUSTRIA



Date	24-26 November
City	Salzburg
Venue	Messezentrum
Skill competitions	Bricklaying; Chemical Laboratory Technology; Concrete Construction Work; Electrical Installations; Freight Forwarding; Heavy Vehicle Technology; Industrial Control
Number of Competitors	97
Medals awarded (Gold, Silver, Bronze)	30
Number of visitors	20,000

Innovative thinking and invaluable partners

“We are like a big skills family,” says Doris Mandl, Host Manager at SkillsAustria, as she reflects on what enabled the smooth running of WorldSkills Competition 2022 Special Edition in Austria. “Everyone wanted to create the most spectacular event for our Competitors, yet it was just as important that we did our best for our partners. After all, they had been waiting just as long.” Gerhard Zechner, Technical Delegate for SkillsAustria agrees, “Everything we did was made possible by our partners. For all of us, it was important to put an equal amount of energy back into promoting these incredible organizations. They are the backbone of the Competition.”

This commitment to delivering the best event for both Competitors and partners motivated SkillsAustria to push themselves and innovate around challenges. Jurgen Kraft, Official Delegate at WorldSkills, recalls, “I kept saying to the team that we had to ‘think outside the box’. It became our mantra. With the clock ticking, we had to be brave and make good, quick decisions. If we hadn’t, we wouldn’t have delivered such a successful event in such a short time.”

Luckily there were some things they could count on, like the venue. Messezentrum in Salzburg had already been the setting for SkillsAustria’s national competition and so the team already had experience of staging events there. It was available and had the right space and facilities. The team also activated its strong and long-standing relationships with trade partners and industry bodies to quickly deliver equipment and materials – critical when hosting large-scale skill competitions such as Bricklaying, Concrete Construction Work, and Heavy Vehicle Technology.





“**Special Edition became an exciting catalyst for us to create new connections with those people in Austria who, like us, are passionate about building young people’s skills and confidence.**”

The commitment from its network made SkillsAustria even more determined to make the event as memorable and as valuable for everyone involved. Mandl remembers, “Like other Host countries, we took the opportunity to create plenty of informal ‘down time’ for Competitors and Experts so they could get to know each other and share ideas, whether this was on excursions, in between events, or after hours back at the hotel. We also gave each Competitor as much time as possible on stage to receive their medals and bask in their success.”

Of course, Austria was not only the setting for seven skill competitions, but its Closing Ceremony marked the end of WorldSkills Competition 2022 Special Edition. As the event ended, all the eyes of the WorldSkills community fell on Salzburg for the handover of the WorldSkills flag to France ahead of WorldSkills Lyon 2024. SkillsAustria used the international platform to increase national awareness of Vocation and Education Training (VET). It secured coverage in national, local, and social media about the importance of investing in skills. This led to interest from new partners and sponsors. Mandl reflects, “Special Edition became an exciting catalyst for us to create new connections with those people in Austria who, like us, are passionate about building young people’s skills and confidence.”

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Silver Sponsors



WACKER NEUSON all it takes!



Bronze Sponsors



Suppliers



CANADA



Date	18-20 October
City	Brampton, Ontario
Venue	Sheridan College Magna School for the Skilled Trades
Skill competition	Industrial Mechanics
Number of Competitors	9
Medals awarded (Gold, Silver, Bronze)	4
Number of visitors	500

A competition experience worthy of WorldSkills

“When everyone pulls in the same direction, you really can move mountains,” says Shaun Thorson, CEO of Skills/Compétences Canada. “To have organizations at institutional, provincial, and national levels come together and lend their support to deliver an international competition was unprecedented. This teamwork helped us deliver a truly memorable experience for delegates and I am very proud of the vibrant event we hosted.”

Skills/Compétences Canada was able to turn on support for WorldSkills Competition 2022 Special Edition so quickly because of the investment it has made over the years, nurturing strong partnerships and broadening its network. Central to its success was its relationship with Sheridan College, a technical educational institution in Brampton. Each year, instructors from Sheridan College work closely with Skills/Compétences Canada to deliver elements of the national competition. On hearing about the new format of the 46th WorldSkills Competition, Craig Brazil, Sheridan College staff member and Skill Competition Manager for Industrial Mechanics, proposed hosting the skill competition at the college and offered the venue and much of the equipment needed.

Provincial Member, Skills Ontario, played an equally important role in bringing technical skills to life for Canadian students during WorldSkills Competition 2022 Special Edition.

“
Our hope is that Special Edition will be a springboard for more investment from our provincial and national governments and more partnerships with industry.
 ”



It brought its mobile skills truck to Brampton and Sheridan College hosted a number of Try-a-Skill workshops throughout the four-day event, including button-making with sheet metal, testing electrical activity, working in a chocolaterie, and programming robotics. Skills Ontario and Sheridan College worked with local high schools to encourage students to attend the event and helped attract over 500 visitors even though the Competition fell during school break.

What all three organizations had in common was the desire to create the best possible experience for WorldSkills Competitors, Experts, and spectators. Together the teams considered every detail. They made sure delegates had a warm welcome at the airport; they planned uplifting cultural excursions, and they created informal “down time” moments outside of the Competition for people to share ideas and start new conversations.

Chantal Leduc, Host Manager at Skills Canada, reflects, “Everything we have done with these partners in previous years came to fruition during Special Edition. It reinforced the brand equity that Skills/Compétences Canada has with technical institutions and organizations. Our hope is that Special Edition will be a springboard for more investment from our provincial and national governments and more partnerships with industry, so we can develop talent and boost economic and social change in Canada.”

Host Partners



WorldSkills Special Edition Sponsors



WorldSkills Special Edition Suppliers



This project is funded in part by the Government of Canada |

DENMARK



Date 18-21 October

City Silkeborg

Venue College360

Skill competition Car Painting

Number of Competitors 12

Medals awarded (Gold, Bronze) 3

Number of visitors 400

Road testing sustainable initiatives

As future host of EuroSkills 2025, WorldSkills Denmark embraced the opportunity to host Car Painting at WorldSkills Competition 2022 Special Edition as it gave them a valuable chance to “road test” new ideas and initiatives. In October 2022, WorldSkills Denmark welcomed 12 Competitors to the city of Silkeborg and to world-class facilities at vocational college College360. Host Manager Jens Søndergaard Hansen was also able to add his wealth of experience as Competitions Committee Delegate in Car Painting. The scene was set for a great skill competition.

Sustainability has been a key priority in past Competitions and it was front of mind for WorldSkills Denmark. Hansen reflected, “Car Painting is not always considered a sustainable skill, and so we wanted to continue to recognize those who are trying to transform the industry and set new benchmarks.” The Sustainability Award recognizes the Competitor whose efforts had the lowest environmental impact within a skill competition. The award in Car Painting was handed out by the Mayor of Silkeborg at the Closing Ceremony alongside the medals. Henrik Kjeldsen, Host Manager, says, “It was one of the best things we did, and we hope to repeat it.” WorldSkills Denmark implemented other sustainability initiatives that it hopes to expand on when it hosts EuroSkills 2025 in Herning. These included infrastructure refinement to reduce waste and providing free bikes to Competitors to encourage them to use clean transport as they travelled around the city.





“
Car Painting is not always considered a sustainable skill, and so we wanted to continue to recognize those who are trying to transform the industry and set new benchmarks.
 ”

Much of these initiatives were possible because of the exceptional network of partners WorldSkills Denmark already has, not least its long-standing relationship with College360. Other organizations, including Global Partners BASF, 3M, and SATA and Event Sponsors USI Italia, and Klokkerholm ensured the four-day event ran smoothly and efficiently. Jansen remembers, “It wasn’t easy, but it was certainly easier because of the strong foundations we have laid with our partners. It also meant we could have a little fun along the way to create a really memorable experience for our Competitors.” For example, the 12 young Competitors were given social opportunities to connect and spend time together outside of the Competition, including an excursion to a local racetrack to experience a ride with a professional race driver.

There was also a great atmosphere for spectators. Despite the event coinciding with school holidays, more than 400 people came to cheer on the Competitors and try out skills for themselves. College360 spread the word to students’ families. Some well-placed media coverage in local newspapers and regional TV shone a spotlight on the event and the wider importance of vocational education and training (VET) in Denmark. Eight members of Danish Parliament attended the event to witness for themselves the power of VET and the key role that WorldSkills Denmark is playing to develop much-needed young talent.

Hosting Partner

AutoBranchens
 ArbejdsgiverForening
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**COLLEGE
 360°**



Event Partners - Level 1



Date	24-27 October
City	Tallinn
Venue	Eesti Näitused (Estonian Fair Centre)
Skill competition	Landscape Gardening
Number of Competitors	32
Medals awarded (Gold, Silver, Bronze)	6
Number of visitors	600



ESTONIA



An international platform for a nationally cherished skill

When the chance to host WorldSkills Competition 2022 Special Edition presented itself, the WorldSkills Estonia team did not hesitate to seize the opportunity and ensure that their country would host an international skills event. The easy part was deciding which skill competition to bid for. Landscape Gardening is one of the country's flagship skills and has been an area of past success for Estonian Competitors. It was an obvious choice for the team and happily, they were successful.

On learning they would host Landscape Gardening, WorldSkills Estonia wanted to create a platform that would showcase this skill at its best, all the while giving people an unforgettable feel for Estonian hospitality. Yet only weeks before the first flight full of Competitors and Experts were due to touch down in Tallinn, Host Manager Tanel Oppi admits he had his concerns. Looking back, he says, "I simply did not know at that point if we would be able to pull off the event with our limited resources, and with such little time?"

To help, WorldSkills Estonia turned to its strong industry partnerships in landscape gardening across the country. Volunteers from local schools and businesses joined the preparation efforts and agreed to run workshops for the spectators. The Association of Estonian Landscapers supported the event with career stands, so young visitors could meet industry specialists and learn more about the opportunities they could unlock with a skilled career like Landscape Gardening. Owners of landscape gardening companies gave their support, working long days at the event and providing the necessary connections to source materials and tools in such a tight timeframe.

“
We hosted one skill, but we did our best to give everyone who came the traditional WorldSkills Competition experience. This was their moment to shine, and we needed to make it feel special.
 ”

Skills Competition Development Manager, Tiiu Parm believes the smaller, more intimate setting in Tallinn helped everyone connect. She says, "We hosted one skill, but we did our best to give everyone who came the traditional WorldSkills Competition experience. This was their moment to shine and we needed to make it feel special." WorldSkills Estonia also put their efforts and creative spirit into creating a vibrant atmosphere.

Each Competition day began with an uplifting workout, designed to energize Competitors for the day ahead. In the evenings, Competitors and Skill Management Teams unwound over communal dinners.

Oppi explains, "We knew from the start that we had to join forces with people from other organizations to make this event happen. What was so great was to see everyone working hard behind the scenes to push the boundaries of what was possible. This kind of collaboration is unforgettable, and it is irreplaceable."

It is also valuable. Government Ministers and leaders who took part in the event and witnessed WorldSkills Estonia hosting an international platform for skills are now more engaged in VET and recognize how investing in VET skills can have a lasting national impact.

Hosting Partner



Sponsors





Date	20-23 October
City	Helsinki
Venue	Messukeskus Exhibition Center
Skill competitions	Beauty Therapy; Floristry; Fashion Technology; Hairdressing
Number of Competitors	72
Medals awarded (Gold, Silver, Bronze)	12
Number of visitors	15,000

FINLAND



More visitors, more visibility

When residents, visitors, and delegates strolled through Helsinki in October 2022, they saw past and present WorldSkills Champions reflected on sweeping billboards strategically placed around the city centre. Skills Finland used the unique moment of hosting WorldSkills Competition 2022 Special Edition to attract more people to see skills in action, boost the visibility of skilled young people, and encourage greater conversations around Vocation Education and Training (VET). Its four skill competitions – Beauty Therapy, Floristry, Fashion Technology, and Hairdressing – were all held at the Messukeskus Exhibition Center in its capital city. The event took place during the popular well-being festival, I Love Me, which in itself would offer a constant flow of new spectators. The team used the unique opportunity to host a WorldSkills Competition to invest in a four-day radio campaign heard by over 20% of the country's population.

It drove new awareness around VET and its potential for young people, for social change, and for economic development. This was echoed by Finland's Education Minister, who used the focus of WorldSkills Competition 2022 Special Edition to champion the importance of VET to ministry colleagues and encourage them to attend the event to see for themselves the quality of Finland's home-grown talent, the skills among its international visitors, and the high standards that WorldSkills promotes.

Emmi-Maria Husu, Management Assistant at Skills Finland recalls the attention that skills received during the event. She says, "We definitely maximized the opportunity of this international stage and mobilized our network so that we could reach new people who may not have heard about WorldSkills. We took the chance to amplify the message that there are endless possibilities for young people when they consider vocational education and training."

“
We definitely maximized the opportunity of this international stage and mobilized our network so that we could reach new people who may not have heard about WorldSkills.
 ”

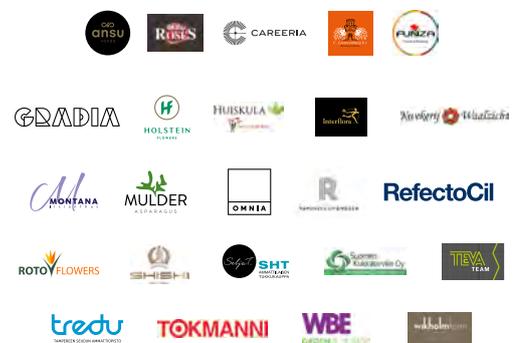
The excitement around WorldSkills Competitions 2022 Special Edition also created an incredible sense of team spirit and innovation. Maria Ekroth, CEO of Skills Finland, reflects, "People poured their energy into the event and took on what was quite a big project. We knew we had the skills to do it, we just had trust in the smaller budget and make it work." Years spent nurturing relationships with Ministers, educators, and trade organizations across the country paid off. Twenty-nine companies offered their sponsorship and 18 education providers across Finland rallied to support the young people through their time or resources.

Skills Finland also took the chance to review the equipment needed and ask good questions about what was essential. Husu explains, "We took a less-is-more approach which helped keep costs low, reduce waste, and improve the sustainability of the event. For example, we scaled down the number of nail polishes used in Beauty Therapy by two-thirds. This went down well because it didn't impact the Competitors' creativity at all, and everyone could see the benefit. Importantly, it meant we could invest more budget in the event experience to make sure that Competitors and visitors alike would never forget the story of skills in Helsinki."

Level 1 Sponsors



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FRANCE



Date	19-22 October
City	Bordeaux
Venue	Parc des expositions, Bordeaux Lac
Skill competitions	Digital Construction; Health and Social Care; Mechanical Engineering CAD; Mobile Robotics; Plastering and Drywall Systems; Stonemasonry (Exhibition skill)
Number of Competitors	98
Medals awarded (Gold, Silver, Bronze)	19
Number of visitors	150,000

Opening up the world to a positive culture of skills

When people entered the Bordeaux Exhibition Centre in October 2022, they literally took a journey through skills excellence. The vast exhibition space on the edge of Lac de Bordeaux led visitors on a path that started at a WorldSkills France regional competition and ended among the Competitors at WorldSkills Competition 2022 Special Edition. At 800 metres long and 60 metres wide, the centre allowed 150,000 visitors to flow easily between events and perfectly mirrored the progression of the Competitors themselves. William Brunie, Host Manager at WorldSkills France says, "Visitors who were watching Plastering and Drywall Systems at a regional level, for example, then moved on to see this skill performed at an international level. It was exciting to experience and inspiring for young students about what was possible."

“

The number of apprentices has grown significantly, and we are seeing such a positive culture around skills in our country. That's why it felt like good luck to host Special Edition back in Bordeaux.

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Interestingly, it was not part of the original plan to host the two events side by side. However, when WorldSkills France heard the space was available, it proved serendipitous for a number of reasons. The first was because of a visit made five years earlier by then Presidential candidate Emmanuel Macron, just months before his election. Macron visited the very same regional competition in Bordeaux in 2017 and saw the power of skills in action. He has gone on to advocate for greater investment in Vocational and Technical Education (VET) and has championed the work of WorldSkills France. This support helped France successfully bid to host the 47th WorldSkills Competition in Lyon.

Brunie recalls, “In those five years, the government has put a huge amount of energy into promoting apprenticeships in France. The number of apprentices has grown significantly, and we are seeing such a positive culture around skills in our country. That’s why it felt like good luck to host Special Edition back in Bordeaux.”

Hosting these six skill competitions in such a familiar event space also gave WorldSkills France a chance to test some new ideas and innovations ahead of WorldSkills Lyon 2024. Brunie says, “We were determined to open up the skills experience for Competitors, for Skill Management Teams, and for our spectators and media. We asked ourselves some good questions and challenged ourselves to reimagine the competition to make it more accessible, engaging, and motivational.” The team focused on one question in particular: does this improve the experience for Competitors and visitors? If it did not, then they decided to strip it back. If it did, then they worked hard to improve it. One of the ways the team achieved this was by quite literally breaking down walls. Brunie explains, “There are often screens that divide Competitors from visitors, and it creates a barrier, a divide.

By taking it away, we vastly improved visitors’ experiences of the event because they had a better view of the skills on show. It also meant Competitors were closer to their supporters and could enjoy the atmosphere more and feel cheered on.”

WorldSkills France also used the event to try out new ways to engage media. It trialed a TV show dedicated to skills for the Building and Construction sector. The show streamed throughout the Competition and included access-all-areas content. It was hosted by well-known TV presenters equipped with mobile cameras who were able to rove around the competition floor and share insights into the skills. For Brunie, this was a strong proof of concept ahead of WorldSkills France’s national competition in 2023 and WorldSkills Lyon 2024. He says, “It’s important we stay current and relevant to young people and to their parents and teachers. We need to find new channels and platforms to showcase skills, not just through our events. So we embraced TV and digital culture as a way to open up the skills experience even more.”

The experiment paid off. Not only did the TV show attract the attention of students and their families who might be considering skills, but it cemented WorldSkills France’s relationship with the French Building Federation, who were co-sponsors. It convinced them to embark on more partnerships like this in the run-up to WorldSkills Lyon 2024. Brunie concludes, “These next two years are going to be big for skills in France. With the eyes of the skills community on us, we are excited that Special Edition has given us a chance to push the boundaries, grow in confidence, and attract more funding and support that will ultimately help more young people start their own journey in VET.”

Host Partners



Event Sponsors



GERMANY



Date	4 October to 4 November
Cities	Dresden; Lahr; Leonberg; Nuremberg; Soest; Stuttgart
Venues	Haus des Kfz-Gewerbes GmbH; GROHE AG; DMG MORI Academy GmbH; NürnbergMesse GmbH; Fachhochschule Südwestfalen; Landesmesse Stuttgart GmbH
Skill competitions	Additive Manufacturing; Automobile Technology; CNC Milling; CNC Turning; Industry 4.0; Mechatronics; Plumbing and Heating; Refrigeration and Air Conditioning; Water Technology.
Number of Competitors	178
Medals awarded (Gold, Silver, Bronze)	40
Number of visitors	10,000

Innovating quickly; educating deeply

“Lighthouse” is the word that comes to mind for Hubert Romer, CEO and Official Delegate for WorldSkills Germany, when he reflects on the experience of hosting WorldSkills Competition 2022 Special Edition. “For us, it was a beacon that brought people together. It shone a spotlight on each of the skills in a way that we hadn’t experienced before.”

Malin Hermann, Host Manager, agrees. She says, “I admit it was a challenging experience hosting nine skill competitions in six different cities and venues. It was like nothing we have ever done at WorldSkills Germany, even our nationals! Yet over those six weeks, we saw people gain a much deeper understanding of each skill. Everyone from students, to Ministers, to media had a chance to really learn about them and understand why they are important to young people and to our country.”

Such an intense schedule of events was never going to be easy to deliver. In the months leading up to the event, WorldSkills Germany developed a culture of knowledge sharing that expanded to include other Host countries and regions, and national trade organizations. The staggered timing also gave the team a chance to innovate and iterate as they went. It was something they did not plan for, but proved very valuable. Each event gave them a small window to test, observe, learn, and improve for the next one.

“

It was like nothing we have ever done at WorldSkills Germany, even our nationals! Yet over those six weeks, we saw people gain a much deeper understanding of each skill.

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Close-knit relationships and its industry network were also critical to WorldSkills Germany's overall success. As the team worked hard to innovate between Competitions, WorldSkills Germany quickly realized it would need to bring in more support. What started as a small team soon turned into an expansive operation. Partner organizations volunteered their time and resources to make sure these young Competitors could have the best possible experience.

Two Global Partners, and longtime supporters of WorldSkills, stepped forward to propose their own premises for the events. Plumbing fixtures manufacturer, GROHE, offered its factory in the city of Lahr as a host venue for Plumbing and Heating. The GROHE team also organized Try-a-Skill stands for visitors, designed to introduce them to the basics of plumbing and heating. DMG MORI, one of the world's largest manufacturers of cutting machine equipment, hosted CNC Milling and CNC Turning in Leonburg. The events were held at the DMG MORI Academy, home of its training and education facilities.

Just as the success of each event grew, so did public awareness. Over three months, WorldSkills Competition 2022 Special Edition was mentioned in 849 different pieces of media coverage across Germany, with a combined reach of 690 million. Stephanie Werth, Head of Communications at WorldSkills Germany says, "The media coverage was incredible. But what made it extra special was the fact that we engaged journalists in deep conversations in a way that we might not have in the past.

Each venue hosted between one and three skill competitions, so had a much better opportunity to show journalists the intricacies of each specific skill. We spent quality time with them to explain what each one is about."

This richer understanding was reflected in well-rounded news segments and more engaged industry and ministerial stakeholders. Romer reflects, "Special Edition helped them see the importance of WorldSkills Competitions and also why these skills are central to economic and social development. This kind of public recognition is essential for the future success of Vocational Education and Training in Germany. The contacts we made across all the events are incredibly valuable. Many of them will be part of our future events and we will continue talking to them about the importance of skills and our role in championing them."

Hosting Partner

DMG MORI



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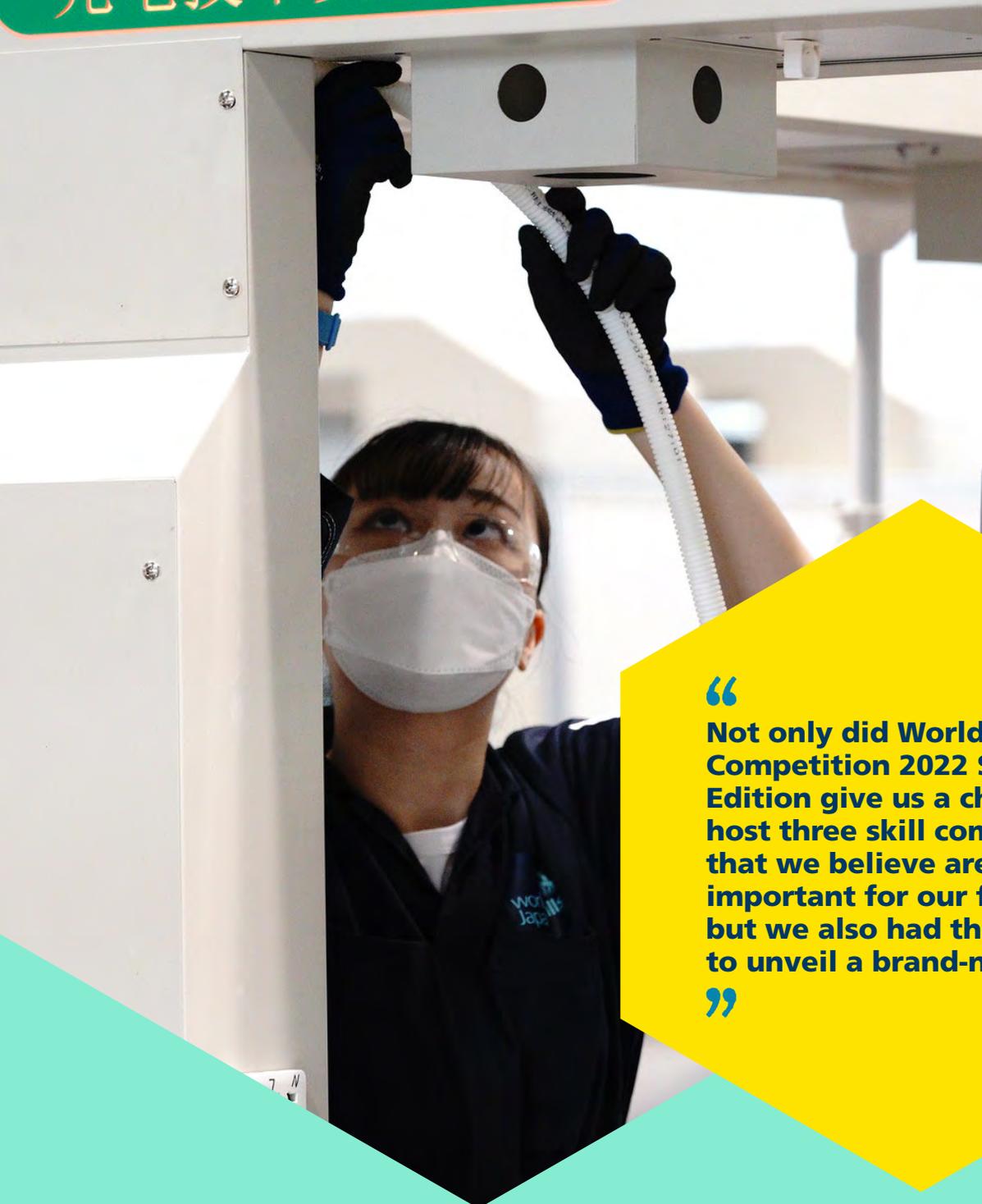
FORSTER

NÜRNBERGER

STERNAUTO

Government Funding





“

Not only did WorldSkills Competition 2022 Special Edition give us a chance to host three skill competitions that we believe are very important for our future, but we also had the privilege to unveil a brand-new skill.

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Date	15-18 October
City	Kyoto
Venue	Miyako Messe
Skill competitions	Information Network Cabling; Optoelectronic Technology; Renewable Energy
Number of Competitors	21
Medals awarded (Gold, Silver, Bronze)	8
Number of visitors	1,800

JAPAN



Building ambitions and raising benchmarks

“It was an opportunity we were always going to say yes to,” says Sho Sudo, Host Manager at WorldSkills Japan. He explains, “Not only did WorldSkills Competition 2022 Special Edition give us a chance to host three skill competitions that we believe are very important for our future, but we also had the privilege to unveil brand-new skills.”

Sudo is referring to Renewable Energy and Optoelectronic Technology which had its debut alongside Information Network Cabling. He says, “As three skills, they complement each other perfectly and are aligned to key growth areas in Japan. That’s why we were so excited to welcome these Competitors to our country. We knew it would be the perfect way to demonstrate the value of these skills to our own students and, as a country, learn if we needed to raise our own industry benchmarks.”

WorldSkills Japan started conversations with industry partners including two of WorldSkills Global Partners, Guandong Vcom Education and Technology and Festo, as well as Japan’s Ministry of Health, Labour, and Welfare. Together they were able to combine their resources, funding, and expertise to create a memorable experience for Competitors and spectators alike. These three skills also represented some interesting technical challenges. For the inaugural Renewable Energy Competitors, WorldSkills Japan had to work out how to bring a wind turbine into the Miyako Messe venue in Kyoto. To solve this, Festo developed a scaled-down wind turbine prototype for the young people to work on. The added benefit was that visitors could watch the action within the event space and see, first-hand, what this future skill involved. Guandong Vcom’s provision of equipment to Optoelectronic Technology also helped enormously with the smooth running of the skill competition.

These industry insights and solutions proved essential, inside and outside of the competition venue. Sudo says, “Our Global Partners and national partners have vast experience in what works and what does not. As well as helping us deliver a successful event, they also reached out to young people in Japan who might be unaware of what vocational education and training (VET) has to offer. Together, we used Special Edition to elevate the value of skills and challenge some misconceptions that place academia on a pedestal above technical education.”

As well as having the chance to watch the best of the best compete across three skill competitions, WorldSkills Japan developed a series of interactive displays so visitors had the chance to try skills for themselves. Skill Me! gave curious students a chance to learn about some of the manufacturing skills that are

highly valued in Japan. They turned their hands to making dice on a small milling machine, they controlled a solar-powered toy car, and they experimented with LED neon lights. This hands-on access to skills is vital for Japan’s industries and government who hope events like this will attract new future talent. It was a sentiment echoed in the opening speech from Yoshihiro Adachi, director of Japan’s VET policy and representative from the Ministry of Health, Labour, and Welfare. It was, he said, “very meaningful to build momentum for skills’ importance in Japan, as well as to provide an opportunity for the Competitors.”

The whole experience of hosting WorldSkills Competition 2022 Special Edition has been a learning experience for all. Sudo reflects, “For us at WorldSkills Japan, we have learned many new ways to improve the events that we run. We have benefited so much from working closely with WorldSkills International and other Hosts. For our young people, our students, we hope they have had a chance to learn more about a career in skills and the opportunities it could open up for them. For our industries, they have seen skills excellence in action and can now benchmark how we compare as a nation. By observing Competitors from other countries and their brilliant skills, we can now see both potential and unignorable challenges for Japan’s own growth and we will keep improving.”

Host



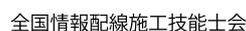
Host Partners



Level 1 Sponsors



Level 3 Sponsors



KOREA



Date	13-16 October
City	Goyang
Venue	KINTEX
Skill competitions	3D Digital Game Art; Cloud Computing; Cyber Security; IT Network Systems Administration; IT Software Solutions for Business; Mobile Applications Development; Plastic Die Engineering; Web Technologies.
Number of Competitors	133
Medals awarded (Gold, Silver, Bronze)	28
Number of visitors	1,000

Presidential support for future digital skills

Skills have always received incredible support in Korea. But when the decision was made that WorldSkills Korea would help host WorldSkills Competition 2022 Special Edition, there was a tremendous sense of national pride. Jhong-yoon Choi, Secretary General at WorldSkills Korea, says, "It was a clear sign to our country that those Competitors who had trained so hard – in Korea and all around the world – did not have to wait any longer. They would finally have their chance to compete on an international stage. We were so proud to help make that happen."

The event captured the attention of His Excellency President Yoon Suk-yeol who personally encouraged Korean Competitors during a visit to the Global Institute for Transferring Skills (GIFTS) before the Competition started. He acknowledged their resilience and determination and celebrated Korea's role in delivering an international skills event – the first time since WorldSkills Seoul 2001, over twenty years ago.

This support from the President, and further backing from the Ministry of Employment and Labour was significant. Choi explains, "It unlocked important financial support in 2022 that helped make the event possible, and it has led to an increase in our training budget for the coming year. There's no doubt that people in Korea understand how important skills are for the success of our industries. Hosting Special Edition in our own country gave us an opportunity to really reinforce that."

WorldSkills Korea staged eight skill competitions at the KINTEX venue in Goyang, chosen for its space, easy access, and good infrastructure. The logistics around the events were complex, though. Choi remembers, "It wasn't easy and there were some very specific, technical requirements for these skills that we had to put in place at very short notice. But the support from our Ministers, WorldSkills International, and of course, Samsung helped it all come together."





“

Hosting Special Edition was always about giving young people their once in a lifetime chance to compete on a global stage. But it also ended up being an incredible opportunity for us to share expertise and insights with international teams, as well as show the strength of digital skills both nationally and internationally.

”

Global corporation, Samsung has been an active and generous supporter of WorldSkills for over 15 years. It was vital to the success of WorldSkills Competition 2022 Special Edition thanks to its role as Official Event Partner. At KINTEX, Samsung hosted workshops around the digital skills needed in the future and helped visiting students think about how they could develop their own careers. Samsung Chair, Lee Jae-yong, also made an exciting addition to events in Goyang. A champion of skills for years, Jae-yong spoke at the Closing Ceremony and drew much media attention.

During the event, more than 1,000 visitors cheered on Competitors in 3D Digital Game Art, Cloud Computing, Cyber Security, IT Network Systems Administration, IT Software Solutions for Business, Mobile Applications Development, Plastic Die Engineering, and Web Technologies. Schools from across Korea were invited to watch the young Competitors up-close on screens located around the venue so they could learn more about these intricate skills. WorldSkills Korea was also able to use the opportunity to share ideas with other international Experts to improve their own level of skills training.

Host Partner



Ministry of
Employment and Labor

Event Sponsors



LUXEMBOURG



Date	17-20 October
City	Esch-sur-Alzette
Venue	Centre National de Formation Professionnelle Continue (National Centre for Continuous Professional Development)
Skill competitions	Robot Systems Integration
Number of Competitors	22
Medals awarded (Gold, Silver, Bronze)	6
Number of visitors	775

Fusing past industries with future skills

Past and future met at the top of Luxembourg City in October 2022, when WorldSkills Luxembourg invited 22 young Robot Systems Integration Competitors to climb the 180 steps to the blast furnaces of Belval, a key landmark representing the impact of the industrial revolution. The furnaces provided a striking backdrop for the Opening Ceremony and a memorable contrast to the future skill being showcased during the week-long event.

WorldSkills Luxembourg admits that before WorldSkills Competition 2022 Special Edition, it never imagined a country of its size could host an international event and certainly not at such short notice. Yet the event was made possible because of two things. Firstly, an unwavering belief that these young people deserved a chance to compete. Secondly, deep trust between the Host team and its industry partners across the country. Gil Belling, President of WorldSkills Luxembourg and Host Manager, said, "The event was a success because of those people who, like us, were willing to do whatever it took to create the best possible experience for Competitors."

During the preparations, WorldSkills Luxembourg had total confidence that its network of partners would deliver on their promises. Belling reflects, "Everyone said that they would play their part so we knew we could move forward without any kind of written agreement. It was all based on the trust we had in each other, and because we were working towards a common goal."

This sense of team spirit was especially evident in the team's partnership with industrial equipment supplier, FANUC Europe. FANUC provided materials for the event, set up the venue, hosted three Try-a-Skill stands, and supplied its own staff to support the smooth running of the Competition. Belling says, "Our working relationship was already very special, but it became incredibly valuable during Special Edition. The support FANUC gave us proved it is just as passionate about skills as we are, and it wanted to create a platform for emerging talent that would benefit future industries."



“
The event was a success because of those people who, like us, were willing to do whatever it took to create the best possible experience for Competitors.
 ”

WorldSkills Luxembourg went on to host a four-day event that welcomed almost 800 spectators, many of them who were new to Robotics. Luc Belling, Head of Department for Initiatives and Educational Programs at the Ministry of Education, explained how it used the focus of WorldSkills Competition 2022 Special Edition to raise awareness of vocational education and training (VET) and Robotics. He says, “We created ‘National Robotics Week’ and ran six workshops on different elements of Robot Systems Integration. We invited local high school children from around the country to come and see these skills in action and have a go at different robotics and coding challenges for themselves.”

He continues, “ It was also important to see our Competitors supported by a large crowd. The Closing Ceremony was an amazing moment. Competitors were so proud because people were cheering for them and showing an interest in their skill. That is what WorldSkills is all about: building confidence and resilience in the next generation of young talent.”

Hosting Partner



Level 1 Sponsors



Level 2 Sponsors





“

Professionals who visited the Competition from across the Tiling, Painting and Decorating industries were very proud to have seen the breadth of future talent. Some even received sponsorship opportunities as a result of the Competition.

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Date	3-6 November
City	Bolzano
Venue	FieraMesse Exhibition Centre
Skill competitions	Painting and Decorating; Wall and Floor Tiling
Number of Competitors	26
Medals awarded (Gold, Silver, Bronze)	7
Number of visitors	15,000

SOUTH TYROL, ITALY



A region coming together to get behind skills

Petitioning for a change in the law is not something that Members typically have to do to hold a skill event. But it was exactly this challenge that WorldSkills South Tyrol, Italy had to overcome back in June 2022 to be able to host WorldSkills Competition 2022 Special Edition. Thomas Pardeller, Technical Delegate at WorldSkills South Tyrol, Italy, and Director of lvh, explains, "Everyone in my team was very enthusiastic about us hosting these two skill competitions. But the additional finances and resources we required had to be approved by our provincial Governor and a new law had to be ratified by our local government. This understandably took time, but it was time we did not really have."

The uncertainty around funding and the compressed timeframe made planning all the harder. Yet the WorldSkills South Tyrol, Italy team forged ahead, and tentative preparations began for the two skill competitions began – Painting and Decorating, and Wall and Floor Tiling. The team struck up conversations with key partners so they could mobilize as much support as possible. Venues were sourced and provisionally booked, and members of local businesses and trade organizations were quick to come on board. It was clear to everyone in the region that hosting WorldSkills Competition 2022 Special Edition would be an unmissable opportunity to shine a spotlight on the region, to advocate the importance of Vocational Education and Training (VET), and to highlight the urgent skills gap that these trades were facing.

Finally, in September, WorldSkills South Tyrol, Italy received official confirmation that the law had been passed and the financing had been approved.

With it came a new wave of local support from the Governor of South Tyrol Arno Kompatscher, President of the Chamber of Commerce Michl Ebner, and from companies and stakeholders in the region. These high-level dignitaries and partners drew a lot of attention to the event, which was hosted between 3-6 November 2022, particularly because it was the first international event that South Tyrol, Italy had ever hosted.

The event also proved to be an important networking opportunity. Cross-industry collaboration has a long history in South Tyrol and WorldSkills Competition 2022 Special Edition gave professionals and educators a new opportunity to connect. They came together to share knowledge, discuss mutual challenges, and reflect on the future of these trades and their role in South Tyrol's economic growth. Pardeller says, "Professionals who visited the Competition from across the tiling, and painting and decorating industries were very proud to have seen the breadth of future talent. Some even received sponsorship opportunities as a result of the Competition."

Gert Lanz, Official Delegate, South Tyrol, Italy, celebrates the endorsement and the local attention they received as Hosts of this event. He says, "It was almost as if the whole region had come together just for Special Edition. Local industry knew how important the event was to nurture and connect with emerging talent. Our government could see the value in having competing teams from nearly 30 countries and regions visit our region. And our community of educators, students, and WorldSkills alumni all wanted to do their best to make the event a success for Competitors. This tremendous region-wide support meant we attracted over 15,000 visitors and significantly raised regional awareness of WorldSkills and VET as a result."



Hosting Partners



Event Partners - Level 1



Event Partners - Level 2

TopHaus

Event Partners - Level 3



SWEDEN



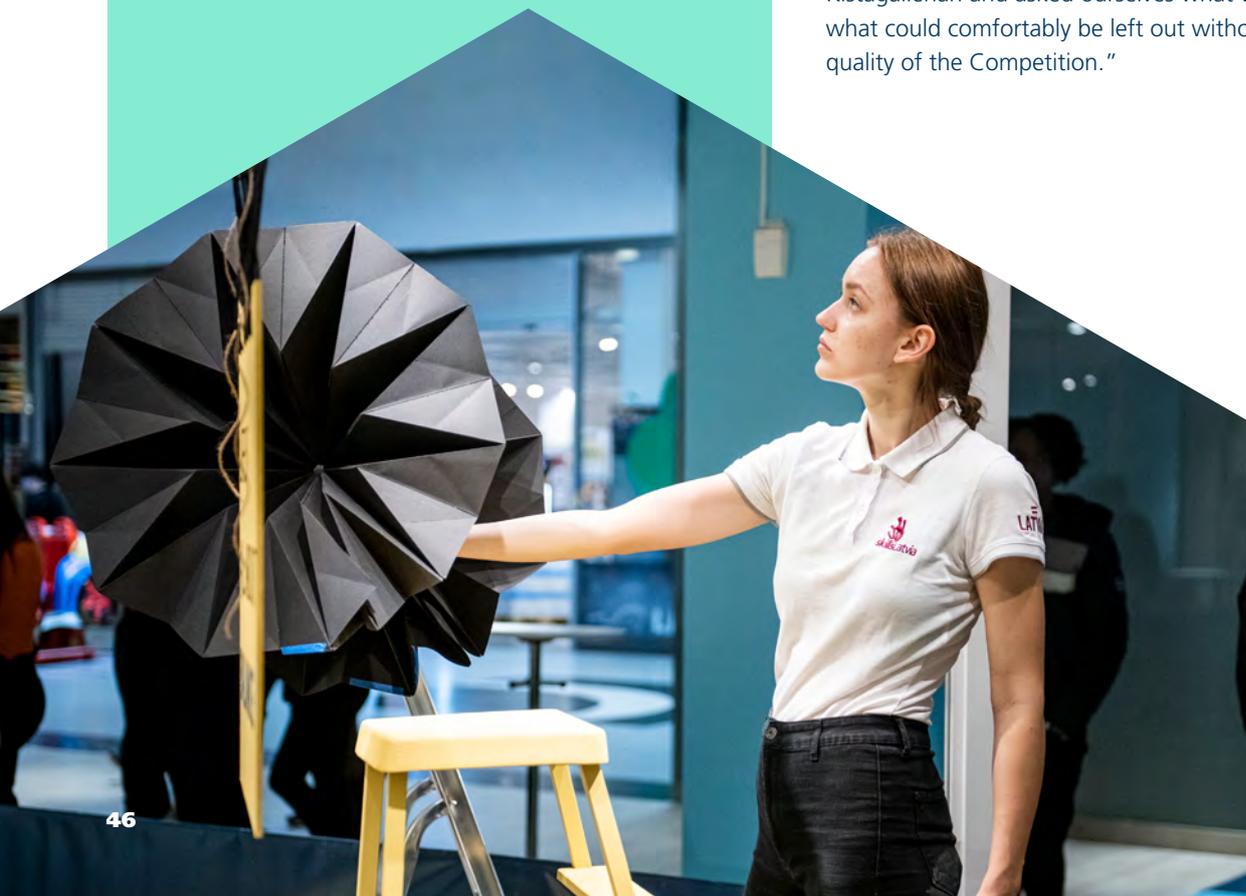
Date	14-17 October
City	Stockholm
Venue	Kistagallerian
Skill competition	Visual Merchandising
Number of Competitors	9
Medals awarded (Gold, Silver, Bronze)	3
Number of visitors	1,000

A real-world setting for a skills event

“We wanted to give Competitors an authentic experience of Sweden,” says Pontus Slättman, CEO of WorldSkills Sweden. “When it was decided we would host Visual Merchandising for WorldSkills Competition 2022 Special Edition, there was no better place than in the windows of our renowned shopping mall, Kistagallerian, in the heart of Stockholm.”

WorldSkills Sweden admits they enjoyed having the chance to stage it in a real-world setting. Slättman continues, “It was special to see the nine young people compete in such a natural environment. They all said that they felt inspired and energized by the location, not to mention motivated by the support they received from all the curious shoppers.” Many of the people who walked past the event in Kistagallerian asked to learn more about Visual Merchandising as a skill and the work of WorldSkills Sweden. For the team, this kind of engagement is key to raising awareness of the benefits of Vocational Education and Training (VET).

But staging the event in the shopping mall didn’t come without its challenges. Slättman says, “Visual Merchandising is a skill that traditionally requires a lot of equipment and materials. So we worked closely with the team at Kistagallerian and asked ourselves what was essential and what could comfortably be left out without impacting the quality of the Competition.”





“
All of the puzzle pieces came together. The strong connections we already had within the visual merchandising sector meant we could all work together to streamline the event. Everyone stepped up to help it run smoothly from start to finish.
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So just as WorldSkills Sweden was able to reimagine the location of the Competition, so they were also able to think creatively about the infrastructure needed. They drew on support from local partners and trade bodies to deliver the event more efficiently. Slättman says, “All of the puzzle pieces came together. The strong connections we already had within the visual merchandising sector meant we could all work together to streamline the event. Everyone stepped up to help it run smoothly from start to finish.” The help did not stop there. Partners spread the word to local schools and colleges, while others hosted classroom workshops for visiting students to introduce them to Visual Merchandising and the career opportunities it offered. WorldSkills Sweden also created a lounge space for young people to meet Experts and tap into their insights about the industry.

WorldSkills Sweden wanted to make sure that the authenticity of the experience didn’t end at the Competition. The Competitors themselves stayed in Normalm, a vibrant neighbourhood in central Stockholm, to experience the energy of the city. The Opening Ceremony was hosted at an old paint factory in one of Stockholm’s harbours. Slättman remembers, “It was incredible to welcome these young people inside a piece

of our industrial past and then have them compete in a modern and authentic retail environment.” He concludes, “In our office, we now have a pin in our world map that marks Sweden as a WorldSkills Competition Host. This is something that we are incredibly proud of. We did this for the young Competitors, and we also did it to create a global platform for Vocational Education and Training. We can confidently say that we achieved both.”

Host Partners



Event Partners



SWITZERLAND



Date	7 September to 26 October
Cities	Aarau; Basel; Bern; Geneva; Lucerne; Montreux
Venues	visCampus; Messe Basel; Bernexpo; Berufsbildungszentrum; Cité Vieusseux 9; Messe Luzern; Mobicity; Casino Barrière Montreux; Richemont Centre of Excellence.
Skill competitions	Autobody Repair; Bakery; Cabinetmaking; Carpentry; Cooking; Electronics; Graphic Design Technology; Hotel Reception; Jewellery; Joinery; Pâtisserie and Confectionery; Print Media Technology; Prototype Modelling; Restaurant Service.
Number of Competitors	218
Medals awarded (Gold, Silver, Bronze)	46
Number of visitors	185,000

Turning experience into opportunities

“It would have been too hard for us not to have the Competition,” says André Burri, Host Manager and Official Delegate, Switzerland.

SwissSkills took a key role in helping to imagine what a dispersed format could look like for WorldSkills Competition 2022 Special Edition. It was one of the German-speaking Members in Europe that put forward a proposal about distributing the Competition among different countries and regions. What was important about the proposal is that it showed there was already a lot of support from Members to make sure the 46th WorldSkills Competition still went ahead – even if it required everyone to take on some difficult months of planning. In the proposal, Burri turned to a Chinese proverb that perfectly summed up the commitment and optimism that Members showed in those early days, “Let us see together if we can build a staircase out of the stones that have been put in our way.”

SwissSkills went on to help set the template for WorldSkills Competition 2022 Special Edition by hosting the inaugural skill competition that saw the 46th WorldSkills Competition get underway. In early September, SwissSkills welcomed the very first six Competitors to Bern to take part in Prototype Modelling, held alongside the Swiss national competition. At Bernexpo, WorldSkills Champions Trust Representative, Jacqueline Tanzer, officially opened WorldSkills Competition 2022 Special Edition with words that celebrated the incredible cooperation among Members. She said, “Passion has brought us all here, together. It is part of us every day. It is there in the small endeavours, and it is there in the big impact we make.” The skill competition ran smoothly becoming a prototype in its own right, providing a confidence-boosting model for other Hosts to follow.

SwissSkills went on to host an impressive 14 skill competitions which ranged from Restaurant Service and Electronics to Jewellery and Autobody Repair. Luckily, SwissSkills felt well-prepared to take on such a large number of individual skill competitions in so many locations. Burri explains, “Our national competition featured around 150 different skills, so we were comfortable with the scale of the events and multiple locations.

What excited us, though, was the opportunity to use these competitions to generate interest not only among young people, but also among industry partners. Skills like Carpentry, Joinery, and Cabinetmaking, for example, got a great deal of interest from the media and from businesses. This has had a knock-on effect and we have seen even more organizations become interested in the work of WorldSkills.”



The events were held in six cities in total, at a variety of venues including universities, technical colleges, jewellery houses, trade fairs, and a hotel and casino. It showed the breadth and the depth of relationships that SwissSkills has with educational institutions, trade bodies, and businesses that it was able to activate these partnerships so quickly. However, Burri reflects that a surprising outcome was how WorldSkills Competition 2022 Special Edition brought skills to new parts of Switzerland. He says, "Our skills events tend to take place in the same cities and regions each year, but hosting these events allowed us to put skills on the map in corners of the country that we had not worked in before. It made it a truly national experience."

Like many other Hosts, SwissSkills also witnessed some wonderful international exchanges during the Competition. Burri remembers, "We decided to invest more resources into social programmes that encouraged Member countries to bond. So despite the hard work and unique circumstances, we found that everyone opened up in a way we had not seen before. We ended up spending much more time together in each other's company. We all socialized together, we laughed together, we shared ideas with each other. By the end, there was almost a family-like atmosphere between Members, Experts, and Competitors. It was a powerful yet unexpected outcome that we hope will remain for future Competitions."

But for now, the SwissSkills team is happy that WorldSkills Competition 2022 Special Edition went to plan, and they were able to play their part. Awareness of Vocational and Educational Training has also never been higher in Switzerland. Right now, just over 60% of Swiss people recognize the SwissSkills brand, and many of them associate it with skills excellence.

“
Hosting these events allowed us to put skills on the map in corners of the country that we had not worked in before. It made it a truly national experience.
 ”

Burri concludes, "There is already a big skills culture in Switzerland, and there is no doubt that Special Edition has helped increase awareness and prominence of skills in our country. But what was truly special about this event, is that it has helped us grow as a team. We have become better able to adapt to change and adopt more responsive behaviours. We have learned the power of sharing our ideas, resources, and knowledge with other countries. And we are significantly stronger as a community and as a skills movement. "

Partners





“
I kept saying to the team that we had to ‘think outside the box’. It became our mantra. With the clock ticking, we had to be brave and make good, quick decisions.
”

Date	1-4 November
Cities	Cardiff; Wrexham
Venues	International Centre for Aerospace Training (ICAT); Coleg Cambria
Skill competitions	Aircraft Maintenance; Manufacturing Team Challenge
Number of Competitors	26
Medals awarded (Gold, Silver, Bronze)	13
Number of visitors	250

UNITED KINGDOM



Shining a spotlight on skills for economic growth

“As soon as we heard about WorldSkills Competition 2022 Special Edition, we knew we had a role to play,” recalls Parisa Shirazi, Director of Standards for WorldSkills UK and Host Manager. “It was the perfect opportunity for us to open our arms to international talent and expertise, showcase some of our exceptional training colleges, and expand our current conversations around how skills help build world-class economies.”

With the agreement and support from the Department for Education, WorldSkills UK hosted two events during WorldSkills Competition 2022 Special Edition, Manufacturing Team Challenge and Aircraft Maintenance. The events took place at two centres of manufacturing and engineering excellence. Cardiff’s International Centre for Aerospace Training is a specialist centre for the Aerospace industry, while the Wrexham-based Colleg Cambria contains state-of-the-art facilities to provide students with a world-class education. Choosing these venues meant WorldSkills UK could showcase its national strength in these sectors and help put a small country like Wales on the global map for Technical and Vocational Education and Training.

It also further strengthened the close working relationship between WorldSkills UK and Inspiring Skills Excellence Wales. Shirazi recalls, “We could not have done it without them. As soon as we knew we were hosting Special Edition, Inspiring Skills Excellence Wales activated its incredible network and used its vast experience to help us deliver two high-quality, well-attended skill competitions. This great partnership meant we could mobilize key players from across education and industry. The Welsh Government garnered support from policymakers and encouraged them to attend both events to see for themselves how vital skills are for UK growth. Team Wales also helped us enormously with logistics and action-packed excursions, so our visiting Competitors experienced the best that the UK and Wales had to offer.”

The result was a worthy stage on which the 26 Competitors could compete and an opportunity to shine a spotlight on UK manufacturing and engineering skills. WorldSkills UK used the focus of the Manufacturing Team Challenge to bring together small businesses over a networking breakfast.

It gave them a chance to see the Competitors in action and discuss challenges and opportunities facing the manufacturing sector. The engineering skills on show during the Aircraft Maintenance became such a national talking point that even the Royal Air Force tweeted their support for the Competitors and their congratulations to the Gold Medal winner.

The sense of national pride was palpable, but so was the support for skills. Shirazi reflects, “Everything we do at WorldSkills UK is about finding ways to show the value of VET and how it supports future growth. Special Edition did just that. Competitors became role models for skills excellence; Experts and educators had a chance to observe new techniques and innovations in action at our venues; and the unique format offered new opportunities for collaboration and knowledge sharing.”

Host Partners



Funded by



Department for Education

Event Partners - Level 1



Event Partners - Level 2



UNITED STATES OF AMERICA



Date	17-20 October
City	Cleveland, Ohio
Venue	Welding Technology and Training Centre, Lincoln Electric
Skill competitions	Construction Metal Work; Welding.
Number of Competitors	29
Medals awarded (Gold, Silver, Bronze)	6
Number of visitors	200

Reframing skills and revaluing talent

"There is so much more to metalwork and welding than people think. Which is why much of our focus is about demonstrating the value of these skills and overturning common misconceptions," says Jason Scales, Director of Global Education at Lincoln Electric. Which explains why Lincoln Electric was so committed to hosting two skill competitions, Construction Metal Work and Welding, during WorldSkills Competition 2022 Special Edition. He continues, "We welcome any opportunity to educate people about the rapid technological advancements happening in these industries. We also want to create opportunities for our own teams to learn alternative techniques and witness new talent that is emerging from other countries."

So in October 2022, Lincoln Electric welcomed 29 Competitors and their Experts to its state-of-the-art site at the Welding Technology and Training Centre in Cleveland, Ohio. The combination of new talent alongside industry professionals was a memorable experience for everyone. Scales recalls, "Many of the visiting professionals and our own trainers at the centre have decades of experience and so rightly consider themselves to be the best of the best. But when they got to see these young people in action, who were welding, cutting, and making their mark on the trade, they were seriously impressed. I think it was clear to everyone just how quickly these trades are advancing and how much we can all discover from each other."

Lincoln Electric has been a WorldSkills Global Partner for over a decade and has shown enormous commitment to nurturing skills excellence during those years. It is a great believer in, and funder of, skills training. Scales say it is something that is becoming more and more urgent for the organization and its clients. He explains, "If we want to plug the skills gap, we have to encourage young people to consider a future in construction metal work and welding. To do this, we need to help change the way Vocational Education and Training is currently regarded. Society needs to value skilled workers, and they must value themselves."





“
During this event, I was lucky enough to see many remarkable young people who will go on to be great advocates of their crafts. I find their stories so compelling and persuasive.
”

Scales believes that international events like WorldSkills Competition 2022 Special Edition are a powerful platform to celebrate the talents of these skilled individuals and nurture their ambition. He reflects, “During this event, I was lucky enough to see many remarkable young people who will go on to be great advocates of their crafts. I find their stories so compelling and persuasive. In fact one of our own ambassadors, Chandler Vincent, joined us at Special Edition. He was a former WorldSkills Competitor who won a Medallion for Excellence at WorldSkills Abu Dhabi 2017 and has gone on to open his own business in Salt Lake City and employ an expanding team of welders. Stories like his give new Competitors something to aspire to and it encourages them to reflect on how good they are. Their self-worth grows and they feel like they are part of something bigger.”

More than anything though, Scales believes skill competitions are a perfect way to demonstrate the very high levels of academic thinking, creativity, problem solving, and technical rigour that are needed to perform these skills. And it is working. He says, “We are seeing opinions start to turn. Students and parents no longer believe that a career in skills is an easy ride or a lightweight option, and we need to keep reinforcing this. That’s why we invited local students to see a WorldSkills Competition in action.

Those visitors who might have thought of welding in its simplest form, for example joining two pieces of metal together, got to watch Competitors transform flat plates of metal by cutting, measuring, forming, shaping and then, finally, welding. Seeing is believing, and that’s how we’re changing the conversation. Because it is only when the dialogue starts to shift, that real change will happen.”

Host Partner



Event Sponsors



SECTION 4
OUR
GLOBAL
PARTNERS





THE SUPPORT OF OUR PARTNERS



There is a wonderful quote from Ryunosuke Satoro, the Japanese writer, that sums up the value of our Global Partners. It is: "Individually we are one drop, but together we are an ocean."

Never have we felt the combined strength of our Global Partners more than during WorldSkills Competition 2022 Special Edition. Quite simply, we could not have done it without them. So among this report, it is important that we take a moment to reflect on the vital contribution of these organizations who more than stepped up to the challenge. They stepped beyond. They invested their time, money, venues, equipment, resources, know-how, and ideas to give our young people the Competition that they deserved, and the Competition that they had waited so long for.

When we made the decision to deliver WorldSkills Competition 2022 Special Edition, Samsung, our Global Premium Partner of more than fifteen years, did not waiver in its commitment to skills. Our own plans may have suddenly been in flux, but Samsung was constant. Immediately they stepped forward to become the Overall Event Presenter for the fifth consecutive Competition – and it was that declaration that saw an important shift in our competition planning. It instantly made our 46th WorldSkills Competition possible and achievable for everyone involved.

I recall the words of Dr Woosup Han, Secretary General of Samsung Skills and VP of Samsung Electronics, when he made the announcement. He showed enormous faith in what we are doing together and confidence that it would be as exceptional as all our other WorldSkills Competitions. He said, "I firmly believe that we, the WorldSkills family, will overcome the challenges and in return make this special competition successful." His belief was justified. The signal of Samsung's support was what our Global Partner, Event Sponsors, Members, Experts, and Skill Management Teams needed to then go on and make the impossible, possible.

All our Global Partners, and our regional partners and national partners, are united by this same trust in our vision and commitment to young people that Samsung showed. In my role, I am lucky enough to engage with these forwarding thinking organizations every day. I hear about their concerns – the skills shortages, the low appetite for apprenticeships, the disconnect between education systems and industry needs. Every business sector is having to transform to meet the challenges ahead. Most are facing an urgent need to digitize, to reduce carbon emissions, to improve the transparency and sustainability of its supply chains, to increase productivity, and to create more equitable and inclusive workplaces.

The one thing they all agree on is that skills are the answer to these challenges. Our Partners know that

closer collaboration needs to happen now between governments, educators, and industry leaders to identify future skills and close the skills gap. They understand that young people need to be shown the professional opportunities and earning potential that come from skills. They also appreciate that embedding high-quality skills education and training in our education institutions and raising standards of skills excellence through competition-based training will deliver much more adept and effective employees. Importantly they are walking the talk. By investing time and resources with WorldSkills, they are dedicated to improving our workforce of tomorrow.

That is why for me, my strongest and fondest memory of WorldSkills Competition 2022 Special Edition will be those moments when our Partners were out of the ceremonial spotlight and yet still showed us how focused and committed they were to make this Competition a success, even when no one was watching. For me, that is the sign of a true Partner.

Examples like Festo who developed a scaled-down wind turbine that could fit into the venue so the inaugural Renewable Energy skill competition could take place, or Vcom Education and Technology assisting WorldSkills Japan to develop its Skill Me! interactive experience for students. It was seeing Glasurit, SATA, and 3M support the Sustainable Practice Award in Silkeborg in Denmark recognizing the Car Painting Competitor that achieves the highest

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Never have we felt the combined strength of our Global Partners more than during WorldSkills Competition 2022 Special Edition. Quite simply, we could not have done it without them.”

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Alexander Amiri, Director of Sponsorship and Partnership

mark while consuming the fewest materials, water, and energy. And Unreal Engine helping create the Test Project for 3D Digital Game Art.

Our Global Partners supplied equipment or people power, and mostly at very short notice. Global Premium Partner Stanley Black and Decker supplied power tools and machinery across several skill competitions. DHL as official logistics provider oversaw logistics across the 15 different countries and 28 cities – and not just toolbox transportation but important “just-in-time” delivery of machines and equipment for the different events. Studica supplied specialized equipment for Mobile Robotics in Bordeaux, France to see how Competitors would use it to create efficiencies in a hospital setting. Fluke supplied digital multimeters and many other electrical measuring tools used in our skill competitions, enabling Competitors to work with greater accuracy and reliability. And FANUC provided materials for Luxembourg’s Robot Systems Integration event and hosted three Try-a-Skill stands at the venue.

The support did not end there. Amazon Web Services provided software for Cloud Computing in Korea. Autodesk supported Additive Manufacturing, Electronics and several skill competitions with Inventor, AutoCAD, and other software products. Car-O-Liner and John Bean supported Autobody Repair in Switzerland and Automobile

Technology in Germany with their alignment systems, balancers, and other automotive repair tools. Mitutoyo supported all CNC and metal works related skills with their metrology precision measuring tools, supplying devices across different countries and locations. And Saint Gobain provided plastering and drywall materials and equipment such as insulating materials and glue, so Competitors could work at the highest level.

Of course, three of our Global Partners went as far as throwing open their doors to host skill competitions in their facilities and academies. A Global Partner for a decade, Lincoln Electric hosted the Welding and Construction Metal Work skill competitions at its Welding Technology and Training Centre in Cleveland, Ohio and enjoyed an incredible exchange of knowledge and best practice from around the world. Lincoln Electric said their own trainers learned as much from seeing international talent in action as the young Competitors would have learned from being surrounded by so much cutting-edge and world leading equipment. American Welding Society helped with standards and training opportunities, preparing Competitors for the Welding challenge.

DMG MORI and our most recent Global Partner to join WorldSkills, GROHE, hosted skill competitions in Germany.

DMG MORI, supported by Siemens with controlling systems and Mastercam with its Cam software, hosted our CNC Turning and CNC Milling Competitors at its state-of-the-art Academy in Leonberg. GROHE called the event at its production site in Lahr a “once in a lifetime opportunity” to support skills and attract more diverse students to Plumbing and Heating. The event became extra special as GROHE and International Association of Plumbing and Mechanical Officials (IAPMO) invited three students from Lviv in Ukraine to receive specialized plumbing training alongside the Competition. It was a welcome and valuable addition to the event.

The extent of the support we received is too great to include. But, without question, all of our Global Partners contributed to this unique event in their own important way. We are indebted to them and value our relationship with them even more after this memorable Competition. Our work with our Global Partners continues. We are already looking towards WorldSkills Lyon 2024 and thinking about how we can build on this momentum and bring our expertise together to unlock even greater opportunities for businesses and industries around the world.

Alexander Amiri,
Director of Sponsorship and Partnership, WorldSkills International

GLOBAL PREMIUM PARTNERS OF WORLDSKILLS INTERNATIONAL



GLOBAL INDUSTRY PARTNERS OF WORLDSKILLS INTERNATIONAL









SECTION 5

PLANNING

AND

COORDINATION

SKILLS COMPETITIONS



“
The question, I think, in all our minds was: would it be possible to guarantee the same high level of skill competitions when they were spread across 15 countries and regions, and 29 different venues?
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A WorldSkills Competition is about creating the right environment to test each person's performance against our WorldSkills Occupational Standards, and then observe the important differences that will see a few of them become medal winners. It is about precision. It is about excellence. It is about fairness. So, when we took the decision to hold WorldSkills Competition 2022 Special Edition, my team and I put all our energy into making sure the changed format would still uphold the integrity of the skill competitions and deliver the experience that our Competitors deserved.

Everyone had waited so long for the 46th WorldSkills Competition and so we were happy that our young people finally had their chance to compete. But there was apprehension about whether the quality of the skill competitions would be compromised. The question, I think, in all our minds was: would it be possible to guarantee the same high level of skill competitions when they were spread across 15 countries and regions, and 29 different venues? We can now say with confidence that “yes, it is possible”. But I can also say that it took a lot of hard work and cooperation between our Host Members, our Skill Management Teams, and our Experts who worked brilliantly together. I cannot thank them enough for all the effort they put into making each and every one of our skill competitions a success.

Our biggest challenge was time. We normally have 18 to 24 months to prepare for an international event, which gives us a long runway to build Infrastructure Lists, design workshop layouts, develop Test Projects and Marking Schemes, and appoint personnel to manage each skill competition. On the plus side, many of the Test Projects and Infrastructure Lists had already been developed for WorldSkills Shanghai 2022. But it quickly became apparent that these would need to be adapted, rescoped, or even

rewritten, depending on the available infrastructure and type of venue, the competition duration, and the budget of each Host Member. Some venues were too small to accommodate the infrastructure being proposed. Some Hosts did not have sponsorship or the funds to purchase the equipment and resources specified. And across the whole of WorldSkills Competition 2022 Special Edition, we were keen to keep a sustainable lens on the equipment and materials required to run quality skill competitions with a reduced footprint and limited waste.

We had many moving parts, and we needed to make informed yet quick decisions. Infrastructure Lists were scrutinized simultaneously with Test Projects to decide what was possible for each Host Member within their circumstances and limitations without compromising the quality of each skill competition. I have to say this was made easier because of the open dialogue and open-door policy that we set up between the Hosts, Skill Management Teams, and WorldSkills International. Everyone had the same goal and that was to ensure the skill competitions were the best they could be, so they were all coming forward with solutions and proposing alternative ideas. The communication between us all was incredibly efficient and effective and meant we could reach those decisions swiftly and without too much debate.

Everyone played their part and stepped up to the challenge. But I want to recognize in particular, our Skill Competition Managers who worked so well within the Skill Management Teams. We brought them into plans right from the moment that we knew WorldSkills Shanghai 2022 would not go ahead. Leveraging their exceptional technical knowledge, we also made sure they had all the information they needed as early as possible so they could be our “change-makers” on the ground connecting with our Experts and Hosts.

Their ability to anticipate and adapt to new information or challenges was incredible, and I am sure our Hosts and Experts will join me in thanking them for the crucial role they played in delivering successful skill competitions. Quite simply, they were the right people in the right place at the right time.

The upshot is that, across the 62 skill competitions, a lot had to be simplified. But in paring back the infrastructure, reducing materials, or being more efficient with equipment and tools, we realized that it would not have huge implications for the completion of the Test Projects. Yes, most needed to be adapted. For some, we even made the call to hold them over until WorldSkills Lyon 2024 as they were brilliant Test Projects, but the integrity would have been compromised by the changed formats, infrastructure, and competition time. So it meant there were a few that Test Project designers had to write from scratch.

We also examined the duration of the skill competitions. We had got to a place before WorldSkills Shanghai 2022 where all WorldSkills Occupational Standards were being tested in a 15 to 22-hour period. However, WorldSkills Competition 2022 Special Edition challenged that

idea. In many cases, we simply did not have the infrastructure or venue time to do that and so some skill competitions ended up being closer to 15 hours or less. What we learned is that you can test the Occupational Standards in a shorter time. It does not impact the competing experience at all, and with reworked Marking Schemes and consistent marking by Experts the differentiation between Competitors was possible to clearly identify the medal winners.

I think the most surprising part of WorldSkills Competition 2022 Special Edition for me, was the unexpected connections. There was a wonderful sense of camaraderie and friendship that sprang up between Experts and Competitors. Perhaps it was the smaller scale of the events or the fact that they were sharing hotels and excursions, but the mixing and socializing helped break down some of the barriers that can sometimes exist between Members. People were there to compete hard, but they were also more relaxed. It meant that issues that may have stayed within the workshop were resolved over dinner and Competitors who had a tough day were able to talk to their fellow Competitors about it that night. Competitors, in particular, have walked away with lifelong friends.

Looking back now, I appreciate the apprehension, and I understand that some of these changes may have felt like risks. But they were all well-considered modifications, made through excellent collaboration and consensus. We had been presented with a chance to finally deliver our 46th WorldSkills Competition and we had to take it. The alternative was no Competition at all, and no-one wanted that. The hard training and dedication of the young Competitors over the previous three years had to be honoured. Now that we know WorldSkills Competition 2022 Special Edition was such a success, we have also learned what is possible. We have identified where our infrastructure had grown too large. We have proven that our international events can be more sustainable. We can deliver exceptional skill competitions on scaled-down budgets that work for our Host as much as our Partners. Special Edition gave us the chance to test this. This is a very exciting place to be as we prepare for WorldSkills Lyon 2024.

Jane Stokie,
Director of Skills Competitions,
WorldSkills International

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There was a wonderful sense of camaraderie and friendship that sprang up between Experts and Competitors.
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EVENT OPERATIONS



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Great discoveries and improvements invariably involve the cooperation of many minds.
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Reflecting on WorldSkills Competition 2022 Special Edition, I have Alexander Graham Bell's words ringing in my ears. He said, "Great discoveries and improvements invariably involve the cooperation of many minds." This is certainly true of our unique 46th WorldSkills Competition. Without the cooperation of the many "minds" of our Members, Experts, Partners, Competition Organizers, and volunteers, we would not be looking back on such a smooth-running series of events, nor marvelling at the endeavours of our successful Champions.

Coordinating the delivery of multiple elements is the key requirement of Event Operations. We will work with a Host on all operational aspects of the event. This includes developing and releasing competition packages, overseeing the provision of a range of accommodation options, managing event arrivals and departures, organizing catering and security, managing the registration, accreditation and ticketing, as well as planning and managing all operational requirements at the competition venues, and the venues for the Opening and Closing Ceremonies. We also provide guidance to all WorldSkills Members as they prepare to attend an international competition. It is a vast enough task when there is only one Host, in one city, on one time zone. But in June 2022, with only three months to go before the first skill competition, we had to work out how we could adapt our traditional operational planning approach and apply it to 26 host cities across 15 countries and regions.

Just as the tight schedule, multiple locations, and varied time zones presented us with challenges, I believe they also provided us with a great opportunity. We all had concerns around how we would maintain a high level of quality while at the same time managing

the logistical implications that came with having such a large geographical footprint. But we had something in our favour. We had a chance to work with many minds who could bring new ideas and alternative solutions to the table. The WSI Event Operations team suddenly felt like it had grown ten-fold.

Our first move was to meet with all the Host Members to balance expectations against the reality of the task ahead. We knew compromises were going to have to be made so it was important to make those tougher decisions together from the outset. One of the biggest differences was having to scale down what was normally delivered at each event. For example, we had Host Members and Partners, such as Luxembourg, Sweden, Canada, and Estonia, who were holding a single skill competition. This understandably reduced the number of teams travelling into the city, requiring fewer competition packages. It meant smaller systems and more compact operations. For many of these Hosts, it was the first time they had staged an international WorldSkills event. However, they did not shy away from the steep learning curve and showed how willing they were to take onboard our processes and procedures. In fact, several have said to me how valuable these templates will be for future events.

At the other end of the spectrum, we had Members like France, Korea, Germany, and Switzerland who were hosting as many as 14 skill competitions, often across more than one site or venue. They had more experience of staging international events and more established infrastructure and logistics in place. This meant they had a greater understanding about what was involved and a different type of confidence about what needed to be done. But we still needed to collectively work around a number of varied operational aspects



including venue types and sizes, the different travel and accommodation requirements, and how we could recreate anticipated moments over the Competition, such as dignitary receptions and Opening and Closing Ceremonies. This is where having different points of view and new ideas was a real strength of the “extended team”. Together we challenged the norm and reimagined some of our established practices.

An example of this was a different approach to the delivery of some of the excursions. At recent competitions, excursions for Competitor and Expert groups have been held separately. Due to the nature of WorldSkills Competition 2022 Special Edition and the smaller numbers of Competitors and Experts at each event, Hosts had the opportunity to provide a single excursion. Both Competitors and Experts were provided with the opportunity to develop closer relationships within their skill groups where new friendships were formed, ideas were shared, and professional and personal networks were established.

The positive feedback we have received on this revised excursion format provides us with a chance to reimagine how we will deliver this very important element in the future.

A critical part of any WorldSkills Competition is the development and management of packages. It is a lengthy and involved process which requires many interactions between WSI and the Host before packages can be released and sold to Members. The fact that we were able to work with 15 different Hosts across the 26 cities to develop, sell, and manage packages for all participants, in an extremely limited timeframe was a significant achievement. To the Members credit, despite this limited time, the majority of them respected the package deadlines which helped ensure all commitments were met. Perhaps one of the most significant outcomes is that Members now have an increased understanding of what is required to host an international competition, many from the perspective as a Host, which will further strengthen the organization.

I would say that for the Competitors who were taking part in their first international competition, everything they experienced was normal to them as they had no point of reference. But for the Event Operations team, the Hosts, our Partners, and our Experts, it really was an extraordinary experience. That’s why my lasting memories of WorldSkills Competition 2022 Special Edition will be those “great discoveries and improvements” that Alexander Graham Bell spoke of. It will be delivering excursions that created new connections. It will be succeeding at the unprecedented and complex task of shipping hundreds of medals around the world. It will be moving 1,000 Competitors and just as many Experts to and from 15 countries and regions so they could joyfully greet each other in person for the first time in years.

This is what many minds can do when they all work together.

Mark Callaghan,
Director of Event Operations,
WorldSkills International

MARKETING AND COMMUNICATIONS



BRING IT ON! I do not think there could have been a more appropriate name for a campaign than this one. It perfectly captured the can-do attitude and enthusiasm we witnessed before and during WorldSkills Competition 2022 Special Edition.

The response from the Marketing and Communications teams across our Hosts, Members, and Global Partners was outstanding. I am especially grateful for their ability to be so creative when under incredible pressure and time constraints. The result was some of the best and most dynamic marketing and communications ever produced by our WorldSkills community.

The format of WorldSkills Competition 2022 Special Edition presented challenges compared to traditional international events. Where we normally had one event held over four days, here we needed to communicate 29 events over twelve weeks. We ordinarily are situated on a single site with dedicated film crews, photographers, and media centre; here, we were fragmented over 15 countries and regions on many different time zones, reliant on remote

teams and contractors. Instead of at least an 18-month planning runway, we were working with just a few months notice. Those challenges became opportunities that our Hosts embraced.

There are three key elements that made the marketing and communications successful for WorldSkills Competition 2022 Special Edition:

1. a strong, spirited, but flexible visual identity.
2. the full commitment of local expertise and contractors.
3. consistent guidelines for each Host to fulfill.

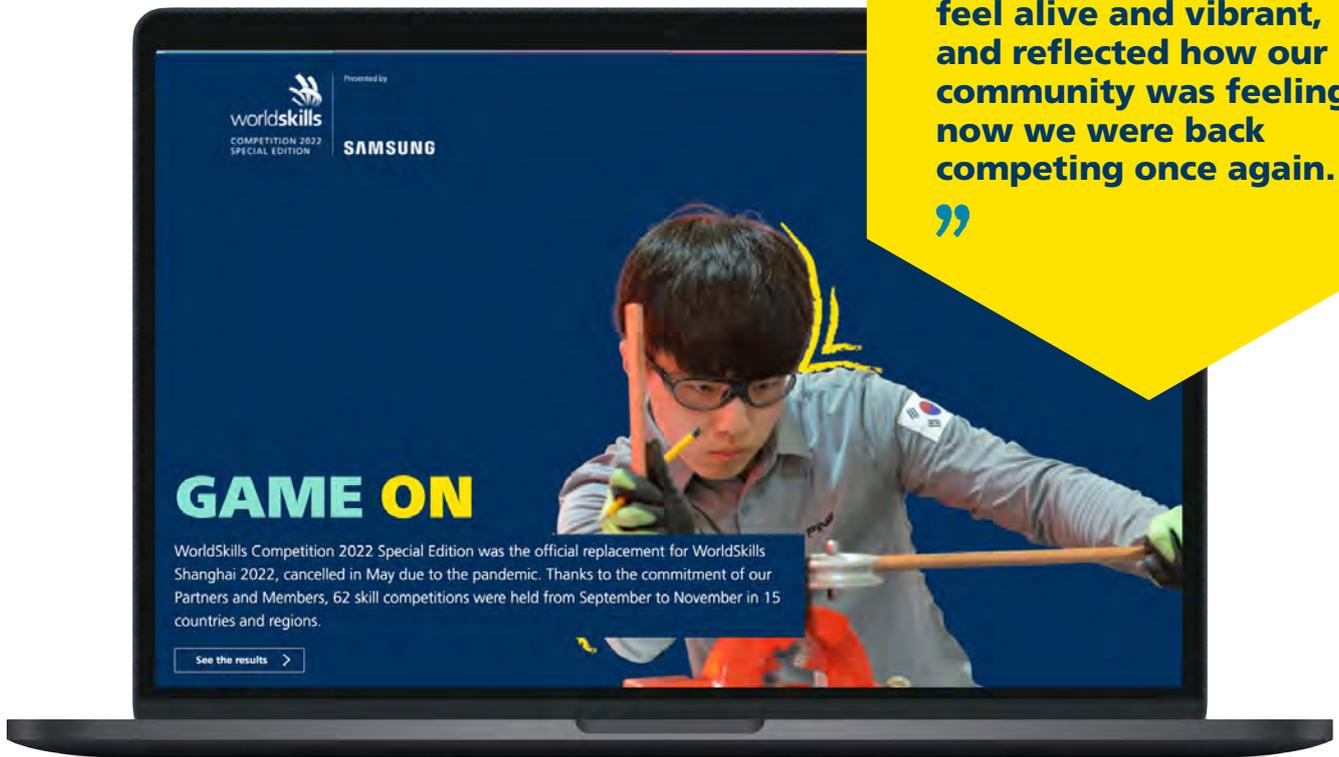
The benefits of many years of developing a united global brand paid off in the activation of WorldSkills Competition 2022 Special Edition. Hosts were able to leverage their use of the brand, organization name, logos, and visual identity to seamlessly apply the event campaign. Although the Competition was spread out around the world, each event used a consistent visual identity that connected it to the global movement and reinforced their ongoing national communication strategies.

A core communication challenge was to emphasize that although the skill competitions were hosted in multiple countries and regions over a long period, this was the 46th WorldSkills Competition. The emphasis of “ON” reinforced that the event was happening and was as big and important as ever.

Our “Bring It ON!” strapline was as impactful as we hoped it would be. It was a strong statement of action and intent. It had urgency and boldness. It also had lots of flexibility. We could use the “on” in many different captions and calls to action such as “Game ON”, “100% ON It” and “AmbitiON”. It gave Members the chance to experiment with new phrases to suit the skill competition or event they were talking about, while still united under the same visual identity.

Equipped with an exciting brand identity, we underpinned this with cohesive planning materials. The development of toolkits, templates, and video and photography guidelines gave the local teams guidance in developing the assets that would not only be used locally but shared with our stakeholders around the world.





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It made our content feel alive and vibrant, and reflected how our community was feeling now we were back competing once again.

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The result was over 30,000 photos uploaded and tagged to Flickr. The video footage was edited in record-time for national and global use producing over 200 films which are now accessible on Vimeo, social media, and our website. Alongside those resources, the on-the-ground coverage from the dynamic Champions Trust demonstrated our commitment to developing social media content produced by young people, for young people, was the ideal way to share the events, particularly for those who could not attend in person.

I will forever be grateful to our Hosts' Marketing and Communication teams. With enthusiasm and pride, they added to their already busy positions the responsibility of not only hosting their events but simultaneously communicating the activities of their Teams at other skill competitions. They embraced the need for consistency to connect their event to the global brand. Each of them can proudly say they were instrumental in hosting the 46th WorldSkills Competition.

The launch video “WorldSkills is back. Bring it ON!” reflected our community’s journey through the disruption of the pandemic. We may have been spread over 15 countries and regions, with over 60 participating Members, but during that time we were one team, who had one clear message to deliver: “WorldSkills is back. Bring it on!”

Shawna Bourke,
Director of Marketing
and Communications,
WorldSkills International



SECTION 6

**THE LEGACY OF
WORLDSKILLS
COMPETITION
2022 SPECIAL
EDITION**



REFLECTIONS FOR THE FUTURE

WorldSkills Competition 2022 Special Edition could be compared to river rafting. Once you had started, you could not stop and were in it for the full ride!

This wonderful image came from one of our Host Members when I was inviting them all to sum up their experience of our 46th WorldSkills Competition. I love these words because they capture the intensity, the exhilaration, and the importance of teamwork. After all, we definitely needed everyone to “paddle” in the same direction!

It's true that no one could have predicted WorldSkills Competition 2022 Special Edition, but our whole community got behind it. Each person put 100% of their energy and effort into making it a thrilling and memorable journey for our Competitors, our Experts, and our Partners. Whatever compromises had to be made behind the scenes, they were certainly not visible to the young people who finally got their chance to be in the spotlight and show their skill on an international stage. I am proud that we can say with confidence that WorldSkills Competition 2022 Special Edition will forever play an important part in the lives of these Champions.

Part of my role as CEO is to make sure that, after a momentous event like this, we pause for a moment and reflect on what we are proud of, what we have learned, and what we should carry forward to our next WorldSkills Competitions. Through many conversations with our Members, Partners, Board, and my team, five key lessons emerged:

1. In adapting to change, WorldSkills has become more sustainable

One of the most encouraging outcomes of WorldSkills Competition 2022 Special Edition was how much more sustainable it was thanks to the more efficient use of resources and reduction of waste. By asking important questions around Infrastructure Lists, travel, excursions, hospitality, and accommodation, we found new and exciting ways to streamline operations and lessen the environmental impact of the Competition, while still maintaining high levels of quality. These learnings have already become a key part of planning for WorldSkills Lyon 2024. We have set some ambitious goals to markedly improve the sustainability of our events and minimize our impact on the planet. Our hope is that these environmentally responsible behaviours will also encourage other Partners, Sponsors, and supporters to come onboard.

2. A greater understanding of each other has led to more fruitful collaborations

WorldSkills Competition 2022 Special Edition meant that many more people got to see first-hand what is involved in staging an international event of this scale. As a result, those Host Members and Partners I have spoken to say they have a new-found respect for the processes and systems we have worked hard to put in place. Everyone admits they have a greater understanding of the intricate planning needed to ensure skill competitions are held with integrity, event operations run without a hitch, and marketing and communications remain visible, consistent, and memorable. This understanding led to better co-operation and collaboration, and I think we all benefited from improved knowledge sharing, pooled resources, and unwavering support across teams. I am confident that this new appreciation of people's roles and the value they bring, will make working together easier and more effective.



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3. More people learned about skills because they were more accessible

While we don't foresee repeating the format of WorldSkills Competition 2022 Special Edition, we cannot deny that the multiple locations and smaller formats meant people could get closer and pay attention to individual skill competitions. This format meant more visitors from different areas were able to see a WorldSkills Competition.

This led to deeper conversations around each individual skill and people had a chance to really learn about a career path. How can we enhance the profile of each skill, sharing more about the Test Projects, Try-a-Skills, and where this career can take them in the future?

For Host Members and Partners, having the Competition on home soil meant they could engage more partners and make their national networks stronger. I am excited to hear that this has sparked new conversations and brought more people closer to the WorldSkills movement. We must make sure that we build on this momentum.

4. Informal time together can improve connections and spark ideas

One of the most inspiring outcomes of WorldSkills Competition 2022 Special Edition has been the international connections made between Experts and Competitors. We have reflected that in past events, teams travel together, stay in hotels together, and take excursions together. With Competitors spread across 15 countries and regions, this was clearly not possible. But instead, it led to some wonderful mixing between Experts and Competitors from the same skill but different Members. They were sharing meals together or staying in the same hotel, and so they had more time to socialize. People had a chance to get to know each other, learn about differences, share ideas, and exchange knowledge. They could also offer support to each other after the intensity of the competition arena. We agree that we do not want to lose these unplanned, organic opportunities for Competitors and Experts to connect and build relationships. That is why we are doing our best to carry this through to our plans for WorldSkills Lyon 2024.

5. Together we are greater than the sum of our parts

I believe more than anything that WorldSkills Competition 2022 Special Edition has shown the strength of the WorldSkills community. When WorldSkills Shanghai 2022 could not go ahead, the community came forward with solutions and opportunities. Everyone was willing to do whatever it took to give our young people a platform for their skills, especially after they had waited so long. The changes that took place around the WorldSkills Competition format may have come out of necessity, but I do not doubt that they have changed the WorldSkills movement for the better. Every contribution, no matter how big or how small, was valuable and vital. Each person played their part. As one Host Member reflected to me, "WorldSkills Competition 2022 Special Edition gave us all a chance to be part of something truly global. It showed us that we are equal Members."

I could not agree more. Our 46th WorldSkills Competition has proven that when we work as one, we can do anything. It reminded us that we are stronger, together. It showed us that whatever our size or contribution, we are all WorldSkills.

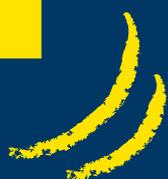
David Hoey,
CEO of WorldSkills International







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