

# EVALUATION: EUROSKILLS HERNING 2025



Skilled for a Greener Future

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Read more at [www.euroskills2025.com](http://www.euroskills2025.com)

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## Preface

EuroSkills Herning 2025 was a professional summit that was held at just the right time. Many young people are unsure about their education choices, and many sectors are facing major skilled labour shortages. This has serious repercussions for our welfare, business growth and the green transition. The situation calls for new initiative and drive. It is time to create a new narrative about the many opportunities learning a trade offers to young people – while also helping to future-proof the welfare society.

It has been five years since the initiative group behind EuroSkills Herning 2025 founded EuroSkills 2025 I/S. During the years that followed, many have been engaged in planning, preparing and implementing what would become Denmark's largest gathering for vocational education and a historical summit for European skilled professionals.

In Herning, we drew together almost 600 young skilled workers from 32 countries who competed for medals in 38 disciplines with eagerness, skill and deep concentration. We saw the skilled professionals become role models for the more than 100,000 visitors who came to watch and experience. Including the many young school students – more than half of the visitors – who were clearly interested in following the focused competitors. At Skills we call them skilled professionals, because they are. In the skilled professionals and the competitions, we see the work of hand and mind reunited in the trades, and a noble competition which is a source of so much valuable identity and pride to the young.

In this report on Facts and Results from EuroSkills Herning 2025, we provide a comprehensive review of the many steps, initiatives and decisions that took the summit from idea to reality. The report contains unique knowledge and key experiences for future educational activities – experiences that work.

For too many years, vocational education and training has been discussed almost as a plan B for the young people being encouraged to choose a trade. However, with EuroSkills Herning 2025, we have now shown that tradesmen are the foundation of our society, our green transition and our shared future. The report brings together the valuable learnings that have created renewed interest among young people and which now need to be translated into an active, long-term educational policy that improves the sustainability of the Danish model. It is therefore not only desirable, but essential, to anchor the summit's new knowledge and experience in practice.

At the same time, the noble international competition between Europe's skilled professionals was raised to the highest political level. Herning provided the setting for a historic EU ministerial summit, where the ministers visited the competitions and discussed the status and future of vocational education and training in Europe. A clear, joint European signal flowed out of this: Vocational training has to be strengthened and modernised and transformed into a natural first choice. Skilled workers are not secondary – they are central to growth, innovation and cohesion in our society.

EuroSkills Herning 2025 has not been just one event among many others. It has been a summit that will leave a lasting impression in the years to come as everything we now know is useful becomes anchored in practice. Many thanks to all those who made this summit possible and so successful – the skilled professionals, the many sponsors and partners, foundations, businesses, social partners and the SkillsDenmark team.

Personally, it has been a special pleasure for me to have been part of the team behind EuroSkills 2025. An old dream from my youth about being part of the vocational community was reinvigorated. It is therefore with great pride that I, on behalf of all the participants, can conclude that we have succeeded in creating a real new narrative: Vocational education is not a secondary road, but the main road to the future.

**Poul Nyrup Rasmussen**

*Chairman of the Board of EuroSkills 2025 I/S*



## Preface

We had some great days in Herning! It was a fantastic experience to watch some of Europe's most talented apprentices compete in their disciplines. People who have spent thousands of hours perfecting their craft. Making pastries, repairing complex engines and bringing peace of mind to the aged.

Amidst the light show, music and competitions, it became clear to me what Skills can do. At Skills, we pay tribute to those who go the extra mile and are passionate about their trade.

But Skills is also about inspiring others. It shows the outside world and other young people the many opportunities offered by vocational education. That the vocational path is the foundation of our society and our common future.

We have set a clear direction in the Danish Government: We seek to give vocational education and training a major boost. By allocating DKK 1 billion. To increase education quality. And ensuring fewer people drop out. We want to provide opportunities – also outside Denmark. We have a target of increasing the proportion of trainees and apprentices who complete part of their vocational training abroad fivefold by 2035.

When young people go out into the world for training or study, they get to see how people in other countries work, collaborate and solve problems. They return home with new perspectives, with a belief in their profession and with respect for other cultures. This is how we strengthen Europe. Not with written words on paper, but through people who have recognised their common ground.

This priority has been central to our presidency. In September, ministers and partners adopted the Herning Declaration, which confirms that strong and inclusive vocational education and training is essential for resilient societies and a competitive Europe.

I would like to thank everyone who helped make EuroSkills a reality here in Denmark this year. Thank you to all the participants. And to all who attended the celebration. I look forward to seeing how WorldSkills Europe will continue to help awaken young people's curiosity about vocational education in the future. We need that!

**Mattias Tesfaye**

*Minister for Children and Education*



## A thank you from WorldSkills Europe

On behalf of the Board and Members of WorldSkills Europe, we want to extend a heartfelt thank you for all your hard work and dedication to make EuroSkills Herning 2025 such a success.

Despite all the countless issues your dedicated team faced both in the run up and during the event, they remained resilient and steadfast, and managed to create a truly memorable event in which everyone felt welcomed and cared for.

EuroSkills 2025 set a new benchmark for future organisers, which will be hard to beat. There is no doubt the event was a success that will be remembered by the WorldSkills community in Europe. Thank you once again for giving our WorldSkills Europe community such a great event to celebrate our young people and their skills.

Yours sincerely,

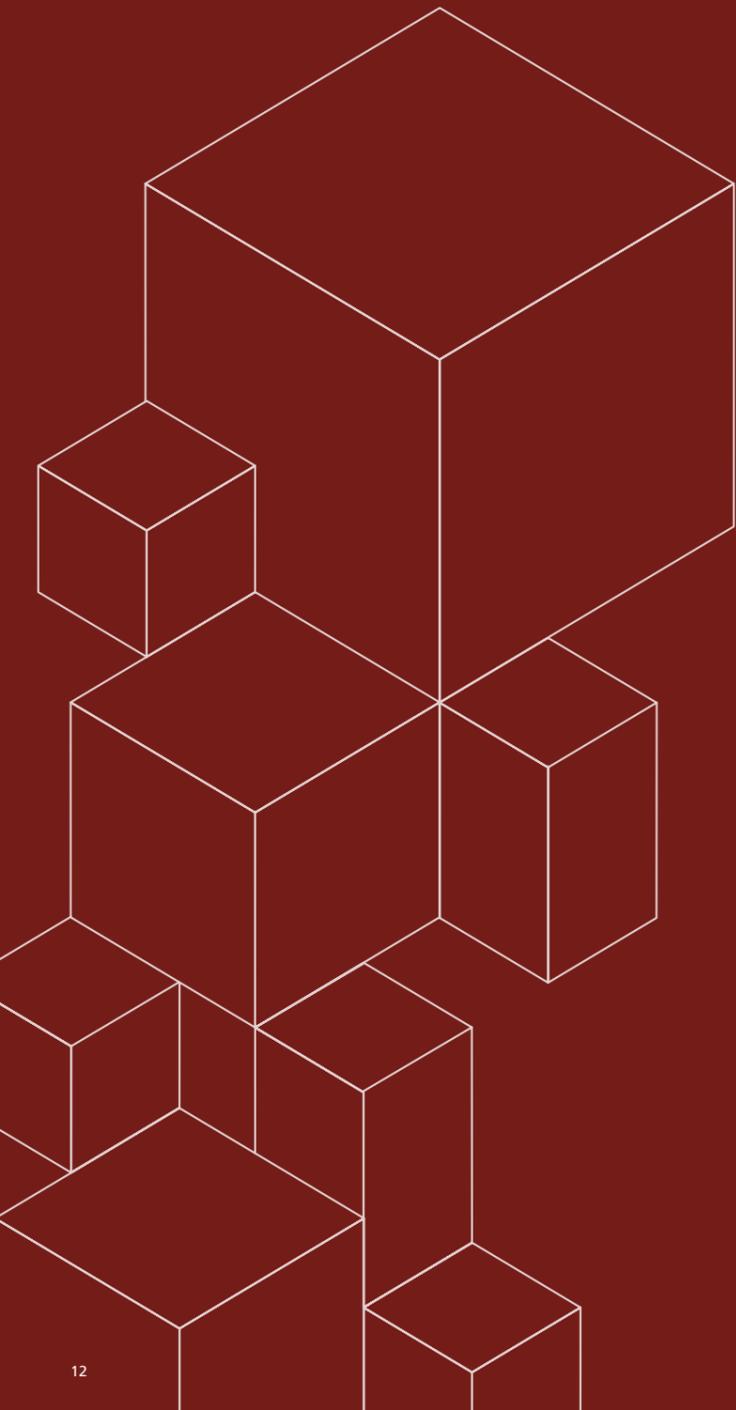
A handwritten signature in black ink, appearing to be "Ben Blackledge".

**Ben Blackledge**  
Chair of the Board,  
WorldSkills Europe

A handwritten signature in black ink, appearing to be "Laurence Gates".

**Laurence Gates**  
CEO  
WorldSkills Europe

# SECTION 01 HISTORY OF EUROSKILLS



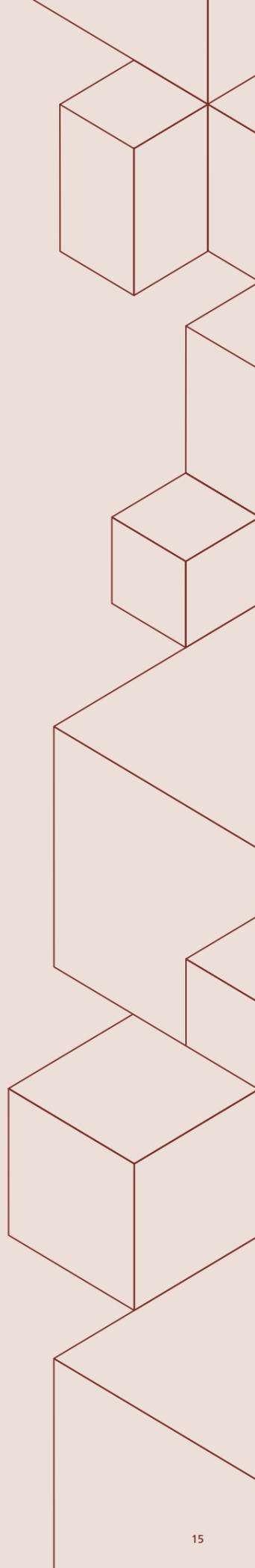


## History of EuroSkills

**The EuroSkills movement arose during the period after World War II, when Europe faced the enormous task of rebuilding a divided continent. The need for skilled tradesmen was huge, and the idea therefore arose to boost professional pride and education through tradesmen competitions and cross-border collaboration. This marked the beginning of what we know today as EuroSkills – Europe’s largest event of its kind and, in practice, the European**

WorldSkills Europe is a non-profit organisation that brings together countries, professional organisations and education partners to develop and promote vocational competences in Europe. The organisation is part of the global WorldSkills movement, and works to strengthen the quality, visibility and prestige of vocational education through competitions, partnerships and knowledge sharing.

EuroSkills is held every two years in different host countries around Europe. Participants must be young tradesmen aged 25 or less who have qualified through national championships in their home country. In Denmark, the selection takes place via DM i Skills – the Danish championship in skills – which is held annually and serves as the official springboard to the international competitions. SkillsDenmark is responsible for organising the national competition and – in cooperation with the Danish professional committees – selecting the Danish team of skilled professionals for EuroSkills.



## EuroSkills comes to Denmark, Herning

The idea of getting EuroSkills to Denmark arose in 2017 among the board of SkillsDenmark. In 2019, SkillsDenmark started the application process in collaboration with what later became a partnership consisting of the Central Denmark Region, the Ministry of Children and Education, the Danish Employers' Association, the Danish Trade Union Confederation, Herning Municipality and SkillsDenmark. Both Denmark and the Netherlands submitted a bid. Denmark was selected as the host country in 2021 and the EuroSkills 2025 secretariat, which has been responsible for the operation and development of EuroSkills Herning 2025, was created.

EuroSkills Herning 2025 was held at MCH Messecenter Herning on 9-13 September 2025. EuroSkills 2025 used other locations as well, including Lalandia Billund, which served as Skills Village – where participants and delegates lived during the event. Hotel Legoland was used to host welcome receptions for both participants and delegates, and a number of hotels in and around Herning housed the other guests. Jyske Bank Boxen was used for both the opening and closing ceremonies. Herning Municipality also transformed the city centre in Herning into an area called City Skills, where passers-by and the young children of the municipality could try their hand at various Skills activities.



## Competitions for EuroSkills Herning 2025

Skilled professionals from 32 countries took part in EuroSkills Herning 2025. They competed in 38 different disciplines such as floor layers, painters, hairdressers and social and health assistants. A total of 576 skilled young workers participated, competing in their various disciplines over three intense days, to demonstrate their technical skills, creativity and precision. Participants were judged and scored based on their performances, and winners were selected in each discipline based on a final score.

The number of competitions and the participating disciplines were decided by a vote among WorldSkills Europe's member countries in 2023. The competitions were held by the host organisation's Sector Managers, who were responsible for providing the right setting, equipment and materials. They were supported by Workshop Managers and their assistants who, together with Chief Experts and Deputy Chief Experts, planned each competition in detail – from layout and materials to the given tasks. Each member country had to provide one Expert in each competition in which they had a participant. These Experts handled the execution of the competitions and were responsible for scoring.



## Key figures

576 skilled professionals  
from 32 european countries

**38**  
competitions

**5,373**  
accredited persons

**103,000**  
visitors

**9 out of 10**  
parents expect (strongly, or to some degree)  
that their child will have an exciting career if  
they choose vocational education

**70%**  
of young people believe that EuroSkills  
Herning 2025 created a positive picture of  
vocational education and training

**3,100**  
cups of barista coffee drunk  
in the Teachers' Room

## EuroSkills 2025's core values

During EuroSkills Herning 2025, Herning was transformed into a stage that showed what professional expertise really means. The focus was not only on the results but also on the path to these – on learning, development and teamwork across borders. The skilled young professionals showed that professional competences are a common language that unites us, regardless of background and discipline.

The competition is based on a set of values, with three key focus points for why and how EuroSkills Herning 2025 was created:



To raise awareness of vocational education and training and change the narrative



To have sustainability as a common thread



To promote gender diversity in vocational education

## Raising awareness of vocational education and training and changing the narrative

Denmark is facing a major shortage of skilled workers, which is expected to rise to around 99,000 people by 2030 (Economic Council of the Labour Movement, 2021). This is the challenge EuroSkills 2025 was working on. From the outset, the goal of EuroSkills Herning 2025 has been to boost vocational education in Denmark by raising awareness of vocational education and training and changing the common perception of its value in society. Skills events play a key role in this effort because they bring professionalism to life through vivid examples and inspiring narratives.

To reach future generations, EuroSkills 2025 has focused on engaging school students in years 7, 8, 9 and 10. Through a targeted learning strand before and during the event, young people and their parents were invited to experience vocational education as a path filled with opportunities, pride and purpose – not as an alternative, but as an attractive first choice. This positive narrative lies at the heart of Skills events, and has made a clear impression on EuroSkills Herning 2025.

However, EuroSkills Herning 2025 has been much more than a competition. It has been a celebration of craftsmanship, creativity and cooperation across borders and political ideologies. When European ministers gathered in Herning, professional skill and political will stood side by side in the efforts to boost the status and future of vocational education and training.





## Sustainability as a common thread

Sustainability has been a consistent guideline at EuroSkills 2025 for everything from planning to execution. Under the theme Skilled for a Greener Future, the focus has been on how skilled workers play a key role in the green transition. Skilled workers don't just build houses – they build hope. They don't just design systems – they create solutions. In other words: Professionalism and green responsibility go hand in hand.

Sustainability has been considered in the competitions, the learning strand, the marketing materials and the whole look of the event at MCH Messecenter Herning. EuroSkills Herning 2025 has highlighted the fact that the future requires green skills, and vocational education and training can and must equip young people to think and act sustainably, so Denmark can achieve the government's climate goals towards 2030 (Ministry of Climate, Energy and Utilities, 2025).

## Promoting gender diversity in vocational education

EuroSkills 2025 has had a clear goal of promoting equality and diversity in vocational education. All vocational education must be equally accessible to everyone, regardless of gender, background or capabilities – because this benefits the individual, but also because there is a gender imbalance – especially in the skill sectors – (Ministry of Employment, 2025). In other words, society needs all talents – regardless of gender.

Projects have been launched in connection with EuroSkills Herning 2025 that aim to improve gender diversity, nationally and at European level, both now and in the future. This is being done through the collection of new knowledge and more data from the competitions, and visible role models that can inspire future generations and meet the goal of achieving a more balanced gender distribution in vocational education and training, so everyone can see themselves in a vocational community. Diversity is a strength, and promoting it creates a richer, more innovative and inclusive vocational education and training environment.

## Purpose of this report

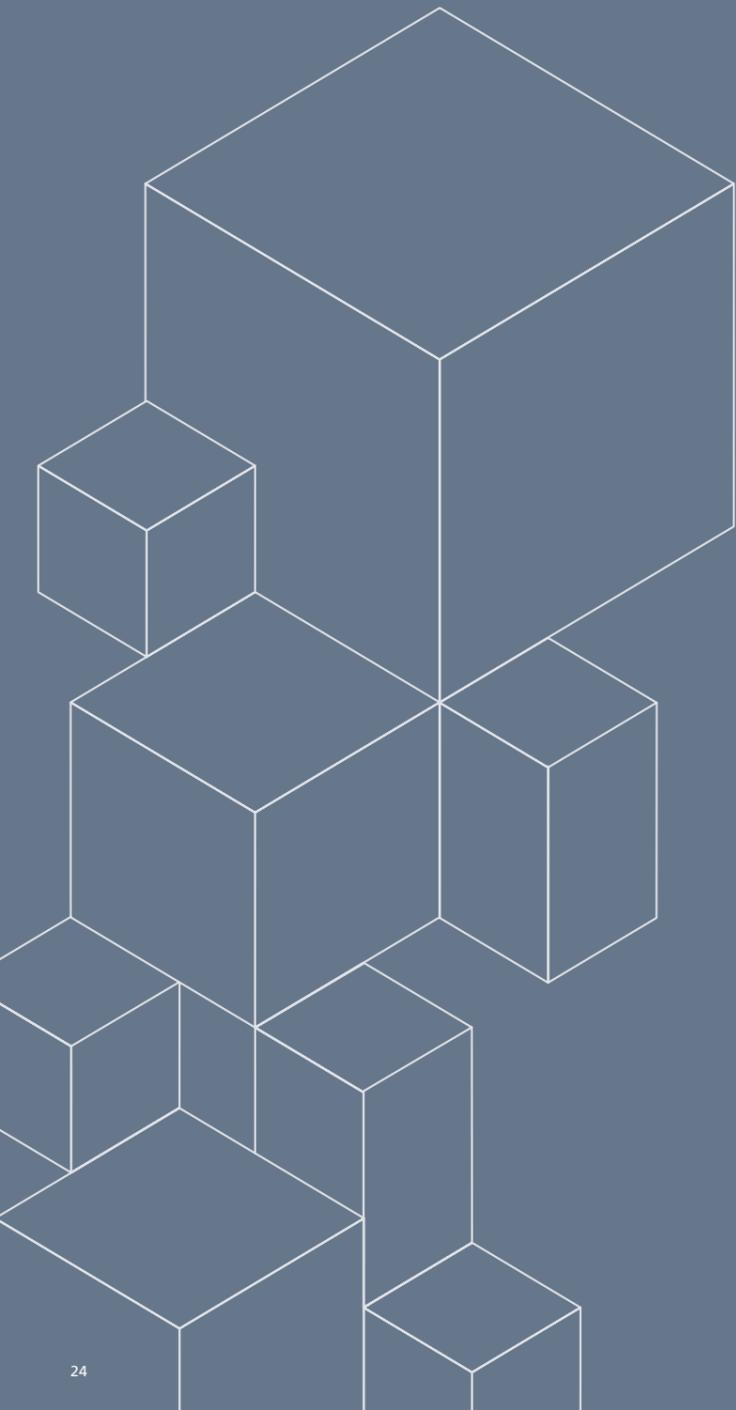
This report is based on the three core values described above and aims to evaluate how, in its work with these core values, EuroSkills 2025 has created an event that actively accommodates and advances them. There is a particular focus on the impact of the initiative, as measured via surveys before and after EuroSkills Herning 2025, carried out by Epinion in collaboration with EuroSkills 2025 (Epinion, 2025). This study concentrates primarily on the first core value: raising awareness of vocational education and training and changing the narrative.

The evaluation follows a clear structure: First, the specific initiatives launched to advance the three core values are described. Then the event execution and visitor experience are reviewed, focusing on how these elements have supported and contributed to realising the core values – in relation to visitors, participants and delegates. Finally, the work with partners and media coverage is assessed, before the report concludes with an overall assessment of EuroSkills Herning 2025's impact on attitudes towards vocational education among the 103,000 visitors and the degree to which sustainability and diversity are anchored in both WorldSkills Europe and SkillsDenmark.



# SECTION 02

## LEARNING STRAND



## Learning strand – greater awareness of vocational education and training and a change in narrative

A key part of the efforts to boost vocational education and training is to raise knowledge of vocational education and to improve the narrative – to give centre stage to professionalism, pride and opportunities (Aarhus University, 2023). EuroSkills 2025 therefore included a dedicated learning strand that included preparation materials, teaching materials and side events. This had a special focus on engaging and inspiring future vocational workers, students in year 7, 8, 9 and 10, and their parents.

This section focuses on the learning strand and illustrates how EuroSkills 2025 worked to raise awareness and change the narrative on vocational education and training among young people and their parents. A description of the activities that supported the students' preparation and experience before and during the EuroSkills Herning 2025 is therefore given below. The primary target groups for the learning strand at EuroSkills Herning 2025 have been:

- Students in year 7 and 8
- Students completing year 9 or 10 who are about to choose their upper secondary education path
- Parents of the above group

## Preparation and teaching material

### Online preparation page

The preparation page was divided into three sections targeting:

- Students
- Teachers counsellors with students
- Teachers and counsellors without students

Subdividing the page made it more relevant to the given audience and aimed to maximise the benefit gained from EuroSkills Herning 2025. Through a vibrant page made up of SoMe modules, students were given a brief introduction to EuroSkills Herning 2025 and the Danish Skills national team. Teachers and counsellors received help to plan a successful visit, through inspiration for teaching courses and the opportunity to book a guide for their EuroSkills Herning 2025 visit. To make the experience more relevant for the young people, 'youth guides' were used – i.e. peers who will soon be making education choices, with a vocational education background.

The student page was the most visited page, and the page with the highest interaction rate and average engagement time.

## Number of views of online preparation page, 1 April - 28 September

**Views:** number of visits to the page

**Users:** number of different users registered (when lower than number of views, it indicates more visits per user)

**Engagement time:** average time spent on page per visit

**Interactions:** button clicks, FAQ questions, videos, tasks etc.

PAGE	VIEWS	USERS	ENGAGEMENT TIME	INTERACTIONS
<b>TOTAL</b>	<b>22,112</b>	<b>7560</b>	<b>2 min 35 sec</b>	<b>81,322</b>
Student	8974	4997	2 min 34 sec	33,103
Teacher (w. class)	4799	2225	1 min 45 sec	17,313
Teacher (No class)	846	558	1 min 18 sec	2770
Stage Dialogue Webinar	1223	817	48,5 sec	3880

*NB: Visitors who do not consent cannot be tracked. There is an increasing number of people who do not consent. There is therefore a potentially large number of visitors who are not included in this overview.*

**In context, this means that three out of four (78%) teachers introduced their class to the preparation page before the visit. Among the teachers who have done so, the assessment of the site is positive.**

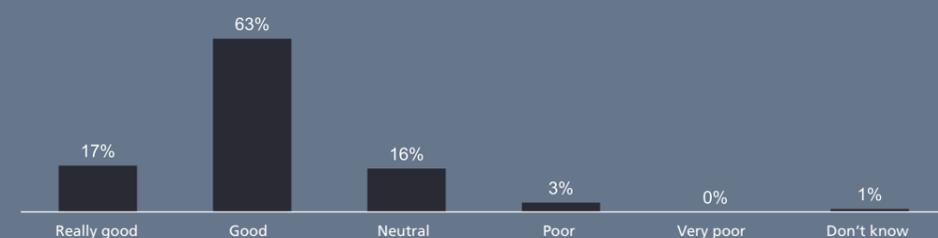
### Did you introduce your class to videos/information aimed at lower secondary school students at EuroSkills' website before attending the event?

N = 2,904 (students)



### How would you rate the functioning of the school site?

N = 89 (teachers)



## Teaching materials

In collaboration with the publisher, Forstå, five courses were developed with a focus on professional pride and mastery of a discipline. The courses targeted subjects the students have in school: food science, crafts and design, arts, history/social studies and physics/mathematics. The cases the courses were based on were taken from disciplines represented at EuroSkills Herring 2025: baker, carpenter, media graphic designer, industrial technician and the gendered labour market, based on a female electrician. The courses targeted years 7-9 and were organised such that they could be completed in 90 minutes.

The aim of the educational material was to give as many young people as possible prior knowledge of EuroSkills Herring 2025 and thereby enhance their visitor experience. The material was available on the preparation page and on the online training material service Alinea.

### Impact of the preparation and teaching material

The Epinion study (Epinion, 2025) shows that the vast majority of teachers found it easy to register and find information ahead of EuroSkills Herring 2025. About half of the visitors used videos and information on the preparation page, while a quarter used the teaching material. The students who worked with the material also tended to benefit more from the physical visit.

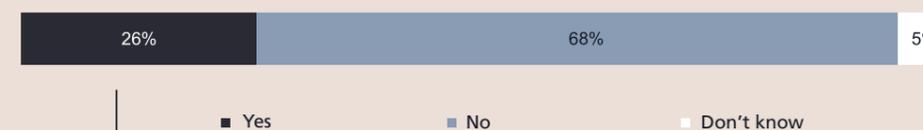
### Number of teacher and student sessions using the teaching material, 1 June - 24 September 2025

Activity	Teacher sessions*	Students (potential)**
Media graphic designer	527	11,067
Gender-divided education choice	527	11,067
Automation technician	413	8,673
Baker	356	7,476
Carpenter	324	6,804
Campaign site	1,118	
<b>Total</b>	<b>3,265</b>	<b>45,087</b>

**26% of teachers worked with EuroSkills 2025s teaching materials in their class prior to EuroSkills Herring 2025. The teachers who used the teaching material rate it positively overall:**

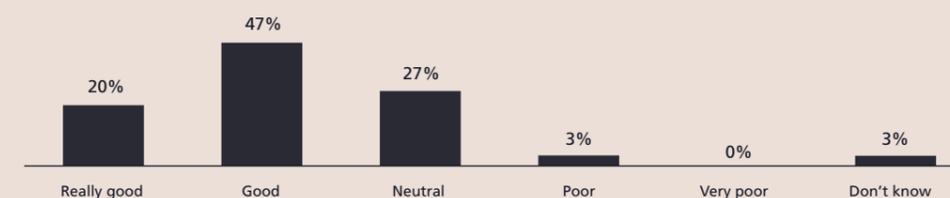
### Did your class work with the EuroSkills teaching material before attending the event?

N = 114 (teachers)



### How would you rate how well the teaching material worked?

N = 30 (teachers)





## Visits to EuroSkills Herning 2025 by youth

### Youth guides

EuroSkills Herning 2025 was visited by more than 50,000 school students. Despite communication and email flows direct to teachers, some students arrived at the event without prior knowledge of or interaction with the preparation and teaching material. Having less knowledge of EuroSkills Herning 2025 could potentially reduce the benefit to students and their learning potential. EuroSkills 2025 therefore made youth guides available, to ensure school students would have a structured and engaging visit.

The Central Denmark Region and its vocational schools were responsible for bringing together the corps of youth guides, all of whom came from a vocational education programme. The guides could be booked in advance via the preparation page and served as role models on the day. They were also the students' first encounter with the Skills universe and introduced classes to the competitions and the on-location learning activities that made the visit vibrant, relevant and inspiring.

On-location learning initiatives included Try-a-Skill, Know-a-Skill and The Green Mission. They formed part of the overall visitor experience and will therefore be described in the Event Execution section.

- 270 youth guides
- 1.079 guided tours

## Side events

### Teachers' Room

The Teachers' Room was a dedicated area catering to teachers, counsellors and other school staff. The area was divided into three zones: coffee area, dialogue area and stage.

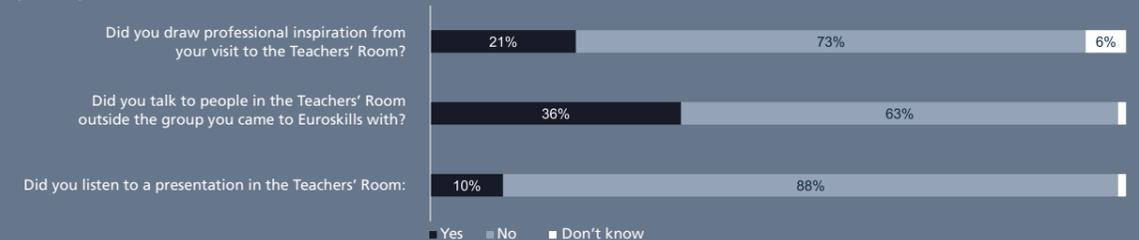
The aim of the Teachers' Room was to raise the involvement and knowledge of teachers and youth education counsellors in vocational education and training, by creating a relevant and inspiring setting with a meaningful programme for the target groups.

Three out of four teachers used the Teachers' Room. About one fifth of the teachers were professionally inspired by their visit to the Teachers' Room, while one in ten heard a presentation on stage. The most common benefit of the Teachers' Room was dialogue with others than those the teacher accompanied to EuroSkills Herning 2025. Just over a third (36%) of teachers engaged in such dialogue.



#### Below are some questions regarding your visit to the Teachers' Room:

N = 86 (teachers)





*The Teachers' Room was a very refreshing innovation. We used the Teachers' Room as a respite and brief break from the many impressions at the event. It was really nice to have a meeting place and 'refuge'. Unfortunately our programme was too full to allow us to hear some of the exciting presentations. The coffee was good, and the chocolate was the finishing touch. Thanks for a good innovation. I hope it will be carried over to the next Danish championship in Skills*

– Ole Skovgaard, Centre for guidance and talent development in Kolding.



## Parents' evening

In collaboration with UU-Herning, EuroSkills 2025 invited parents to a free parents' evening in Jyske Bank Boxen with dinner and presentations. The evening focused on career stories from people who have achieved great success in their vocational working lives. The aim of the parents' evening was to inspire and motivate parents to take an interest in a vocational career path for their children.

There was room for 700 guests and a waiting list had to be started.



*"Excellent arrangement. You really felt like one of the stars eating dinner in Jyske Bank Boxen at the round tables. The event in Boxen was really good. Exciting presentation from a former Formula 1 mechanic. She was inspiring and good at telling her story." – **mother of two teenage boys.***



*"Upon arrival, I noticed that many parents and students were pleasantly surprised by the charming setting. Many expressed their enthusiasm with comments like 'wow' and 'Is this really for us?' while taking pictures and videos. It was clear that the participants felt valued and a special part of the event." – **counsellor.***



## Impact of young people's visit to EuroSkills Herning 2025

The Epinion survey (Epinion, 2025) shows generally high satisfaction with EuroSkills Herning 2025 among attendees. 62% of students and 74% of teachers reported that they are satisfied with their visit, and more than half of teachers and students would like to visit a EuroSkills event again and would recommend it to others. Several reported that the large number of people, noise and difficulty finding your way around detracted from the experience.

The event gave many students new or improved knowledge about vocational education and training and the associated job opportunities. About 40% of students and 70% of teachers reported that they or their students gained new knowledge. The opportunities to try out disciplines in practice in the Try-a-Skill areas and observing the competitions have both contributed to this.

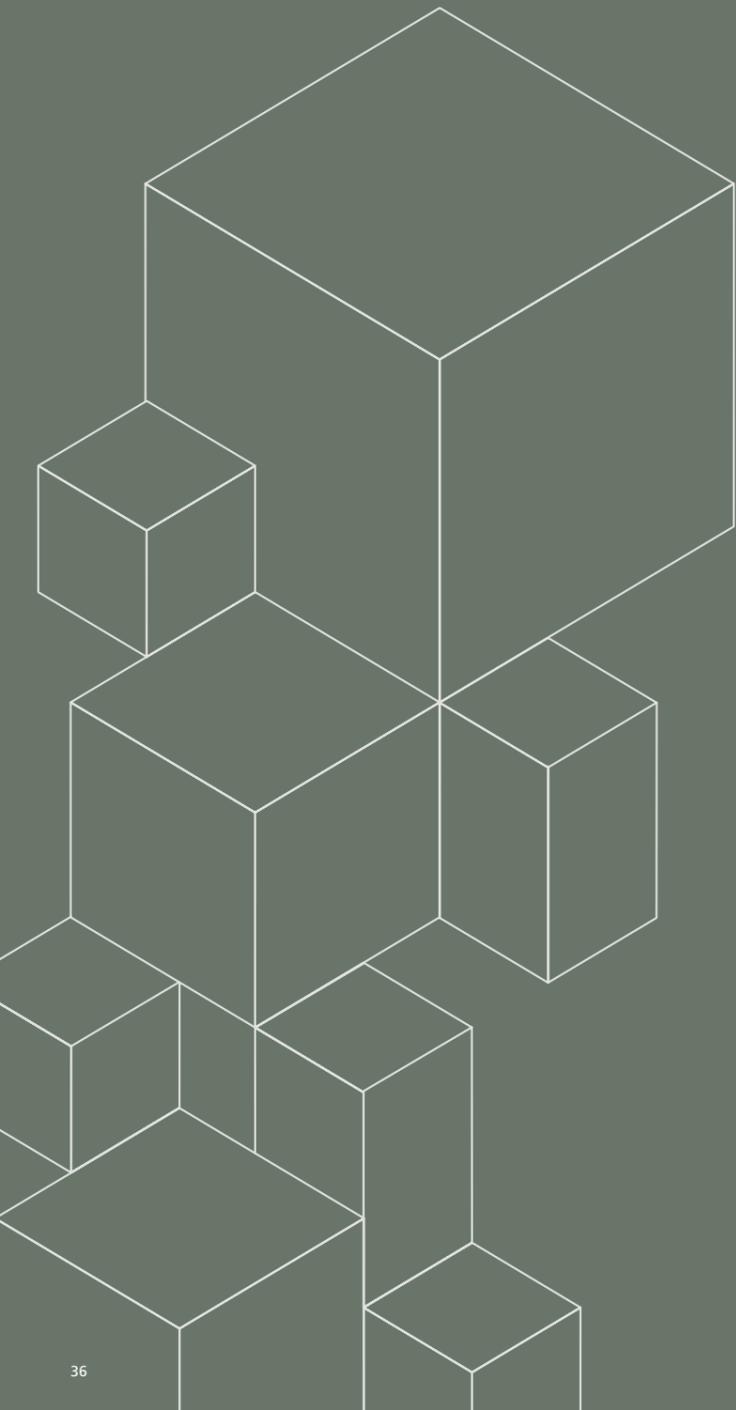
## Anchoring the learning strand

The learning strand, including the preparation page, teaching material, youth guides and side events for teachers and parents, tapped into potential that has not been utilised or developed before for a EuroSkills. Based on the above and the underlying Epinion study, it can be concluded that the initiatives have been in demand and used by the primary target groups and resulted in a better experience for those who made use of them.

To ensure that efforts made to increase awareness of vocational education and training are not lost after EuroSkills Herning 2025, the learning strand will be further developed and integrated into the Danish championship in Skills. As a key part of the work to change the narrative on vocational education and boost the recruitment of young people, the entire learning strand will be carried over – including the online preparation page, the teaching material, the youth guides, the parents' evening and the Teachers' Room.



# SECTION 03 SUSTAINABILITY – SKILLED FOR A GREENER FUTURE



# Sustainability – Skilled for a Greener Future

Denmark and Europe are facing an increasing shortage of vocational labour, declining intakes to vocational education and training, regional inequalities and a rising need for greener skills in step with technological development. At the same time, the political climate goals for 2030 require that the pace of the green transition be significantly increased (Danish Employers' Association, 2023).

EuroSkills Herning 2025 has therefore been driven by sustainability from the outset under the banner Skilled for a Greener Future. Sustainability has been incorporated into all processes – from competitive planning to branding – with the aim of helping participants and the audience better understand that vocational workers are the driving force in the green transition.

The section on sustainability has two parts and covers:

1. The green Skills event
2. Positioning and branding with a sustainable focus

## 1. The green Skills event

### LOOPERS

The aim of the LOOPERS project was to reduce resource waste in connection with holding the various competitions through greater efforts to correctly sort waste, reuse and recycle. Over 100 volunteer first year students from Aarhus Tech participated, helping to sort waste and disseminate information about sustainability to those responsible for execution of the competition – workshop managers and exhibition hall managers at MCH Messecenter Herning.

As part of the project, volunteers completed a digital course and a practical workshop at MCH Messecenter Herning, where they were introduced to waste fractions, safety procedures and forms of collaboration. The digital material served both as a training module and a reference work during EuroSkills Herning 2025.

The evaluation at Aarhus Tech showed that the LOOPERS training worked very well. The material was simple, user-friendly and engaging, and students found the videos authentic and relevant. Quizzes and small tasks cemented understanding and contributed to a calm and concentrated atmosphere. At the same time, the course clearly showed that students understood the main message: Sorting fractions is about conserving and utilising resources – not getting rid of waste.

Experience gained from the LOOPERS project will guide the development of a broader learning programme targeted at all vocational schools in Denmark. The goal is to expand the material to include themes such as energy consumption, climate footprint and circular economy – while cementing waste sorting as a natural part of the students' professional identity.



*As soon as you visited the home page,  
you were underway. It just worked.*  
– LOOPER fra Aarhus Tech.

*It's great when they speak at  
your level. It feels genuine.*  
– LOOPER fra Aarhus Tech.



## Waste sorting at MCH Messecenter Herning

With support from LOOPERS, Chief Experts and Deputy Chief Experts, EuroSkills 2025 achieved strong results in the area of waste sorting – during the setup phase, the competitions and the dismantling phase. The waste report from MCH Messecenter Herning shows that 26 separate waste fractions were handled (the law only requires 10 fractions for facilities such as hotels, and typically three extra fractions are added, for example electronics and batteries).

The handling of so many fractions underlines the extraordinary efforts made to ensure responsible and fine-meshed waste sorting during EuroSkills Herning 2025. The report also shows a recycling rate of 77% (compared to a general recycling rate of 47% for commercial waste and a national target of over 70% in the construction industry).

## MCH Messecenter Herning ISO certified

MCH Messecenter Herning became officially ISO-certified in 2025 under the ISO 20121 standard, an international sustainability certification. The certification is the result of several years of dedicated work with sustainability throughout the group and covers not only MCH Messecenter Herning but also associated facilities such as MCH Herning Congress Centre and MCH Arena. EuroSkills 2025 also helped speed up the process, as the event's dogma of making the event as sustainable as possible created natural pressure to attain the certification. The fact that the structural certification is linked to the venue, rather than a single event, will remain part of the EuroSkills 2025 legacy, as MCH A/S can benefit from the certification going forward – not only during major events such as EuroSkills Herning 2025, but for any trade fair, conference or concert.



*The certification is an important step that helps future-proof MCH and aligns with our values and the heart of our logo, which symbolises responsibility and common sense. The certification also harmonises with our desire to incorporate sustainability even more as a natural part of our daily work and ongoing practice of responsible hosting led by the heart.*

**– Georg Sørensen, CEO, MCH A/S.**



## Sustainability in the competitions

Sustainability was integrated into the 38 competitions at EuroSkills Herning 2025 from the outset. A key innovation was that the collaboration between Chief Experts, Deputy Chief Experts and the host organisation was initiated back in April 2024, in order to jointly develop the competitions' structure and infrastructure lists with a focus on responsible material usage. This early work made it possible to refine the infrastructure lists, which serve as a tool for defining the materials needed to execute each competition.

These early efforts made it possible to quickly identify which materials were needed and which could be reduced or replaced. The Chief Experts and Deputy Chief Experts were also encouraged to actively incorporate sustainable choices into the competition tasks, including by choosing local materials where possible. One example is Landscape Gardening, where Danish plants and materials from the local area were used, and surplus materials were later sent back to nurseries or donated to vocational schools.

Early involvement gave Chief Experts and Deputy Chief Experts clear ownership of the process and a clear understanding of the host organisation's priorities. This strengthened the perception that their professionalism was central and that sustainability was a common goal. This way of working has created a collaborative culture upon which future Skills events can build.



## Sustainable facts from the competitions



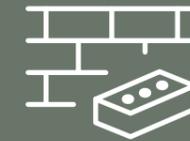
Over 1,000 pieces of IT equipment have been rented and recirculated to the market, including 166 PCs, 60 tablets, 20 phones, 430 TV and presentation screens, and hundreds of microphones, cables, keyboards, and more.



All equipment, materials, and machinery that did not have to be returned to suppliers have been donated to vocational schools and other stakeholders.



Carpenters used Nordic woods, such as ash, rather than tropical woods.



CO<sub>2</sub>-friendly bricks were used in the masonry competition.

## Conscious choices outside the competitions

**Furniture from apprenticeship final projects was used for lounge and communal areas.**

Water stations were set up around MCH Messecenter Herning for filling water bottles, and vacuum flasks were distributed to delegates, volunteers, and secretariat employees.

**All shuttle buses ran on HVO biodiesel, saving up to 90% in CO<sub>2</sub> emissions compared to buses running on conventional diesel.**

No beef was served at any locations that served food. Suppliers were also required to use seasonal and local ingredients.

**Hotel rooms were not cleaned daily, only at the request of the guest.**

Banners from the World Ice Hockey Championship were made into tote bags and handed out to volunteers.

**4,000 lanyards and plastic pockets for accreditations were made from sustainable materials and recycled plastic, respectively.**

Branding material that can be reused will be reused at the Danish Skills Championship.

**All materials in the welcome packages given to delegates and participants were made from recycled materials.**

## 2. Positioning and branding with a sustainable focus

Together with partners and stakeholders, EuroSkills 2025 developed content and initiatives across channels that have shown how vocational workers contribute to the green transition. The initiatives range widely in format and purpose and include online and physical formats, branding elements and learning material.

The following initiatives are described below: #SkilledGreenerFuture Park, The Green Mission, TrÆls sustainable lounge areas and campaigns based on partner involvement.

### #SkilledGreenerFuture Park

#SkilledGreenerFuture Park was a green oasis in the centre of EuroSkills Herning 2025, created as a hub for reflection, conversation and inspiration on sustainability and the green transition. The park had grass, trees and benches, and served as a peaceful contrast, inviting visitors to slow down and consider their own role in a more sustainable future.

The park's design and activities encouraged dialogue and contemplation. At the "Promise Tree," visitors could write their personal promise of sustainable action on the back of a polaroid photo. The photos were then hung on the tree, creating a visual community of green intentions. An artist continuously worked on a wall visualising the park themes and the many promises, while the dog-tag activity particularly engaged young visitors: Attendees could claim their own EuroSkills Herning 2025 dog tag, but only after participating in a conversation about sustainability or making a promise.

The park also presented communicative elements such as Postcards from Europe and case films from partner companies, and served as the starting point for The Green Mission initiative. These initiatives and elements are explained later in the report.

**150 sustainability promises were made and hung on the tree – here are a handful of examples:**

- *We promise to dispose of our chemical waste properly.*
- *I will not purchase any more items from Shein or Temu.*
- *We will get better at using our food leftovers.*
- *We promise to pay attention in science classes when sustainable energy is being discussed.*
- *We want to reduce our overuse of fast fashion and pay more attention to greenwashing.*





## The Green Mission

The Green Mission was a key part of the communication surrounding the competitions and engaged young people in sustainability through a playful and educational treasure hunt. Participants had to find 38 QR codes placed at the various competitions and answer questions about the role of the given discipline in the green transition.

The Green Mission was part of the email flow to all registered teachers, and the information was also available on the preparation page. During the event, the youth guides were briefed on mentioning The Green Mission to all the people they showed around, and there were ten physical starting points in the halls where information about the concept could be obtained.

To help anchor the learning strand and maintain focus on the key role of vocational workers in the green transition, the Green Mission will be carried over to the Danish championship in Skills.

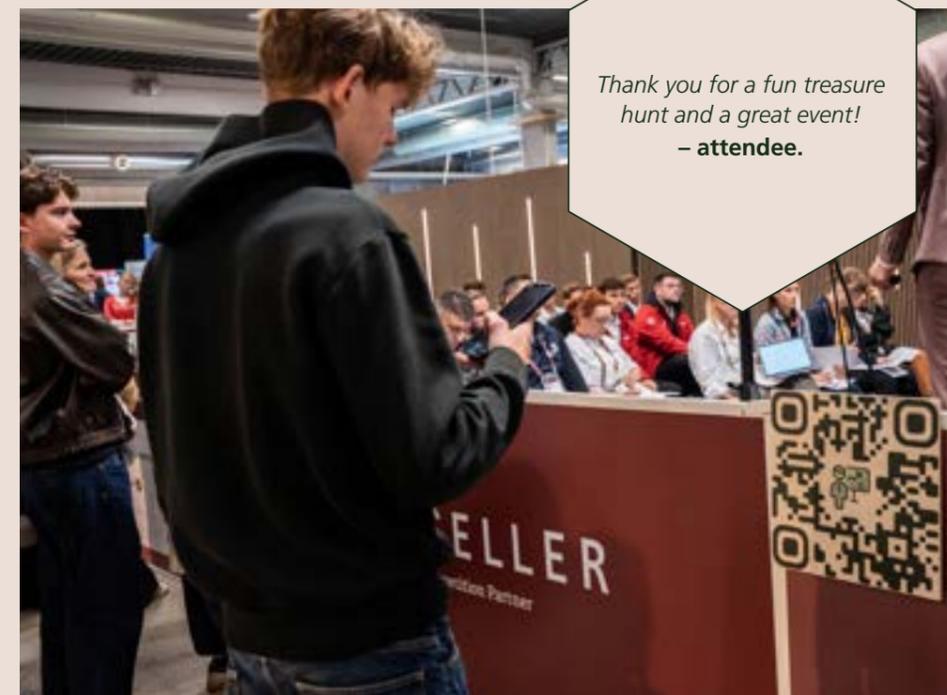
**77,500**  
registered activities  
in the app

**17%**  
of students scanned  
at least one QR code

**49**  
completed all the  
treasure hunt  
questions

“

*Thank you for a fun treasure  
hunt and a great event!*  
– attendee.



## Postcards from Europe

Postcards from Europe was a co-creation project in collaboration with WorldSkills Europe's member countries. Through short interviews, vocational workers from all over Europe offered insight into their discipline, work with sustainability and future dreams. Each postcard was converted into an article in professional layout, where participants talked about how SKILLED they are, what GREENER future they contribute to and how their FUTURE is being shaped through their participation in EuroSkills Herring 2025. Overall, the concept provided a personal and diverse picture of Europe's young talent and tied their stories together under the heading Skilled for a Greener Future.

15 postcards were produced from the following WorldSkills Europe's member countries: Switzerland, Sweden, Denmark, Finland, Belgium, France (x2), Greece, United Kingdom, Estonia, Germany, Cyprus, Latvia, Liechtenstein and the Netherlands.

The postcards were co-posted with European countries via EuroSkills 2025 channels on Instagram, Facebook and LinkedIn.



### Total number of views and reach for the 15 postcards across social media:

	Views*1	Views per post	Reach*2	Reach per post
<b>INSTAGRAM</b>	230,500	15,366	94,431	6,295
<b>FACEBOOK</b>	29,141	1,943	17,594	1,172

\*1: Views indicate how many times a post has been viewed – some users may have viewed the post multiple times.

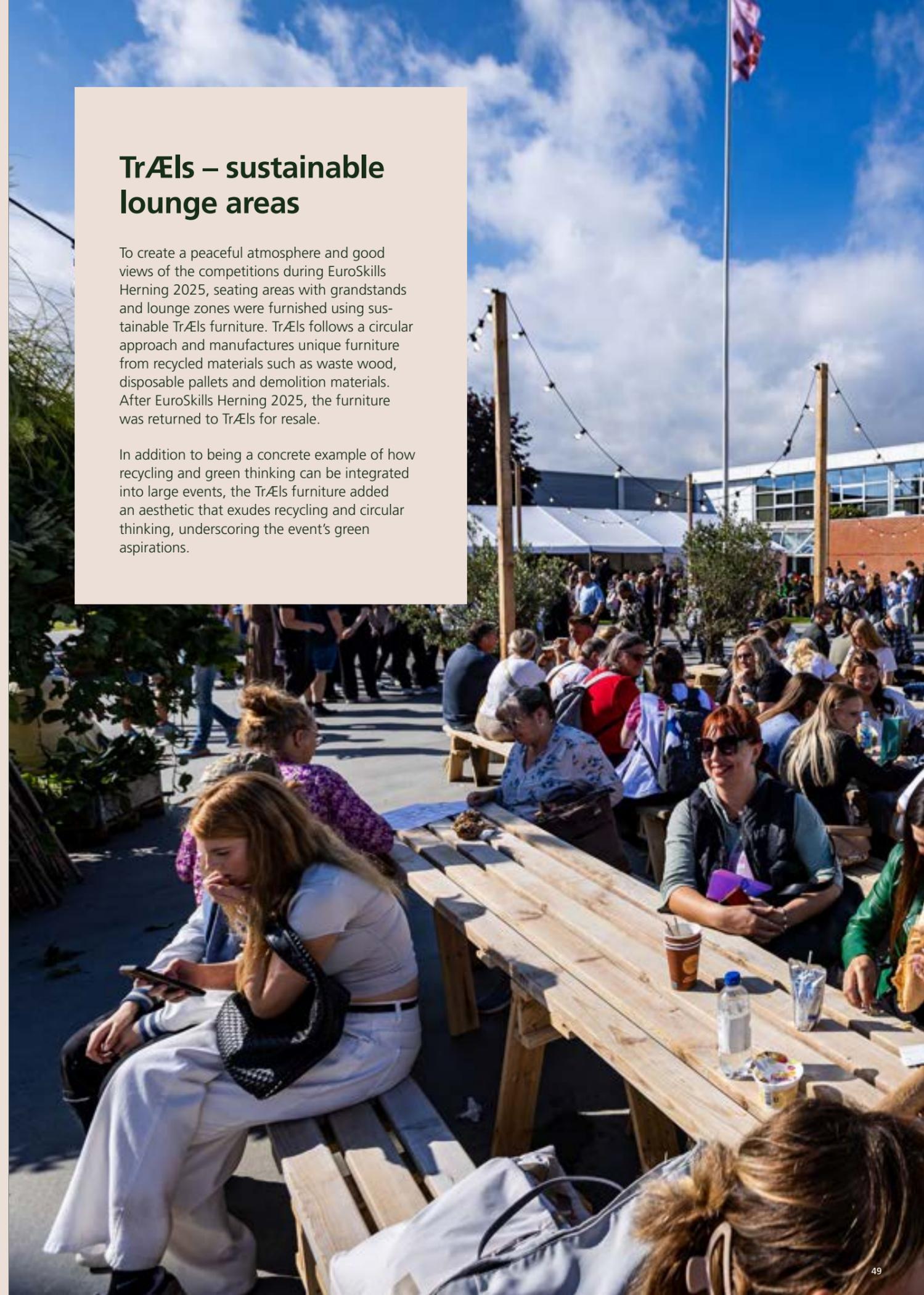
\*2: Reach indicates the total number of unique users who have seen a post.

The postcards were also printed physically in the form of large posters as part of on-location communication about the skilled professionals and their role in the green transition. The physical postcards were placed around MCH Messecenter Herring and in #SkilledGreenerFuture Park.

## TrÆls – sustainable lounge areas

To create a peaceful atmosphere and good views of the competitions during EuroSkills Herring 2025, seating areas with grandstands and lounge zones were furnished using sustainable TrÆls furniture. TrÆls follows a circular approach and manufactures unique furniture from recycled materials such as waste wood, disposable pallets and demolition materials. After EuroSkills Herring 2025, the furniture was returned to TrÆls for resale.

In addition to being a concrete example of how recycling and green thinking can be integrated into large events, the TrÆls furniture added an aesthetic that exudes recycling and circular thinking, underscoring the event's green aspirations.



## Green concepts for partners

EuroSkills Herning 2025 has served as an arena for Europe's most talented skilled professionals. At the same time, EuroSkills Herning 2025 created the opportunity to involve and position Danish companies that are making extraordinary efforts to promote the green transition within their sectors. This section describes the green initiatives created by EuroSkills 2025 that partners had the opportunity to engage with.

The initiatives were:



Sustainability Trail



Our green future is being created by apprentices



Is your business sustainable?

## Our green future is being created by apprentices

*Our green future is being created by apprentices* was a campaign focusing on Danish companies and apprentices as drivers of the green transition. Through inspiring case videos, the campaign showed how apprentices and companies are developing sustainable solutions together and reducing environmental impacts across disciplines. In collaboration with the Danish Industry Foundation, the initiative aimed to strengthen cooperation with partners and highlight the message that vocational workers are playing a vital role in the green transformation – and that Danish companies are taking the lead.

**Participating partners:** Grundfos, Danfoss, Velux, the Confederation of Danish Industry and Herningholm Erhvervsskole & Gymnasier.

The case videos were distributed via the EuroSkills 2025 newsletter in Danish and English and are available on the EuroSkills 2025 website. They were also played in a loop before and after the opening and closing ceremony and used in connection with #SkilledGreenerFuture Park.

## Is your company Skilled for a Greener Future?

EuroSkills 2025 brought together a strong and influential circle of partners with a unique opportunity to share and translate knowledge across sectors. To further engage the partner companies, a mini-campaign called *'Is Your Organisation Skilled for a Greener Future?'* was launched. This offered partners the opportunity to submit editorial articles focusing on sustainability and the green transition, gaining visibility in the newsletter and on the website under the #SkilledGreenerFuture menu.

**Participating partners:** : Mitutoyo and PPG.

## Sustainability Trail

Sustainability Trail was created with the desire to underscore the EuroSkills 2025 tagline, *Skilled for a Greener Future*, during EuroSkills Herning 2025. In collaboration with partners and commercial exhibitors, a route was created through the halls where visitors could learn more at each stop about how sustainability plays a role in various sectors. A beach flag marked each stop, and both the concept and the route were described in the EuroSkills Herning 2025 app.

**19 partners expressed interest in being part of Sustainability Trail.**

**The following 12 were selected:**

BESTSELLER, the Confederation of Danish Industry, Dansk El-forbund and the Danish Metalworkers' Union (young people from here), GROHE, Kyocera Unimerco, Novacolor Scandinavia, Open Call for Climate, PPG, Central Denmark Region, Schneider Electric, the Danish Trade Union Development Agency and VELUX.



## Anchoring sustainability

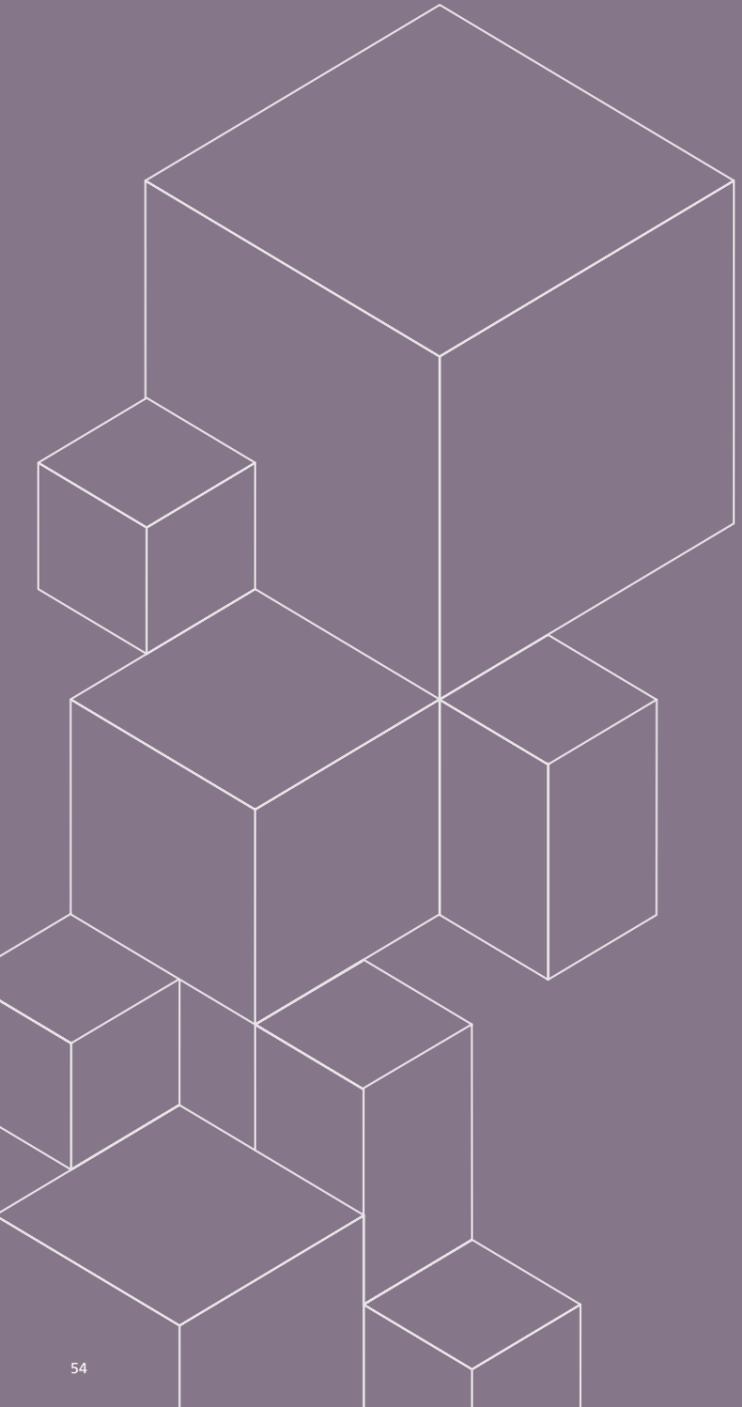
Sustainability has been a key theme in the hosting of EuroSkills Herning 2025, with a focus on both the competitions, branding and communication. As part of this process, EuroSkills 2025 helped accelerate MCH Messecenter Hernings work towards ISO 20121 certification, which the venue achieved in 2025 – a certification that goes far beyond EuroSkills Herning 2025 itself and strengthens its long-term green efforts.

In relation to the competitions, the work with set up and infrastructure lists has strengthened cooperation across countries and laid the foundation for the green legacy to be passed on to future EuroSkills events, and EuroSkills Düsseldorf 2027 in particular. The infrastructure and materials lists will be passed on to EuroSkills 2027, which will have the opportunity to build on the solid work from 2025. LOOPERS has also played an important role in bringing knowledge about sustainability back to vocational schools and companies.

On the communication page, The Green Mission initiative, which combines gamification with sustainability and vocational skills, together with #SkilledGreenerFuture Park, has inspired young spectators to think and act in more green ways. The broad network of partners and WorldSkills Europe's member countries showed great interest in sustainable concepts and co-creation with EuroSkills 2025, indicating a strong willingness to continue focusing on green development in various sectors.



**SECTION 04  
DIVERSITY  
AND SOCIAL  
SUSTAINABILITY**



# Diversity

**EuroSkills 2025 had a stated goal of focusing on greater diversity in the narrative concerning vocational education and especially gender diversity. There has therefore been a conscious focus on diversity in all produced material. This included having a wide selection of images, to avoid the traditional stereotypes that the construction industry is for men and the beauty industry is for women.**

The work on diversity has also been strengthened through cooperation with the organisation Divers. The aim of this collaboration has been to raise awareness of gender equality and representation in the technical disciplines, and thereby inspire a more inclusive vocational education and training environment.



# Divers

Since 2018, Divers has developed a number of major projects with significant societal impact, including the particularly relevant Boss Ladies Europe project in the EuroSkills context. Divers works to address complex social issues and promote diversity in some of the world's most male-dominated sectors – both nationally and internationally. The organisation's stated goal is to build bridges between vocational education and training and the labour market, and to create better opportunities for gender minorities.

**As part of its collaboration with EuroSkills 2025, Divers has been responsible for a number of initiatives that will be described on the following pages:**

- Dissemination of the Boss Ladies concept at European level in cooperation with the EuroSkills 2025 network, WorldSkills Europe, and national Skills organisations, with the aim of strengthening diversity efforts in the technical disciplines across national borders.
- Establishment and operation of the Boss Ladies Embassy, a best-practice booth for EuroSkills Herring 2025, which used youth-to-youth communication and interactive activities to demonstrate that everyone—regardless of gender—can become a skilled vocational professional.
- Development and decoration of the Competitors' Lounge and delivery of activities aimed at promoting an inclusive community among the participating skilled professionals (competitors).



## Boss Ladies Europe – establishment of an international ambassador corps

Boss Ladies is a community and initiative aimed at increasing the proportion of women in the technical disciplines. The project, developed and run by Divers, aims to create better frameworks and role models for young women who choose vocational education. At the heart of the work are the ambassadors – female trainees, apprentices and journeymen – who share their experiences and show that there is room for women in sectors where women are still underrepresented.

Boss Ladies has established a network where young women can find support, sparring and a professional community. The project also collaborates with companies, vocational schools and lower secondary schools throughout Denmark to improve recruitment, retention and well-being among women in the technical disciplines.

Up until EuroSkills Herning 2025, Boss Ladies had been a national Danish project. In a collaboration between Divers, EuroSkills 2025 and WorldSkills Europe, Boss Ladies was made international and Boss Ladies Europe was established, with the same aim and methods as the Danish initiative. With a dual focus on both individual and structural changes, the goal of Boss Ladies Europe is twofold: to create a community for female apprentices and vocational workers at European level, and to break down stereotypes and inspire the next generation of vocational workers.



Three talent workshops have been held throughout the project – one physical and two online – where the Boss Ladies Europe ambassadors have met across countries and disciplines. They have shared experiences, received training in communication and serving as role models, and developed joint initiatives to promote gender diversity in the technical disciplines. In addition to the physical community, the ambassadors are part of an online community where they continue to share experiences, updates and support – a network that maintains continuous engagement across national borders.

The ambassadors have represented the project through a number of international activities – including workshops for WorldSkills Germany, WorldSkills France, WorldSkills UK, WorldSkills Europe’s secretariat and board and at WorldSkills International’s general assembly. As a direct result, both WorldSkills Germany and WorldSkills France have integrated Boss Ladies Europe ambassadors into their national work with Skills, for example as role models for their female national team participants at events leading up to EuroSkills Herning 2025.

- **15 European Boss Ladies ambassadors have been recruited and trained.**
- **The Boss Ladies Europe ambassadors come from Germany, Norway, the UK, Sweden, Slovenia, France, Switzerland, Liechtenstein, Poland, and Belgium.**



## Boss Ladies Embassy in MCH Messecenter Herning

The Boss Ladies Embassy was Divers’ stand during EuroSkills Herning 2025, and focused on youth-to-youth communication, diversity and community in the technical disciplines. The purpose was to challenge stereotypes about trades, present female role models and inspire young people to see the possibilities in vocational education.

The embassy was run by Boss Ladies ambassadors, who held daily Girl Boss Garage workshops where visiting lower secondary school students from all over the country could try out different disciplines and gain practical experience with tools and materials. Each workshop began with a presentation from an ambassador, where they shared their personal path into their trade and experiences from their working life. The embassy also offered a number of interactive activities, including a vocational wheel of fortune, touch-and-guess boxes, a DIY table and a photobooth. For the adult target group, a knowledge bank was set up with materials on diversity and inclusion at vocational schools and in companies.

The Boss Ladies Embassy was the centre of many conversations on gender diversity in vocational education and training, and was visited by Roxana Mînzatu, Vice-President of the European Commission, who talked with the Boss Ladies ambassadors about their experiences as women in a male-dominated sector. EuroSkills Herning 2025 thus put diversity at the top of the political agenda.

**It is estimated that up to 20,000 people visited the Boss Ladies Embassy over the three competition days at EuroSkills Herning 2025.**

## Social sustainability

### Competitors' Lounge in Skills Village

In Skills Village, where participants and delegates lived in houses, the Competitors' Lounge served as a relaxation area for participants before, during and after the competition days. The lounge was furnished with comfortable furniture, games and informal activities, offering a break from the often stressful competition programme. Participants from all countries could gather in the Competitors' Lounge and build networks, with the help of the European Boss Ladies ambassador corps, who staffed the Competitors' Lounge in the evening on all competition days. 35 participants visited the Competitors' Lounge during the period it was staffed.



*We went to the Competitors' Lounge to meet participants from other countries. The atmosphere was really good, and we enjoyed the quiz very much.*

**– Finnish competitor.**

### Silent Zone

In collaboration with Det sociale netværk – headspace, EuroSkills 2025 created the Silent Zone, as a refuge for guests who needed to withdraw and take a break. The zone was primarily intended for people facing challenges such as anxiety and depression. Silent Zone was staffed by volunteers from Det sociale netværk - headspace, which works with vulnerable young people on a daily basis. .

- 720 visitors
- Each visitor spent an average of 30 minutes in Silent Zone



*In headspace Denmark, we are very pleased that so many young people visited our Silent Zone during EuroSkills Herning 2025. Experience from previous silent zones at festivals has already shown us that there is a real need for a place to retreat – and this was again confirmed. It is important to stress that all young people naturally need a respite in the midst of an intense and stimulating day. The need to unwind, connect with yourself and digest impressions is human – and this is why Silent Zone was so valuable in a learning and inspirational environment like EuroSkills Herning 2025, where there are many impressions and new insights in play.*

**– Nadia Stephanie Kamber Aarø, project manager in headspace Denmark, who was responsible for the organisation's activities at EuroSkills Herning 2025.**

The Silent Zone initiative will be carried over to the upcoming Danish championship in Skills to ensure that everyone – including people who sometimes need a break – has the opportunity to participate actively as visitors at the event.

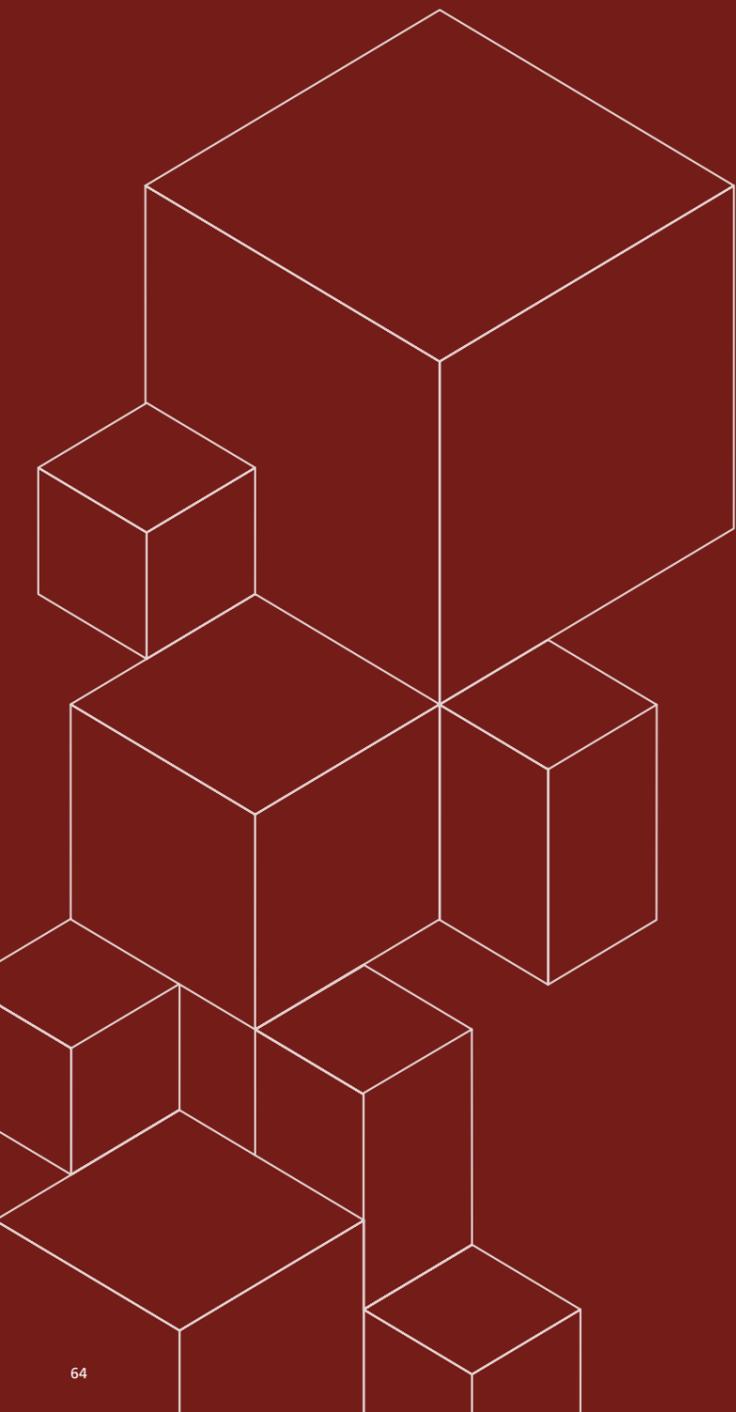
## Anchoring diversity and social sustainability

At EuroSkills Herning 2025, a focus on diversity and social sustainability was an integral part of the EuroSkills Herning 2025 execution and legacy. Through partnerships with organisations such as Divers and headspace, a number of initiatives have been developed and implemented that promote inclusion, gender equality, gender representation and well-being in the vocational disciplines and study programmes.

The Competitors' Lounge and Silent Zone initiatives created inclusive and comfortable communities for participants and visitors, and the Boss Ladies Embassy and Boss Ladies Europe ambassador corps drew attention to role models and gender diversity. The efforts have had both human and structural impact, particularly evident in the collaboration between Divers and EuroSkills 2025, which is helping to anchor the work with diversity and social sustainability across the EuroSkills community – right up to WorldSkills Europe and WorldSkills International. The legacy of the project is a valuable step towards a more inclusive, equal and socially sustainable vocational education and training environment across Europe.



# SECTION 05 EVENT EXECUTION



## Event execution

In addition to working with the three core values, much of the success behind EuroSkills Herring 2025 is due to the many initiatives and decisions that shaped the visitor experience. This section describes how EuroSkills Herring 2025 was planned and organised for different audiences – from students and partners to delegates and participants – with the aim of creating a unified experience characterised by learning, inspiration and community.

This section reviews the key elements of the execution, including competition communication, venue dressing, app, stages and side events, ceremonies, delegates and volunteers, and shows how these together contributed to an engaging and meaningful EuroSkills Herring 2025.



# Environment and branding

Venue dressing and branding includes more than 700 elements spread across five locations: MCH Messecenter Herning, Jyske Bank Boxen, Hotel Legoland, Lalandia (Skills Village) and hotels in Herning. Venue dressing refers to the overall look and feel that EuroSkills 2025 gave to the various locations – including areas and activities already described, such as lounge areas from TrÆls, side events, Try-a-Skill, The Green Mission etc. This section focuses on MCH Messecenter Herning, where the majority of the visitor experience took place.

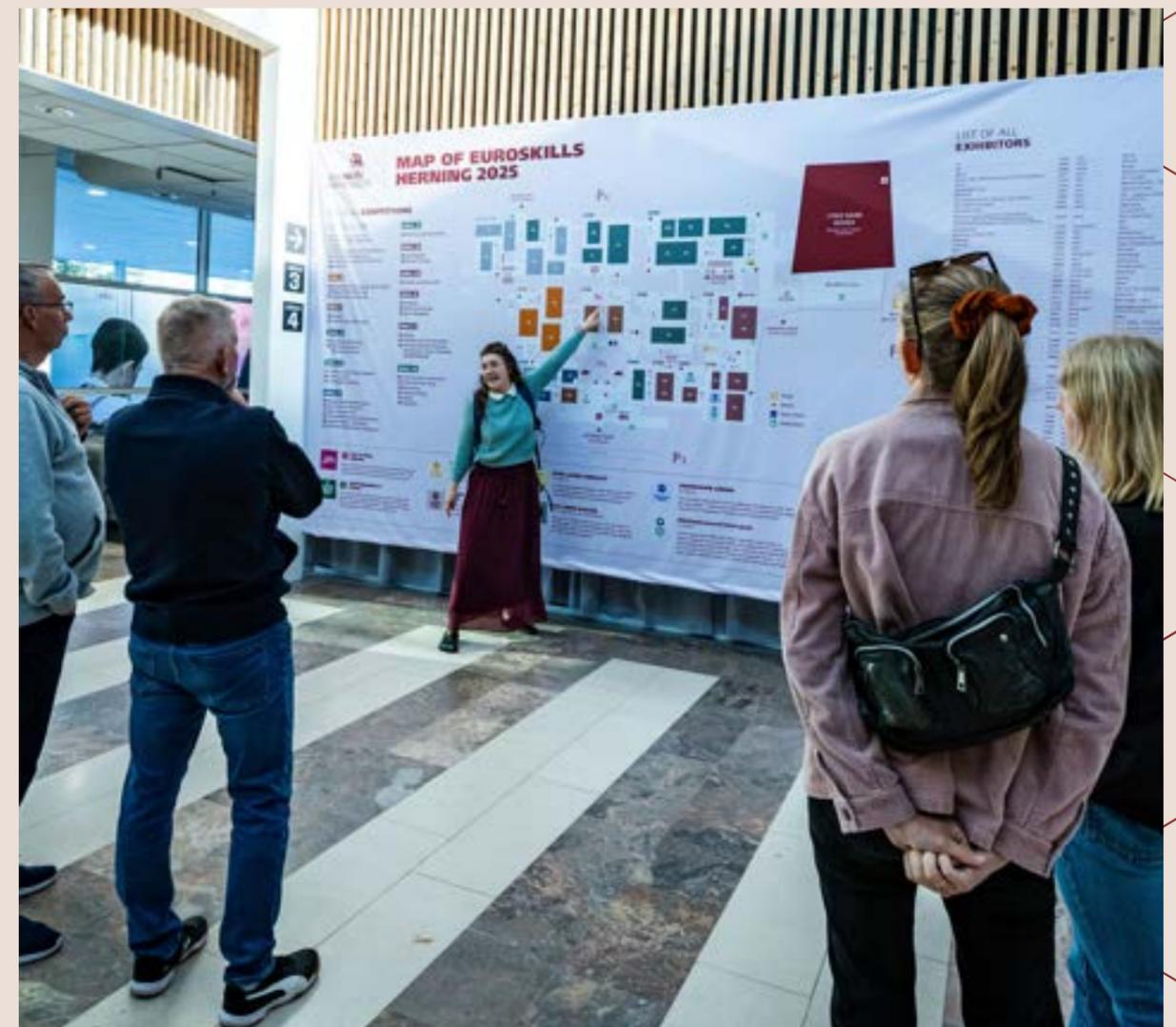


# Environment and branding concept

The EuroSkills 2025 brand book guided the development of an on-location brand universe focusing on internal cohesion and clear recognisability across locations: It had to be clear what the EuroSkills 2025 content and communication was.

Each skill sector, and thus each hall in MCH Messecenter Herning, was assigned a dedicated sector colour. Each category had both a dark and a light version, to create a dynamic visual expression and ensure sufficient contrast between the areas. All other communication not tied to a specific sector was assigned its own colour, improving recognisability across platforms and elements.

Some elements, such as the Try-a-Skill areas and The Green Mission were assigned accent colours. Since the main colours in the EuroSkills 2025 palette were relatively muted, these additional colours made it possible to draw attention to key elements in an otherwise crowded environment.



## Competition areas

All competitions were EuroSkills 2025 branded according to their associated sector. To create an overall cohesive impression, full packaging/branding of all competitions and their bands was prioritised.

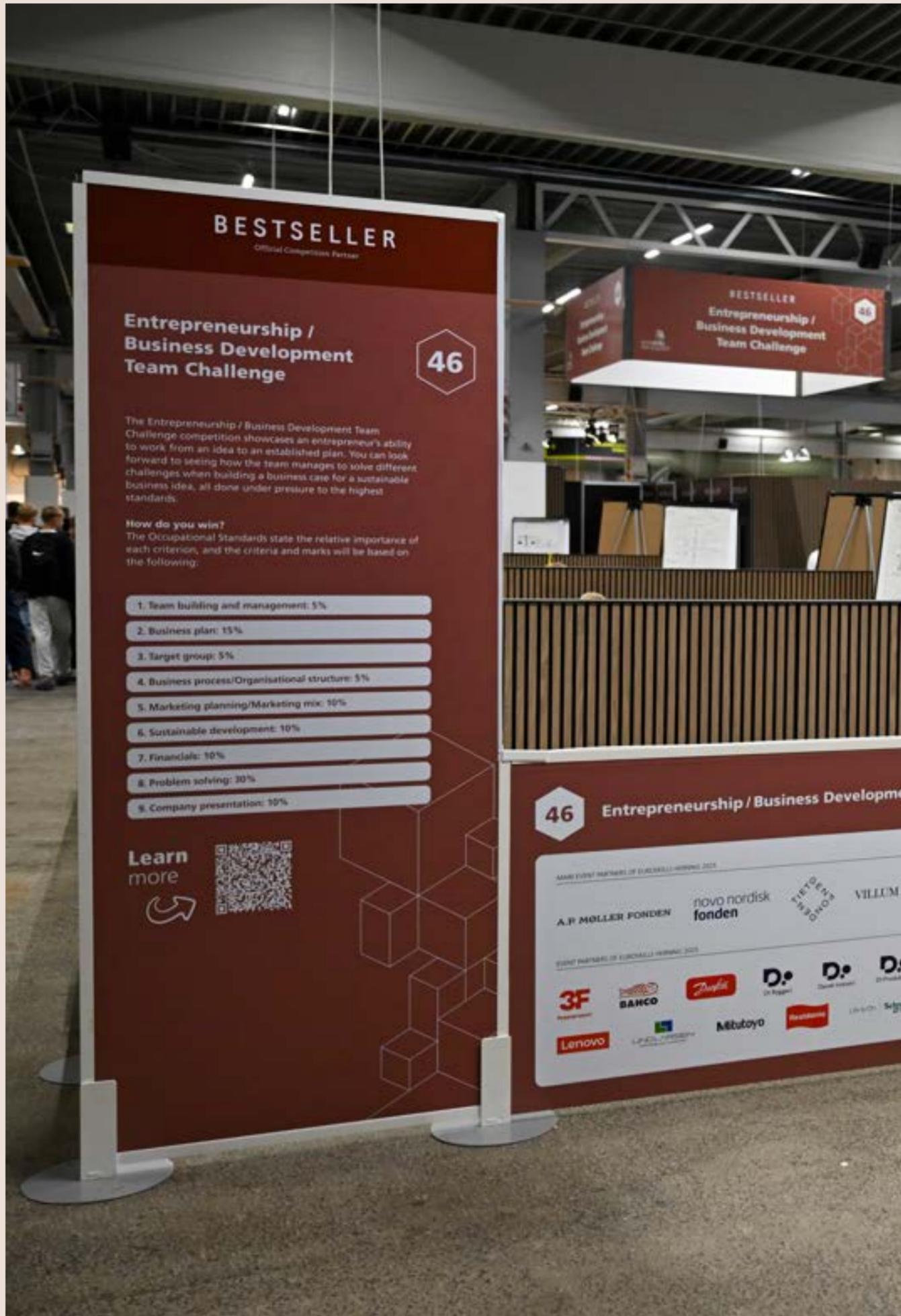
**The design elements for the competition areas included:**

- Elements suspended from ceilings.
- Pylons (corners)
- Portals (entrances)
- Bands

## Wayfinding

The uncompromising competition design and suspended ceiling elements over each competition and in passageways made it easier for visitors to orient themselves in relation to the hall, sector and location of the competitions. MCH Messecenter Hernings existing signage was also retained. To optimise the visitor experience, large overview maps were installed at all external doors, as well as smaller, detailed maps at the entrances to the 11 competition halls in MCH Messecenter Herning. The interactive map in the EuroSkills Herning 2025 app supplemented the physical wayfinding by showing the user's position in the area in real time.





## Competition communication

The competitions – which represented 38 different skills this year – are the key element for a EuroSkills event. This is where the narrative of professional pride and the green skills of the future unfolds and inspires young people to choose vocational education.

Traditionally, Skills competitions have been difficult to decode as visitors: Upon what basis are contestants assessed? Who is in the lead? How will a winner be chosen? This lack of transparency often reduces visitors' engagement. EuroSkills 2025 therefore developed a new communication concept that put the visitor at the centre and made the competitions more accessible, understandable and relevant – without compromising the professionalism.

The communication concept overarched the teaching material and preparation page and could function on its own, but together the communication concept, teaching material and preparation page significantly optimised the visitor experience and understanding of the competitions.

### Competition communication at each skill

Each competition had competition communication placed on the bands and pylons that surrounded each skill area. Attendees could scan a QR code linked to an external page explaining the specific competition in more detail. In addition, each pylon presented a number of fun facts about the competition designed to provide alternative paths to understanding the competitions.



*It's pretty hard to understand what you're actually looking at. I understand, for example, that I am at a bricklaying event, but it is difficult to determine what they are doing and why. I noticed the brief facts displayed at each corner of the competitions, and they greatly help to understand what the skilled professionals are being judged on. That makes it easier to understand, and more fun to watch and see if you can spot these details in practice.*

– visitor.

## Try-a-Skill

At EuroSkills Herring 2025, 13 Try-a-Skill areas were set up where visitors could test their skills in different disciplines and sectors. The Try-a-Skill activities gave both students and other visitors a practical and engaging experience of what it means to work within a given discipline. The professional committees for each discipline were responsible for developing and staffing the activities. This created strong ownership and ensured that the content was as relevant and up-to-date as possible – as the organisers of the Try-a-Skill areas had the latest knowledge about the respective disciplines.

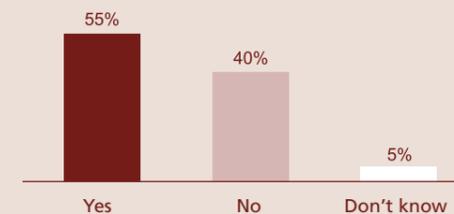
55% of the students who attended EuroSkills Herring 2025 tried out activities in the Try-a-Skill areas. Among the students who tried out activities, almost a quarter indicated that they learned something new about the disciplines by trying their hand at them. The most common benefit students reported was having learnt about different disciplines, study programmes and career paths they did not know about before. In particular, several reported having learnt more about the SOSU (social and health) field – and having become more interested in it. Some also mentioned having learnt about women in traditionally male-dominated disciplines.





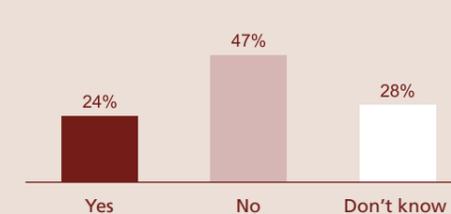
**Did you try out some activities in the 'Try a Skill' areas?**

N = 2,904 (students)



**Did you learn anything new about the disciplines by trying your hand at them in the 'Try a Skill' areas?**

N = 1,595 (students)



“

*I learned a lot about the SOSU field. It's a field I want to study in, so it was great to learn more about it and gain insight into it, so I can be sure of my choice*  
**– student.**

“

*I learned that I could actually do something I didn't think I could.”*  
**– student.**

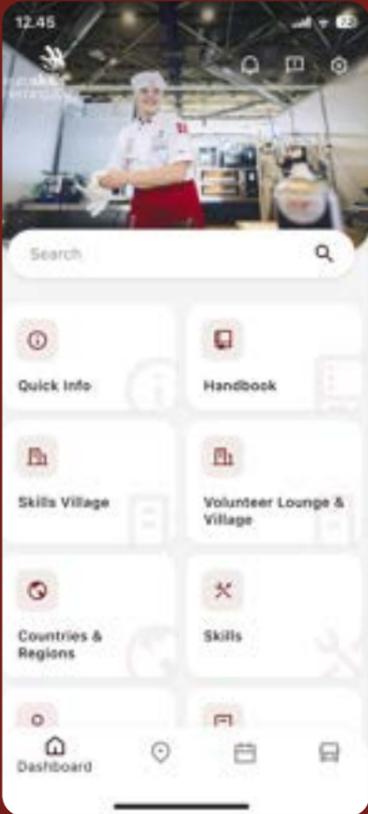
**Know-a-Skill**

For the first time in a Skills context, EuroSkills 2025 developed the Know-a-Skill concept to improve communication surrounding the various competitions. The concept was created and implemented by the professional committees, as they wanted a Know-a-Skill area to supplement Try-a-Skill and the existing communication during the competitions. The aim was to make the communication more vibrant, so spectators could more easily follow what was happening. At the competitions that chose this option, the audience could get a brief introduction to the discipline's content, processes and assessment criteria – to make the experience more meaningful and inclusive.

# EuroSkills Herning 2025 app

The app for EuroSkills Herning 2025 was developed with the aim of improving the visitor experience – especially in terms of communication flow and wayfinding – during EuroSkills Herning 2025 for contestants, delegates, volunteers and visitors. It was developed jointly by Zorilla Software and EuroSkills 2025. The developer behind the app has experience as a participant in Skills competitions for Germany, which provided valuable insight into the needs of the target group.

The EuroSkills Herning 2025 app was downloaded 11,418 times and contained elements such as an interactive map, competition communication and clearly marked highlights such as TrÆIs lounge areas, Try-a-Skill and The Green Mission.



### Key figures

**11,418**  
downloads

**1,326**  
logged in via the WorldSkills  
International system  
(delegates, participants,  
secretariat)

**1,298**  
volunteers logged in



## Stages and side events

A number of side events were developed for EuroSkills Herring 2025 that aimed to engage both partners and students in a different way – for example through role models that did not necessarily represent a specific discipline. In addition to the side events below, EuroSkills Herring 2025 also boasted the Teacher's Room, Silent Zone and #SkilledGreenerFuture Park, already described above. This section focuses on Silent Stage and Show Down Arena.

### Silent Stage

Silent Stage served as a peaceful stage where partners and professionals could inspire and inform about vocational education and training, with a special focus on the future of vocational work, green transition, recruitment, diversity and trends in the trades. The format gave young people and other visitors the opportunity to listen to presentations and professional discussions via wireless headphones in a concentrated and undisturbed setting, while the competitions continued in the background. The primary target group was youths, but teachers, counsellors, parents and partners could also benefit from the presentations.

- 9 presentations from partners
- 13 presentations from partners on vocational education and training



## Show Down Arena

Show Down Arena was part of the influencer strand at EuroSkills Herning 2025 and served as a physical space facilitated by selected influencers doing fun alternative shows. The aim was to create broad awareness of EuroSkills Herning 2025 and engage students in year 7-10 by meeting them on their favourite platforms – TikTok and YouTube – where young people normally encounter their role models.

The concept centred on spectacular, over-the-top challenges in the best EuroSkills spirit, designed to create hype, FOMO and virality, while also communicating insights into professional skills and vocational training on the target group's terms. The formats included humour, fails and showdowns, run by an energetic host (such as Victor Lander), with professional judges, while the audience often had the final decision. The shows ended with meet 'n' greet.

Show Down Arena was an overwhelming success and had to be moved outdoors after the first day, as the many attendees created too much noise in the competition halls.

Read more about the selected influencers and their performances in section 8, Publicity.

### Examples of challenges that influencers participated in:

- **Over-the-top flower creations.**
- **Cake battle on giant 5 m<sup>2</sup> cakes.**
- **Hairdressing using dolls.**
- **Pastry challenge: decorating cake bases.**
- **Flower binding: bouquets.**
- **Technical quizzes on carburettors, starter cords, and crankshafts.**



## Dining areas and food trucks

Food truck areas were set up in MCH Messecenter Herning, which served as packed lunch areas and dining areas for all visitors. The two areas created a pleasant, outdoor atmosphere with room for many people, and supplemented the TrÆls lounge areas mentioned above. All MCH Messecenter Herning's permanent eateries were also open during EuroSkills Herning 2025, giving visitors more food and drink options.





## Opening and closing ceremonies

The ceremonies constituted a major part of the visitor experience for participants and delegates. The opening and closing ceremonies for EuroSkills Herning 2025 were a tribute to the skilled professionals – the real stars. In Jyske Bank Boxen, TV presenters Josefine Høgh and Christian Degn hosted two spectacular shows, where everything from set design to structure was created with one goal in mind: to celebrate the trades and those who master them.

The skilled professionals were therefore viewed as VIPs from the outset. The entire ceremony concept was built around their experience. The show had to have pace, relevance and intimacy, with each element contributing to the narrative about their skills and dedication. Editorial content, live interaction and a rapid flow between the segments ensured that the energy was always high and the focus never disappeared from the skilled professionals.

To underscore the fact that the skilled professionals were at the centre of the event, they were positioned on the floor – at tables divided up by country – where they could eat, enjoy a beverage and move freely among themselves. This created a relaxed, inclusive atmosphere that strengthened the sense of community across nations and disciplines.

It was an innovative concept – never before has a EuroSkills ceremony turned its gaze so determinedly inwards. Instead of trying to appeal to a wide audience or creating a traditional outward-looking show, the underlying premise was that a Skills ceremony is primarily for those who are part of the community – the skilled professionals, their families, teachers, sponsors and partners.



*It was a real pleasure to experience how the ceremonies were created with the skilled professionals at the centre. This allowed them to enjoy the moment, without distracting their focus from the competition. At the opening ceremony, in particular, it was clear that the fact they had to get up early the next day and perform had been taken into consideration. The show was efficient, relevant and energetic. This meant a lot to both the skilled professionals and our entire delegation.*

**– Jens Søndergaard Hansen, head of the Danish Skills national team.**



## Logic behind the opening ceremony

The focus of the opening ceremony was to keep it tight, professional and at a high pace, so participants could return to their lodgings in Skills Village early before the first day of competition the following day. It was also important that the pace did not feel rushed – everyone should still experience the ceremony as having dignity, intimacy and professional pride.

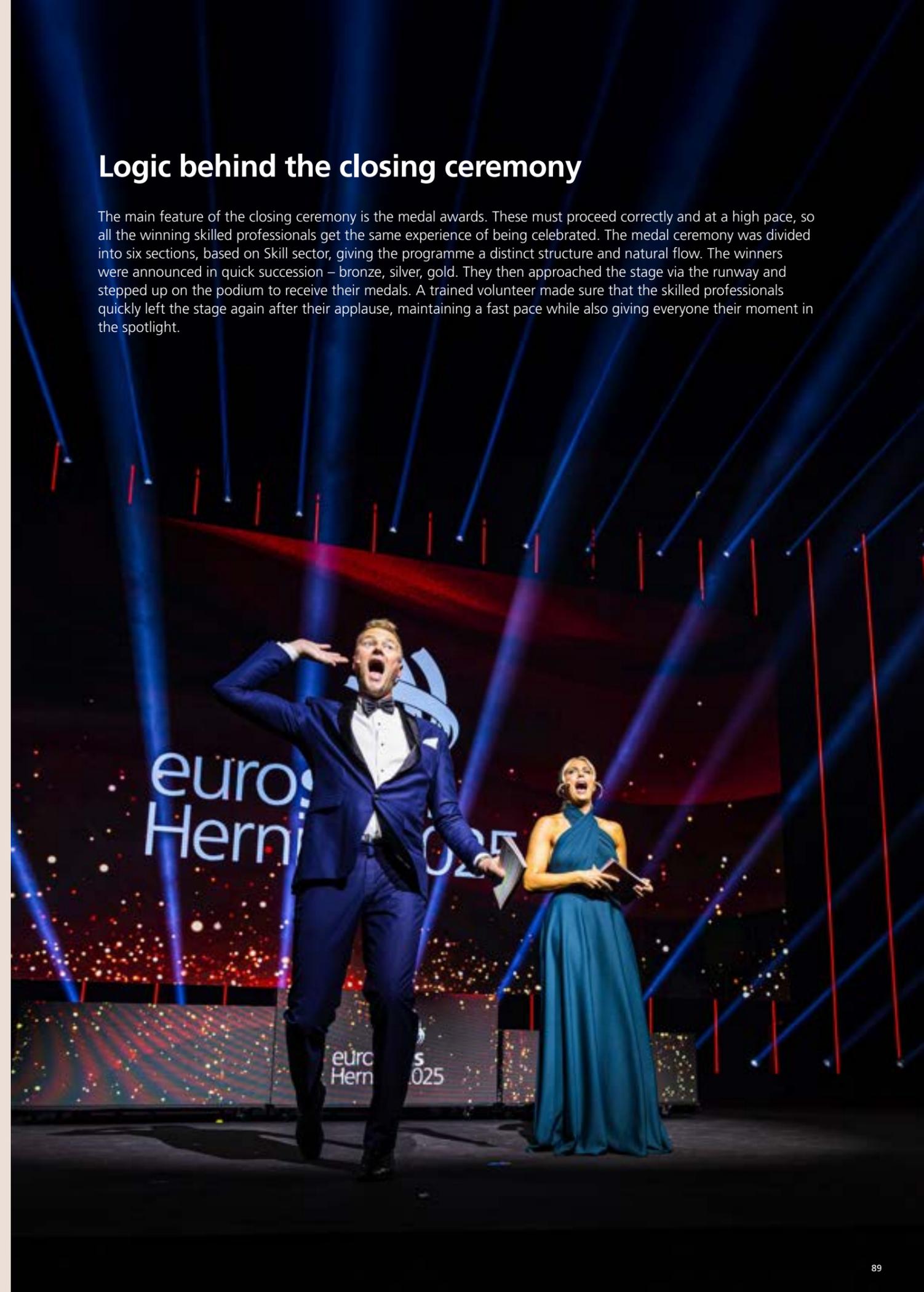
A key element was a streamlined Parade of Nations, where participants went on stage from opposite sides. This led to a better flow – but still left time for applause and that special moment in the spotlight.

The number of elements was also limited: only two speeches and one musical performance in the middle of the ceremony. To create a more informal atmosphere and shift the focus from the stage down to the people at the centre, the mandatory Competitors' and Experts' Oaths were given at the participants' tables and on the runway. The same was true of interviews. The hosts moved around among the participants to give them the stage – both in terms of their words and presence.



## Logic behind the closing ceremony

The main feature of the closing ceremony is the medal awards. These must proceed correctly and at a high pace, so all the winning skilled professionals get the same experience of being celebrated. The medal ceremony was divided into six sections, based on Skill sector, giving the programme a distinct structure and natural flow. The winners were announced in quick succession – bronze, silver, gold. They then approached the stage via the runway and stepped up on the podium to receive their medals. A trained volunteer made sure that the skilled professionals quickly left the stage again after their applause, maintaining a fast pace while also giving everyone their moment in the spotlight.



## Backstage VIP Room

Each competition had a dedicated person to make the awards, chosen from among the EuroSkills 2025 sponsors and partners. This required extensive coordination of the movement of VIPs to and from backstage. To accommodate them and recognise that waiting times might occur, EuroSkills 2025 set up a backstage VIP Room with refreshments and a screen upon which the ceremony could be followed. The room also gave VIPs the opportunity to network and make new contacts.

## Medallions for Excellence

Skilled professionals who excelled, but did not win a medal, were awarded a Medallion for Excellence. The technical delegates received their country's Medallions for Excellence before the closing ceremony. To allow these to be presented in a dignified way, EuroSkills 2025 set up small podiums outside Jyske Bank Boxen. Each member country had its own podium, which served as an official gathering point where supporters, delegates and participants could meet after the closing ceremony, before the Farewell Party.

## Ceremony figures

Spectators at Jyske Bank Boxen	5,196 for the opening ceremony	6,169 for the closing ceremony
Streams on YouTube	11,506 for the opening ceremony	61,128 for the closing ceremony

## Medals awarded

Category	Number
Gold	47
Silver	43
Bronze	45
Jos de Goey Award	1
Best of Nation	39
Medallion for Excellence	168
<b>Total</b>	<b>343</b>



# About the volunteers

The volunteers at EuroSkills Herning 2025 were central to the execution and served three main goals:

1. To staff operation and audience-oriented functions
2. To promote an inclusive and learning-oriented community
3. To support the visitor experience and professional running

This section discusses key elements of the volunteer effort: recruiting and organising volunteers, including a description of the Volunteer Office, Volunteer Lounge and Volunteer Village.

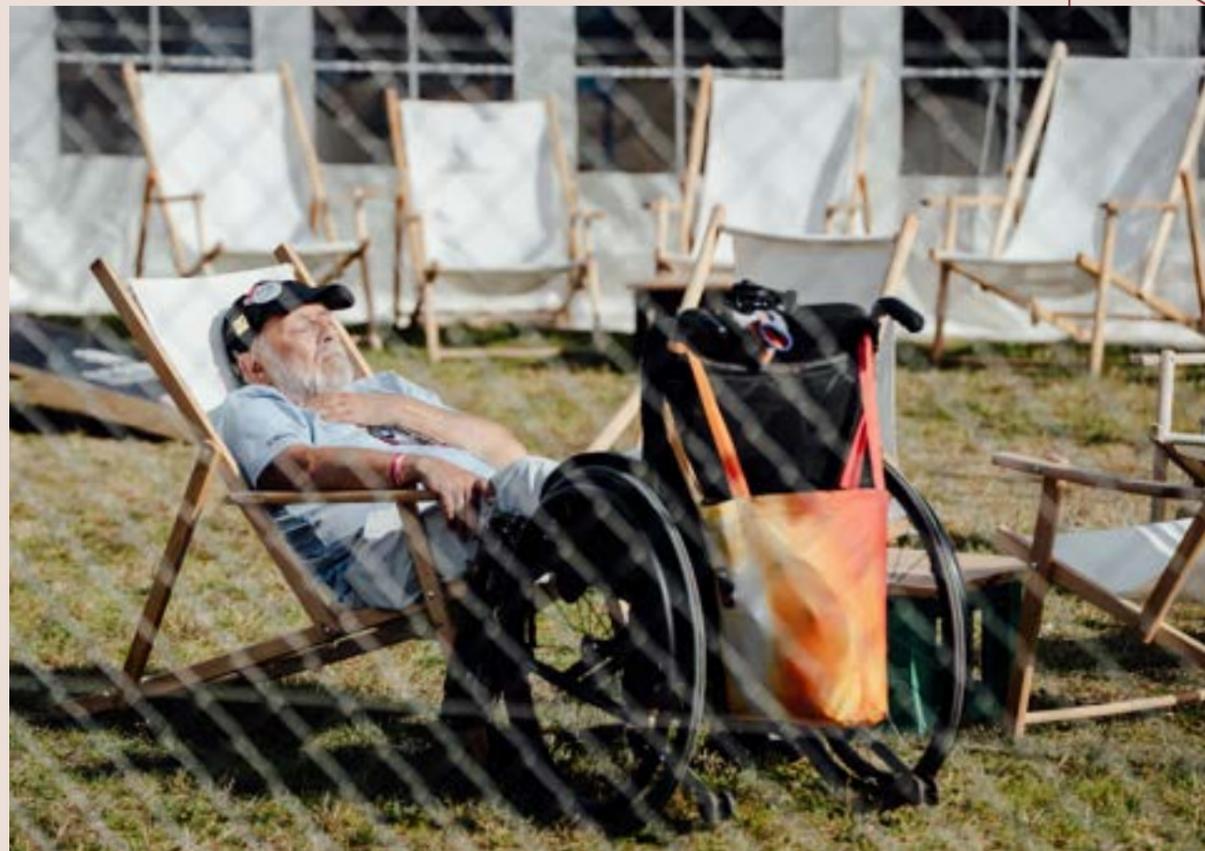
**1,208**  
volunteers

**43**  
countries represented

**21**  
vocational schools involved

**15 years old**  
youngest volunteer

**77 years old**  
youngest volunteer

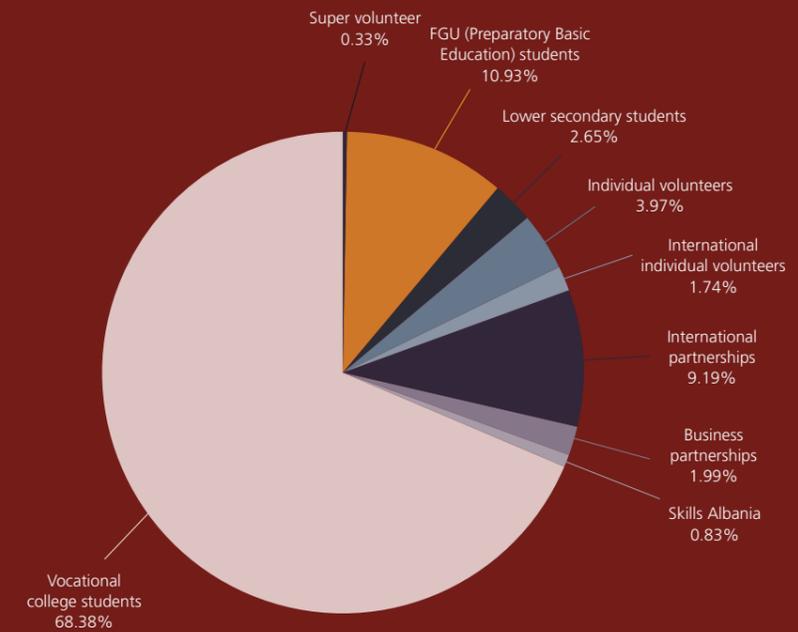


## Recruitment

The recruitment of volunteers was based on a task overview prepared using input from Workshop Managers, which highlighted the need for specific competency profiles. The most specialised tasks, particularly in the competitions (such as kitchen and tradesmen tasks), were given first priority. Recruitment took place primarily through visits to vocational schools, with the involvement of school and study programme leaders, such that entire classes participated as part of the teaching.

EuroSkills 2025 also partnered with an international volunteer organisation that was responsible for recruiting international volunteers. This contributed to cultural diversity, experience sharing and a better reception for non-Danish-speaking participants.

## Volunteer breakdown



## The following vocational schools contributed volunteers to EuroSkills Herning 2025:

College 360 Silkeborg, Erhvervsakademiet Aarhus, FGU Midtvest, HEG Himmerland, Herningsholm, Herning HF & VUC, Herning Gymnasium, Ikast-Brande Gymnasium, Jordbrugets UddannelsesCenter in Beder, Lundgårdskolen, Mercantec, Roskilde Tekniske Skole, Sdr. Felding Skole, Syddansk Erhvervsskole SDE, SOSU Midtvest, Techcollege, UCERS, VIA University College, ZBC Ringsted, Aarhus Business College and Aarhus Tech.

## Volunteer Office

The Volunteer Office served as a central point of contact and staffing. The office handled check-in, accreditation, clothing and welcome packages, and support in person or via the Volunteer Hotline. The room had both a recreational zone and a work area for coordination.

## Volunteer Lounge

The Volunteer Lounge was the social centre and base for the volunteer community. Meals were provided here, and the area was used for breaks, games and informal gatherings. Activities were held in the evenings, such as showing football matches, stand-up comedy and professional presentations. The central location close to the competition halls made the lounge very accessible and contributed greatly to well-being and the sense of community.

## Volunteer Village

Volunteer Village offered accommodation to volunteers in mobile site huts at the campsite near MCH Messecenter Herning, about 500 metres from the Volunteer Lounge. Volunteer Village enabled proximity to the venue and supported flexibility in the volunteer effort.



## Delegates' visit experience

1,744

packs' were purchased by WorldSkills Europe members

8,910

breakfast meals were served to overnight guests in Skills Village

4,364

overnight stays in Skills Village (in 588 huts by 1,550 people)

70

busses departed most mornings from Skills Village to MCH Messecenter Herning

## Skills Village

Skills Village was located in Lalandia, Billund, and served as the main accommodation for all delegates and participants during EuroSkills Herning 2025. This was the first time a large Skills event gathered all contestants at one location, spread across many holiday homes. The model drew inspiration from the principles of an Olympic village and aimed to create a common gathering point – a space away from the bustle and pressure of the competition. With outdoor facilities and social activities in connection with Lalandia, Skills Village gave participants and delegates the opportunity to forge community spirit and create new friendships across nationalities and disciplines.

Skill Out – an after-hours activity for delegates – was held in Skills Village (skilled professionals were not allowed to participate). Skill Out was also held in MCH Messecenter Herning, so delegates could choose where to participate in Skill Out.



## Delegates' and participants' experience with Skills Village

EuroSkills 2025 sent out an online questionnaire survey to discover the experiences of delegates and participants with Skills Village. 364 people responded to the survey, including 112 skilled professionals and 252 other delegates.

The results showed that the accommodation in Skills Village was perceived as a great benefit by the participants. They particularly highlighted the social communities in the shared housing, and the opportunity to meet competitors from other countries and take part in joint activities. The overall assessment was very positive: Only 4% disagreed with the statement that the accommodation contributed positively to their ability to socialise, enjoy their leisure time, relax and build new friendships.

The responses were more mixed among the other delegates, with some expressing dissatisfaction. The main reason was the long transportation times between the competition area and the accommodation. Several commented that the distance between the huts and the bus pickup point, and the total travelling time between Herning and Billund, reduced the time available for relaxation and socialising.

“

*The best thing about being here has probably been that we are all gathered in the huts. You meet everyone – from your own and from other countries – and can share experiences across disciplines.*

**– Artur Eichelberger  
(Web Development) from France.**

“

*We don't see each other much during the day because we're competing. But in the evenings, we can gather, talk things through and just relax. This helps everyone to unwind and eases some of the pressure.*

**– Gabrielle Wilson (Cooking)  
from the UK.**

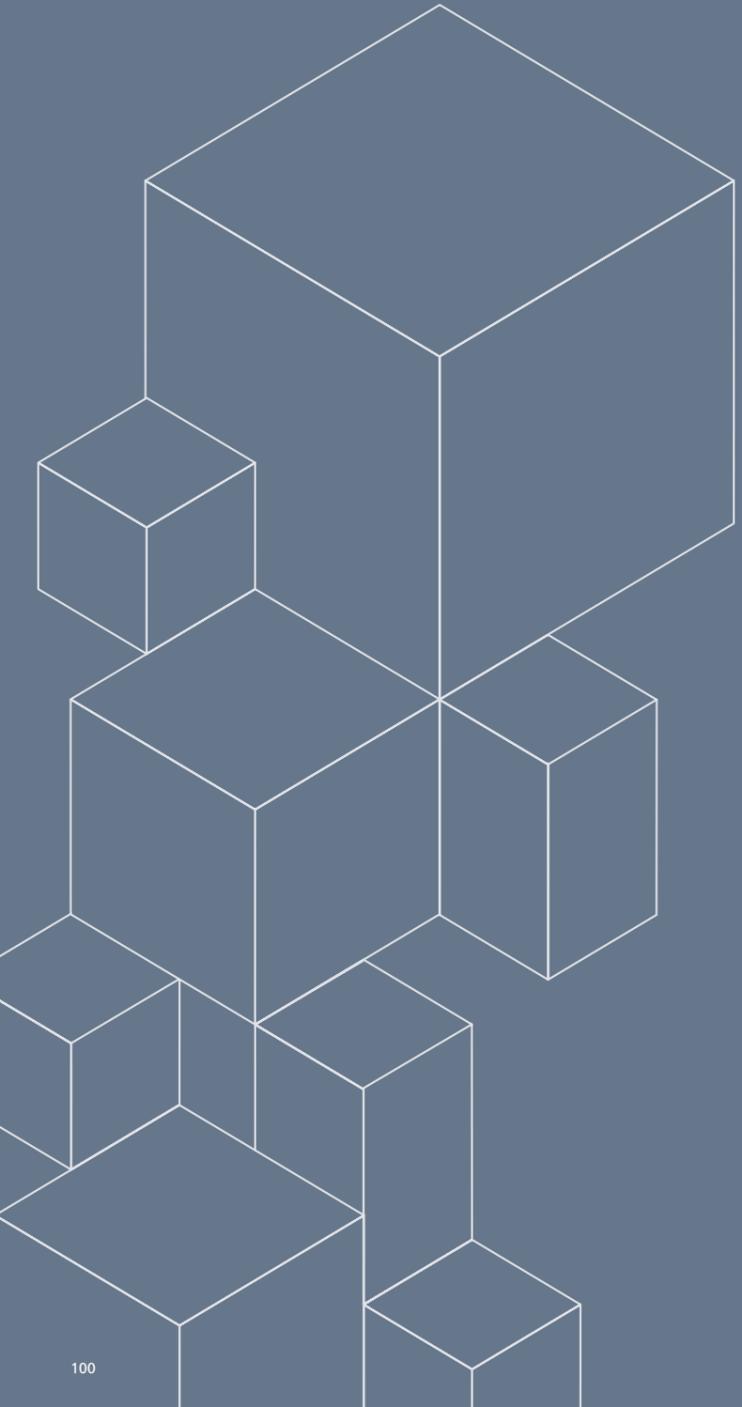
“

*Due to the tight schedules with bus departure at 6:00 am, breakfast at 5:30 am, followed by a 15-minute walk, only returning late at night, there was time for sleep and nothing else.”*

**– delegate.**

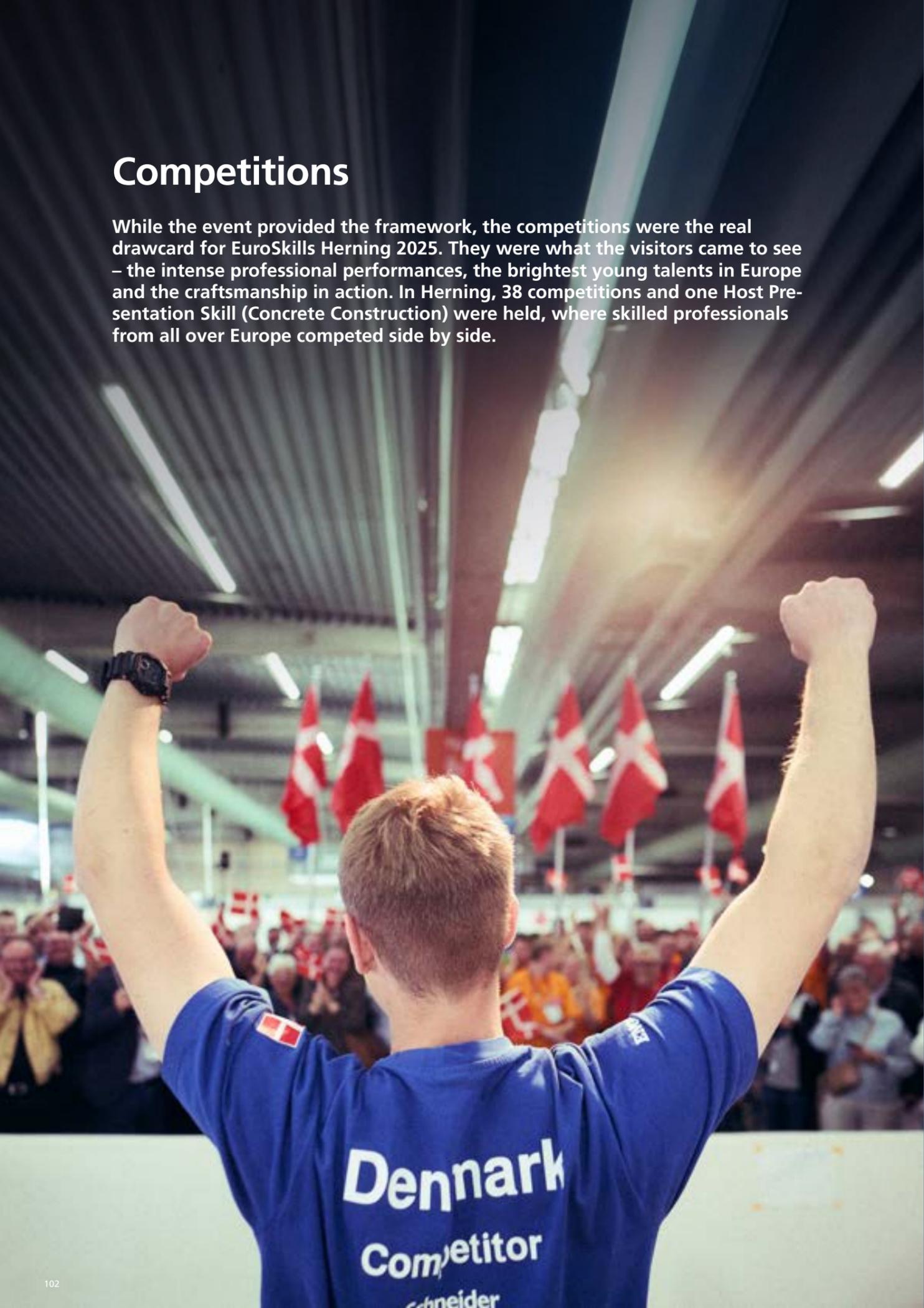


**SECTION 6**  
**COMPETITIONS**



# Competitions

While the event provided the framework, the competitions were the real drawcard for EuroSkills Herning 2025. They were what the visitors came to see – the intense professional performances, the brightest young talents in Europe and the craftsmanship in action. In Herning, 38 competitions and one Host Presentation Skill (Concrete Construction) were held, where skilled professionals from all over Europe competed side by side.



## 6 sectors, 38 competitions



### Construction & Building Technology

- Bricklaying
- Cabinetmaking
- Carpentry
- Electrical Installations
- Floorlaying
- Joinery
- Landscape Gardening
- Painting and Decorating
- Plastering and Drywall Systems
- Plumbing and Heating

### Creative Arts and Fashion

- Fashion Design and Technology Team Challenge
- Floristry
- Graphic Design Technology

### Information and Communication Technology

- IT Network Systems Administration
- Software Application Development
- Web Development



### Manufacturing and Engineering Technology

- CNC Milling
- Electronics Prototyping
- Industrial Control
- Industry 4.0
- Mechanical Engineering Design – CAD
- Mechatronics
- Robot Systems Integration
- Welding

### Service Industry

- Bakery
- Beauty Therapy
- Cooking
- Entrepreneurship / Business Development Team Challenge
- Hairdressing
- Health and Social Care
- Hotel Reception
- Pâtisserie and Confectionery
- Restaurant Service

### Transportation and Logistics

- Automobile Technology
- Heavy Vehicle Technology
- Truck and Bus Technology

## Competition dogma

The structure of the competitions followed clear dogma and professional principles. Visibility and communication were key goals: High walls were to be minimised, so the visitors could see, hear and feel the skills up close. The locations of the competitions at MCH Messecenter Herning were also carefully planned – to create professional environments and to avoid noise, dust or odour disrupting other disciplines. For example, carpenters, cabinet makers, bricklayers and tile layers were gathered in Hall M, while the IT disciplines were placed in Hall H, to ensure strong professional cohesion and efficient infrastructure.

Work on developing the competitions began in March 2023 following a structured timeline, with technical observations at EuroSkills Gdańsk 2023, an expanded Skill Development Workshop in April 2024, the main anchoring workshop, Competition Preparation Meeting, in January 2025, and an extensive construction process in MCH Messecenter Herning in September 2025. The systematic focus on the infrastructure lists (material lists for each competition) and early dialogue between Chief Experts, Deputy Chief Experts and the host organisation ensured common direction and strong quality assurance in each competition area.

The vocational schools in Denmark played a central role in implementation of the competition areas. The vast majority of Workshop Managers and Workshop Managers' Assistants are vocational teachers, and their professional expertise has been crucial. Workshop Managers served as key sparring partners for EuroSkills 2025 during the preparation phase, contributing together with Chief Experts and Deputy Chief Experts to the planning of the competitions and preparation of the infrastructure lists. During EuroSkills Herning 2025, Workshop Managers and Workshop Managers' Assistants also had overall organisational responsibility in the competition areas. Their efforts have been crucial in ensuring that all areas were ready on time and of the highest quality.



*As Head of Competition, I am incredibly pleased with how EuroSkills Herning 2025 was run. Within EuroSkills, there is always a pre-competition meeting where all technical delegates from each participating European country must assess the competition structure and quality. We got the green light for all competitions on our first attempt – something that has never happened before in EuroSkills. This shows how we as a team – across technical staff and partners – succeeded in creating a world-class event. The event fully met and exceeded our expectations.”*

**– Kasper Bøgelund, Head of Competition, EuroSkills 2025.**





## Competition figures

**25,941 sqm**  
competition area

**61**  
Workshop Managers and  
Workshop Managers' Assistants

**5,334**  
different types of  
equipment and materials

**3.5 km**  
of fences around the competitions

**30**  
tonnes of stone

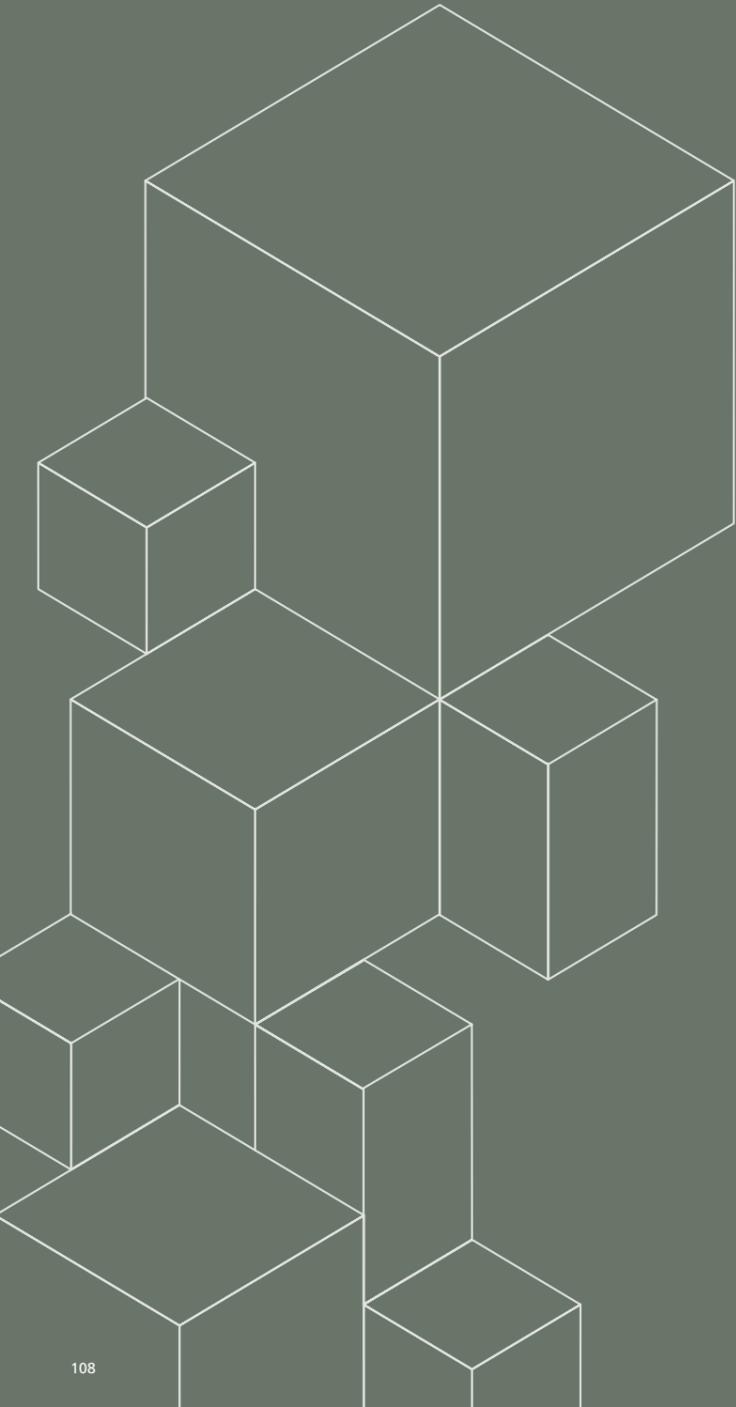
**240**  
tonnes of sand

**9,000**  
litres of refrigerant

**3,500**  
bricks

**224,877**  
individuelle dele

# SECTION 07 PARTNERSHIPS



# Partnerships

The partners have greatly contributed to making EuroSkills Herring 2025 possible, and their contribution has created the framework and enhanced the experience for participants and visitors. EuroSkills 2025 has collaborated with a total of 181 partners. This section discusses partner and VIP activities before and during EuroSkills Herring 2025 and key facts about the commercial exhibitors.

## Partner and VIP activities

### Partner exposure

The primary form of partner exposure before and during EuroSkills Herring 2025 was through venue dressing and online formats, where all partners received logo exposure in line with their partner level and engagement.

All partners and sponsors who provided materials or sponsorships for DKK 100,000 or more received logo exposure via:

- Logo banners in all halls in MCH Messecenter Herring
- Logo walls in all competition areas
- Logo walls in the arrivals building and in Winners Circle at the opening and closing ceremonies
- Visibility on the web, in the newsletter and the app, and on SoMe via *Postcards from Europe*

Partners and sponsors who made contributions less than DKK 100,000 in value received logo exposure on the pylons at the competitions they sponsored.





## Programme for partners and VIPs during EuroSkills Herning 2025

EuroSkills Herning 2025 facilitated a number of activities aimed at partners and high-profile visitors from both Denmark and abroad, including ministers, mayors, EU officials and business leaders. The programme featured several highlights, including a visit by HM The King, guided tours for political committees, and a large Skills Policy Summit attended by EU Ministers for Education. A key element was also a lunch meeting with Roxana Minzatu, Vice-President of the European Commission, where Danish business leaders discussed challenges in vocational education and training, resulting in a wish to develop recommendations for the EU's upcoming VET (Vocational Education and Training) Strategy.

The extensive guest list and varied programme illustrate how EuroSkills 2025 actively engaged both political and organisational leaders to strengthen ties between vocational education and training, decision makers and partners.

In addition to the packed programme facilitated by EuroSkills 2025, EuroSkills Herning 2025 provided a platform for partners and stakeholders to organise their own networking events. Companies such as DI Produktion, Schneider Electric, BESTSELLER, DMG Mori, Autodesk, the Confederation of Danish Industry, EVU and others took advantage of the EuroSkills Herning 2025 event and vocational training summit to meet with partners and stakeholders to discuss issues related to their specific sectors.





## EuroSkills 2025 VIP programme: 9-13 September 2025



### Tuesday 9 September

<b>Opening ceremony</b>	190 VIP participants, including Mattias Tesfaye, the Danish Minister for Children and Education, Dorte West, Mayor of Hering Municipality, and officials from the Danish Ministry of Children and Education and the European Commission
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### Wednesday 10 September

<b>Presentation and VIP guided tour</b>	60 EU officials (Directors General for Vocational Training)
<b>VIP guided tour</b>	40 participants from COVE (Centre of Vocational Excellence)

### Thursday 11 September

<b>Visit by HM The King</b>	HM The King and a number of specially selected partners, including the Danish Minister for Children and Education Mattias Tesfaye and Dorte West, Mayor of Hering Municipality
<b>VIP guided tour</b>	Children and Education Committee and Employment Committee
<b>VIP guided tour</b>	Caroline Stage, Danish Minister for Digital Affairs
<b>Visit by a member of the European Parliament</b>	Brigitte van den Berg (Holland)
<b>VIP reception</b>	All business partners, partners from WorldSkills Europe and WorldSkills International, the Children and Education Committee and Employment Committee (150 participants)

### Friday 12 September

<b>Skills Policy Summit</b>	<p><b>Around 220 participants, including:</b></p> <ul style="list-style-type: none"> <li>• 135 EU ministers for education, ambassadors and officials</li> <li>• EU ministers for education from EEA and EFTA countries</li> <li>• 15 specially invited partners from EuroSkills 2025, selected education professionals, the EuroSkills 2025 Board, WorldSkills Europe Board and Executive Board</li> <li>• Invited guests from FH (Danish Trade Union Confederation) and DA (Confederation of Danish Employers) member organisations</li> <li>• The Minister for Education from United Kingdom The Rt Hon. Baroness Smith of Malvern</li> <li>• Roxana Minzatu, Vice-President of the European Commission</li> <li>• One representative from each WorldSkills Europe member country</li> </ul>
<b>Lunch meeting with Roxana Minzatu, Vice-President of the European Commission</b>	Vice-President Roxana Minzatu and specially invited guests, including Poul Nyrup Rasmussen, Henrik Kjeldsen, Kristian Strand (CEO, Danfoss), Jesper Kvistgaard (Grundfos), Nina Groes (Divers), Sofie Irgens (Schneider Electric), Signe Tychsen Philip (DI), Laurence Gates (WorldSkills Europe) and Erik van der Zwan (WorldSkills Europe)
<b>VIP guided tour</b>	Ane Halsboe-Jørgensen, Danish Minister for Employment
<b>VIP guided tour</b>	50 people from the Faroe Islands Skills organisation and government, including the Minister for Children and Education

### Saturday 13 September

<b>Closing ceremony</b>	104 VIP participants, including Dorte West, Mayor of Hering Municipality, Per Haugaard, EU Head of Representation, representatives from WorldSkills Europe and EuroSkills 2025.
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## Commercial exhibitors

A commercial exhibitor is a company or organisation that has purchased the right to erect a stand during EuroSkills Herning 2025 and gain direct exposure to visitors.

A total of 6,495 sqm net were allocated to 141 commercial exhibitors:

<b>65</b> commercial stands	<b>52</b> partner stands <b>9</b> WSE-partner stands	<b>13</b> Try-a-Skill-stands <b>2</b> Founding Partner-stands
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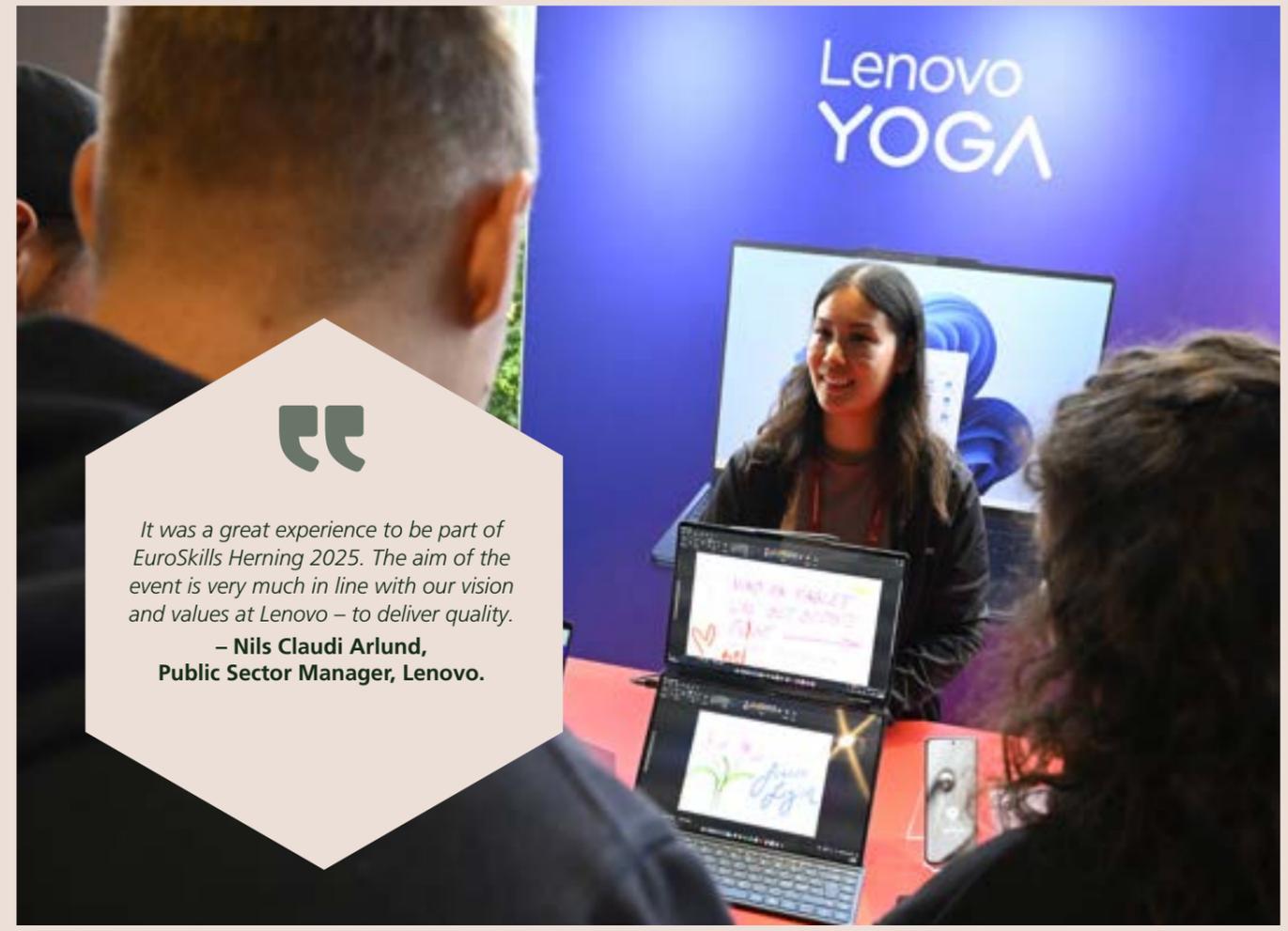
This mix of exhibitors ensured a broad representation of commercial players, partners and activities, that helped to enhance the visitor experience.

## Satisfaction among partners and commercial exhibitors

EuroSkills 2025 sent out satisfaction surveys to partners and commercial exhibitors who participated at EuroSkills Herning 2025, and the results indicate overall satisfaction with the event execution. The survey was sent to 226 companies, and 103 responses were received, giving a response rate of 46%.

### Summary of the results of the satisfaction survey

- High satisfaction: The overall score for EuroSkills Herning 2025 was estimated to be between 4 and 5 out of 5 stars, which is described as 'excellent'.
- International enthusiasm: Results from the English survey indicate the overall benefit was very positive. Danish respondents were slightly less satisfied, but the overall score remained high.
- An overwhelming majority, 83% of respondents, see themselves as potential future partners at national Skills events in Denmark.

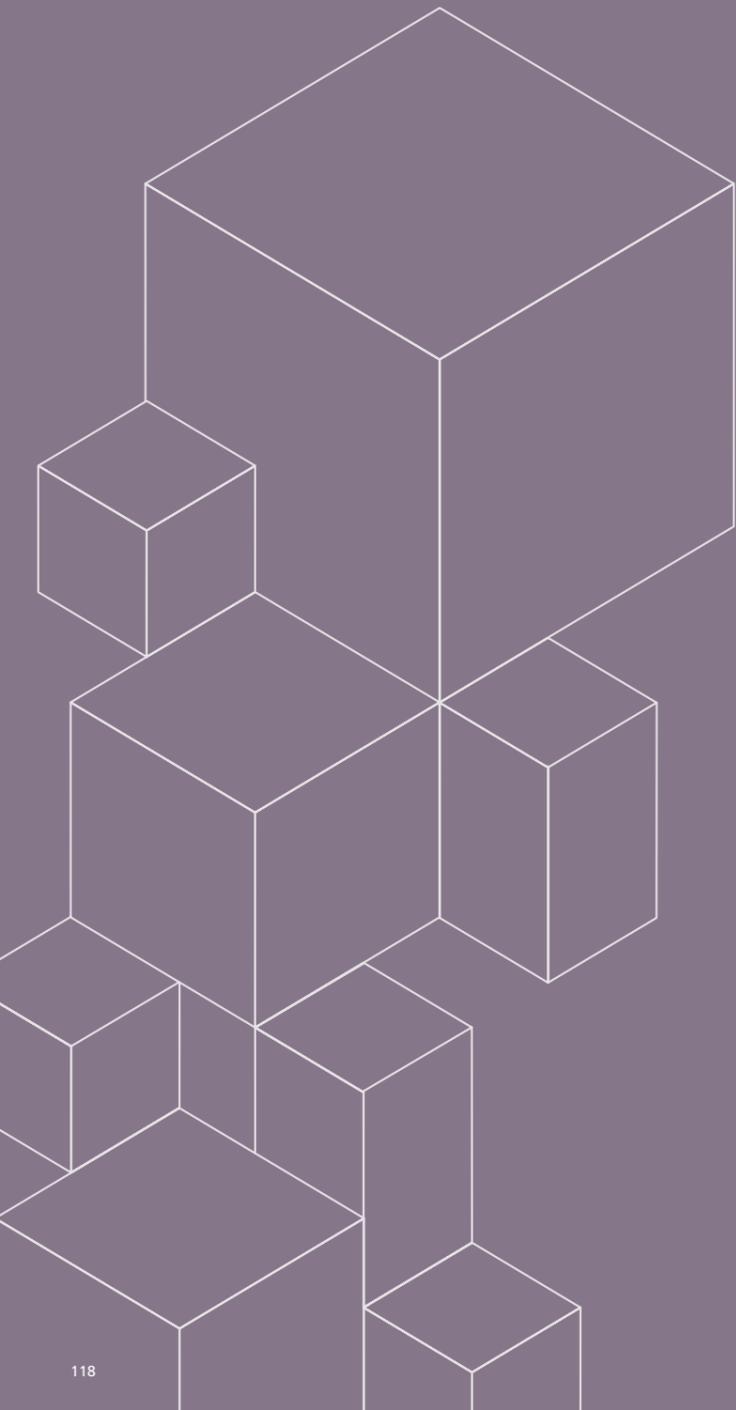


*It was a great experience to be part of EuroSkills Herning 2025. The aim of the event is very much in line with our vision and values at Lenovo – to deliver quality.*

**– Nils Claudi Arlund,  
Public Sector Manager, Lenovo.**



# SECTION 08 PUBLICITY

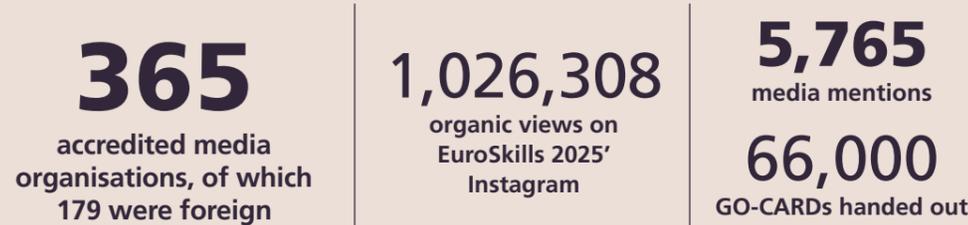


# Publicity

EuroSkills Herning 2025 was a site-specific event. Great effort was therefore made to reach out as broadly as possible with the communication – both about existence and purpose. The goal was for everyone, regardless of where they live, to hear about EuroSkills and the key issue it addresses – the need for more vocational workers and education as an attractive career path.

This section is about the publicity EuroSkills Herning 2025 and SkillsDenmark received. The communication efforts have particularly targeted a Danish audience, with the Danish national team serving as the focal point for the narrative. Danes come in order to cheer on the national team – and for many, especially school students and young vocational workers, the participants have acted as recognisable role models that make EuroSkills relevant. This section is therefore based on the publicity created by both EuroSkills 2025 and SkillsDenmark as initiators.

## Publicity figures



## Press coverage

The press coverage has been calculated based on three search strings: SkillsDenmark, 'Skillslandsholdet' (the skills national team) and EuroSkills. These keywords provide the basis for the noted media mentions and subsequent analyses. The following section looks at the extent of the coverage distributed by the radio, TV, online and print media.

## Media mentions

There were a total of 5,765 media mentions between 1 January 2023 and 30 September 2025. The table shows the number of media mentions – i.e. the number of times the given event/organisation was mentioned in a media story. The numbers can be used for comparison and to show a trend – there may be inaccuracies in the exact numbers, as some stories mention several search profiles at the same time.

Search profile	Media mentions
SkillsDenmark	722
Skills national team	3,062
EuroSkills	1,981

A wide variety of media types have brought publicity, and thus several different target groups and types of people have been exposed to Skills content.

Search profile	Print	Online	TV	Radio
SkillsDenmark	178	531	5	8
Skills national team	472	1,742	69	296
EuroSkills	350	1,344	31	180

**Berlingske** | Køb abonnement | Log ind | Menu

SAMFUND OPINION BUSINESS KULTUR

DANMARK 9. sep. kl. 5:01 | Opdateret 9. sep. kl. 5:01

# Europas bedste håndværkere skal kåres i Herning

Elektrikerlærling vil inspirere andre unge, når Danmark i denne uge er vært for EM i erhvervsuddannelser.

tvSyd | Nyheder | Berlingske | TV | TV-kanaler | Streaming | Play | Se mere

SEBESTE NYT | INDLAND | UDLAND | PENSER | POLITIK | REGIONALT | VEJRET

## Nicolai er den første dansker nogensinde til at repræsentere køligt fag

## Rekordstor dansk medaljehøst ved Euroskills i Herning

## I Herning er Europa gået sammen om at få flere faglærte

I disse dage vakkert borger og os alle til alle (EU) i Herning for at deltage i EM for faglærte. Den situation vil uddannelsesorganisationer Mattias Thøgers (E) udlyste til næste skridt i sin plan for de faglærte uddannelser.

## Minzatu før ministermøde: Europæisk samarbejde om uddannelse er vigtigere end nogensinde før

"Jeg bliver så stolt og glad med mange af de fantastiske unge faglærte," siger EU-udvalgte Rasmus Winberg, formand for fagligt og fagligt, når man møder, at samarbejde om gode erhvervsuddannelser er en vigtig forudsætning for at styrke Europas konkurrenceevne i en global tid.

## Supplement in Politiken newspaper

In week 24 of 2025, a large paid supplement about EuroSkills Herning 2025 was published in Politiken, Jyllands-Posten and Ekstra Bladet. The supplement was titled 'En hyldest af fremtidens faglærte' (A Tribute to the vocational workers of the future) and sought to spread awareness of EuroSkills Herning 2025 – especially among target groups not geographically close to Herning or which did not have a natural affiliation with vocational education and training and the Skills movement. By placing the supplement in three of Denmark's largest newspapers, the message about professionalism, talent and future vocational work was communicated to a wide and varied readership. The newspaper supplement also gave partners the opportunity to buy advertisements, so they could signal their commitment and reach an audience that is increasingly becoming aware of the importance and opportunities of the world of vocational work.

### Print

- Circulation: approx. 80,000 copies
- Additional circulation for EuroSkills Herning 2025: 5,000 copies

### Digital media

- Over 300,000 views online, including in the electronic versions of the three newspapers.
- Approx. 2,000 clicks from e-papers:
  - Approx. 1,500 clicks to EuroSkills 2025 subpages
  - Approx. 500 clicks to advertisers' websites

# EN HYLDEST AF FREMTIDENS FAGLÆRTE

## UNGE HAR FLEST FORDOMME OM FAGLÆRTE

Side 6

## FAGLÆRTE SKAL REALISERE DEN GRØNNE OMSTILLING

Side 8

## KAJA DRØMMER OM GULD – OG OM STØRRE ANERKENDELSE AF SOSU-FAGET

Side 22

## Promotions and marketing

### SoMe collaborations and influencer campaigns

EuroSkills 2025 and SkillsDenmark formed a number of strategic partnerships with influencers on social media as part of the promotion efforts leading up to EuroSkills Herning 2025. This strategy flowed primarily from a survey conducted by Epinion that identified stereotypes about vocational workers, particularly among 16 to 24-year-olds. The survey is available on SkillsDenmark's website – read more about it here.

### Key findings from the survey:

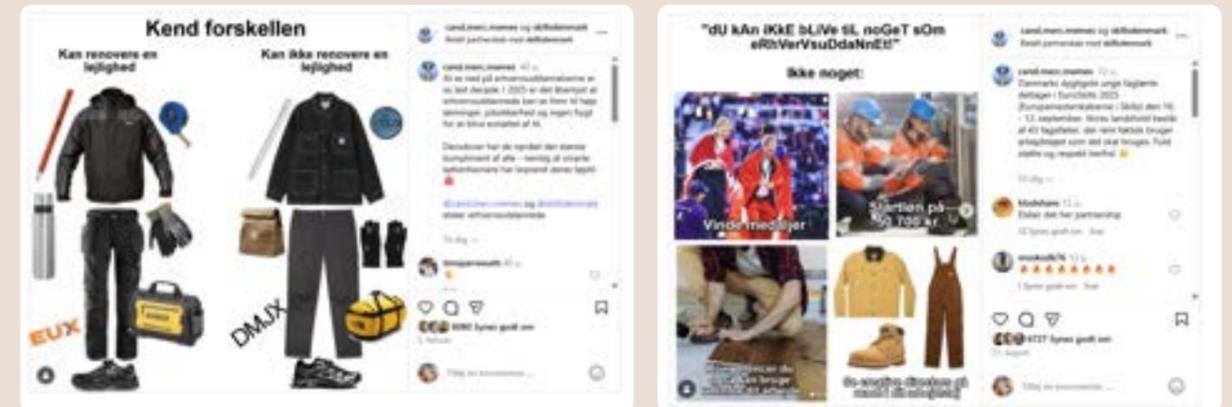
- 50% of 16 to 24-year-olds know someone who has a negative stereotypical perception of vocational workers
- 59% believe that the professional level of vocational education and training is lower than in other study programmes
- 40% see career opportunities for vocational workers as more limited than for university graduates – a view that is more widespread among young people than in the general population

EuroSkills 2025 and SkillsDenmark sought, through the SoMe and influencer efforts, to reach young people who either did not know about Skills or had negative perceptions of it. Various digital initiatives and promotions were therefore launched with the aim of presenting vocational professions and Skills as something attractive, valuable and modern, and challenging the stereotypes through role models relatable to the target group.

These initiatives and promotions are discussed next.

## Cand.merc.memes

Cand.merc.memes is a popular Instagram profile featuring humour and relatable posts targeting students and young professionals in business, finance and marketing. The partnership provided the opportunity to communicate messages in an authentic and entertaining way that attracted attention and engagement among young Danes.



	Views	Interactions
Post 1	226,000	8,183
Post 2	304,000	6,882

## TømrrerSif

TømrrerSif is a young, trained carpenter and popular TikTok profile that shares humorous and honest insights into life as a tradesman. Her content shows that vocational work is creative, professional and fun. The partnership provided an opportunity to communicate the Skills message through an authentic role model that inspires young people – especially girls – to see carpentry and other trades as attractive career paths.



	Views	Interactions
Video (1 min, 20 sec)	192,400	10,900

## Benjamin Hav

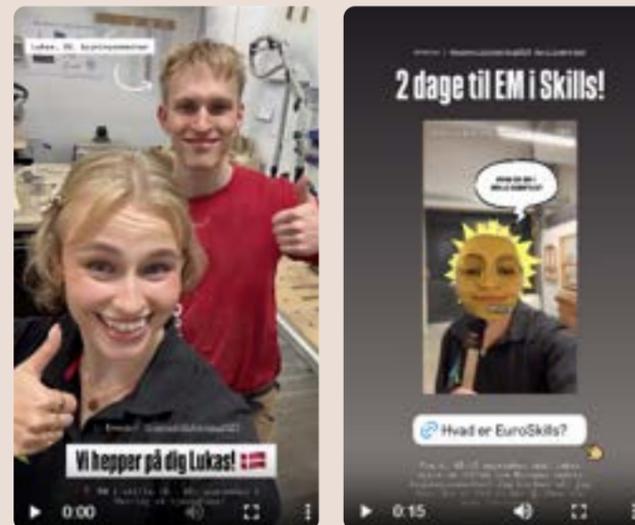
Benjamin Hav is a Danish rapper and youtuber known for his humorous and entertaining content. In connection with the collaboration, a video was produced for his YouTube channel 'Benjamins Verden' (Benjamin's World). In the video, Benjamin Hav visits three participants from the Danish Skills national team and tries to match their skills.



	Views	Interactions
Video (21 min, 25 sec)	23,027	532

## Helena Madeleine Holther Olesen

Helena Madeleine Holther Olesen is a Danish influencer renowned for sharing honest insights into her life as the sister of Marius, who has Down syndrome. Partnering with her allowed EuroSkills 2025 to reach new target groups, particularly young people and adults who do not normally follow the Skills universe, with a focus on inclusion and diversity. Her honest and personal accounts reinforce the message that Skills and vocational work are for everyone, and that different backgrounds are a strength.



	Views	Average viewing time	Engagements	Engagement rate
Instagram Reel	52,701	12.8 sec	931	2.94%
Instagram Story	31,029		18	0.06%
TikTok (video)	1,173,910	3.6 sec	8,903	0.76%

## Show Down Arena – promotion prior to EuroSkills Herning 2025

As part of the Show Down Arena project, influencers were asked to make teaser posts and promotions before arriving at EuroSkills Herning 2025's Show Down Arena.

The selected influencers have millions of followers on platforms such as YouTube, TikTok and Instagram, and thus have a broad reach among the target age group. Many young people see them as idols and role models, making them effective drawcards to motivate people to participate in EuroSkills Herning 2025.

Influencers excel in the social media formats, including challenges, humour, fails and showdowns, creating both viral content and physical presence. Their contributions combine entertainment and communication: Spectacular formats create hype and FOMO, while more serious material provides insight into skills and vocational education – communicated on the target group's own terms.



## Selected influencers for Shown Down Arena and promotion

Five of Denmark's biggest YouTubers and celebrities in the target group were invited to compete in EuroSkills Herning 2025 Show Down Arena. They were chosen for their appeal among the target group (year 7-10 students) and not necessarily for their ties to the vocational disciplines. The influencers had a combined following of over 2 million people across TikTok and YouTube. The following influencers took part:

- Jeppe Ølgaard and Signe Kragh
- Oskar and Elias Hole
- Alexander Husum and Alba Hurup Larsen



### Jeppe Ølgaard

#### Performance at EuroSkills Herning 2025:

Jeppe Ølgaard's TikTok videos gained 505,826 views and an engagement rate of 6.33%. His YouTube video after the event received nearly 48,000 views, corresponding to a total viewing time of 4,792 hours.

tiktok.com/@jeppeoelgaard  
youtube.com/jeppeolgaard

Platform	Followers/subscribers	Danish followers	Followers aged 13-24 years
TikTok	69,653	97.3%	79.05%
YouTube	264,034	94%	69%



### Signe Kragh

#### Performance at EuroSkills Herning 2025:

Signe Kragh's TikTok videos had a 6.76% engagement rate. Her YouTube video received an impressive 3,703 hours of total viewing time.

tiktok.com/@signekragh  
youtube.com/signekragh

Platform	Followers/subscribers	Danish followers	Followers aged 13-24 years
TikTok	174,266	92.1%	79.3%
YouTube	156,085	97%	80%



### Oskar & Elias Hole

#### Performance at EuroSkills Herning 2025:

The brothers' TikTok posts generated 17,830 engagement actions and an engagement rate of 6.57%. Their YouTube video received over 1,300 hours of viewing time.

tiktok.com/@oskarahole  
tiktok.com/@eliashole  
youtube.com/@Kenderdudet

Platform	Followers/subscribers	Danish followers	Followers aged 13-24 years
TikTok	237,687	96.8%	78.2%
YouTube	311,396	96%	70%



### Alexander Husum

#### Performance at EuroSkills Herning 2025:

Although Alexander Husum's reach on TikTok (77,001 views) was lower than expected, he delivered a high engagement rate of 7.3%. His YouTube Shorts after EuroSkills Herning 2025 achieved strong retention, with 63.8% of viewers still watching after 30 seconds.

tiktok.com/@alexanderhusum  
youtube.com/alexanderhusum

Platform	Followers/subscribers	Danish followers	Followers aged 13-24 years
TikTok	371,645	75.5%	75.8%
YouTube	512,248	95%	66%

## Combined performance across channels and influencers

Total followers	Number of posts	Total views	Total viewing time	Total interactions
2,097,014	16	1,088,633	12,881.5 hours	65,177

A look through the comments on posts from the influencers shows that they have succeeded in getting the attention of young people. The comments show increased anticipation and enthusiasm among young people about visiting EuroSkills Herning 2025 after seeing that one of their role models has recommended or promoted EuroSkills Herning 2025. By involving influencers, young people get their own language for the event and have the opportunity to talk about it 'without involving an adult' – and perhaps the conversation extends beyond the comments section? Several comments also express that it is considered 'cool' to go to EuroSkills Herning 2025.



## GO-CARDS and posters

EuroSkills 2025 was marketed via outdoor media such as GO-CARDS and posters to arouse curiosity and reach audiences who do not normally encounter the Skills universe online or through school or work. The aim was to increase awareness of both Skills and EuroSkills Herning 2025 through a more youthful and contemporary visual style.

### GO-CARDS

The aim of the initiative was to spread the message through word-of-mouth and signal that skills come in many forms – and are often highly valued. The emphasis was on highlighting that Skills are valuable and attractive, and creating material that people would want to take home with them. This was supported by an appealing graphic design and humorous, relevant one-liners. GO-CARDS were issued by SkillsDenmark.

GO-CARDS were distributed nationwide in weeks 19 and 20 of 2025. 540 cafés and cinemas received the postcard.



#### “Dine skills er guld værd” (Your skills are highly valued)

Average cards collected across sectors and card types is 76%.

\*Estimated cards collected: Leftover GO-CARDS were redisplayed

Area	Circulation (no.)	Collected (no.)	Collected (%)
Greater Copenhagen	23,000	20,500	89
Aarhus	5,000	4,500	90
Odense	2,500	2,200	88
Aalborg	2,500	2,300	92
<b>Total</b>	<b>33,000</b>	<b>27,900</b>	<b>89</b>

#### “Alle skills fører til Herning” (All skills lead to Herning)

Average cards collected across sectors and card types is 76%.

\*Estimated cards collected: Leftover GO-CARDS were redisplayed

Area	Circulation (no.)	Collected (no.)	Collected (%)
Greater Copenhagen	23,000	18,500	80
Aarhus	5,000	4,000	80
Odense	2,500	2,000	80
Aalborg	2,500	2,000	80
<b>Total</b>	<b>33,000</b>	<b>26,500</b>	<b>80</b>

### Posters

The aim of the promotion was to spread awareness of EuroSkills Herning 2025 in municipalities within driving distance of Herning. A retro look was chosen to create an iconic and recognisable poster inspired by historic sporting events such as the Olympic Games. The visual elements underscore the importance of the format and the long history behind the Skills movement, which dates back to 1948. The classic and timeless look signals that EuroSkills Herning 2025 is more than just an event: It is a European championship for young vocational workers, who deserve the same respect and attention as given to major sports competitions.

550 posters were put up in Aarhus and Odense, with exposure throughout August 2025.



## Campaign: *It's like sport.*

The It's like sport campaign sought to position the skilled professionals from the Danish Skills national team in the same way as DBU positions football players. The aim was to create new role models for young people and thereby arouse interest in EuroSkills Herning 2025 and vocational work.

The creative idea was essentially to present professionalism using the same methods and feelings associated with sports: intensity, competition and national pride. Through relatable sports references, the campaign sought to signal that craftsmanship and professional skill require the same commitment and precision as elite sports. Overall, the campaign linked the energy of sports to the professional pride of the vocational educations – and made the Skills national team Denmark's new professional heroes.

The campaign used a wide range of media types, including audio, images and video materials.

### The channels used included:

- SoMe and YouTube
- High Impact display advertising
- OOH (Out-of-Home), including apribus and other bus signage
- Radio (flow and digital)
- Cinema

### Selected results

- 75.7% of young people aged 13-30 have seen the apribus campaign
- 1,151,293 people heard the campaign on the radio
- 614,200 people have seen the bus campaign
- 276,938 people bought tickets to a movie where the campaign was shown

### Watch the campaign video here:

<https://www.youtube.com/watch?v=K5Te6HnwAFg>



# JAKOB GÅR EFTER EM-GULDET

EUROPAS  
STØRSTE  
KONKURRENCE  
FOR UNGE  
FAGLÆRTE



# Sociale media: EuroSkills Herring 2025

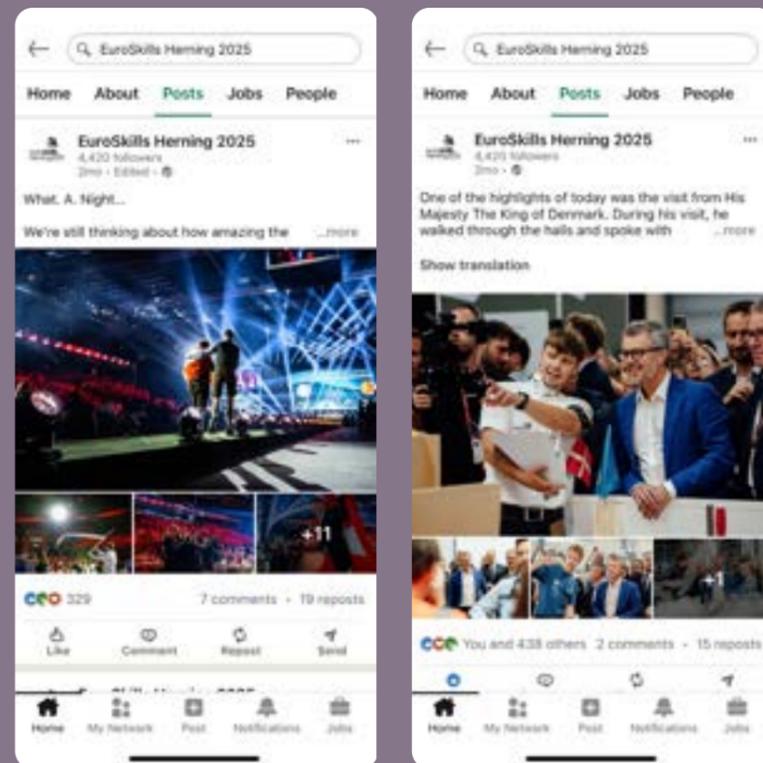
## LinkedIn

LinkedIn was primarily used to advertise partnerships and direct readers to articles on the EuroSkill 2025 website. The main focus of the platform was to activate partners by sharing content that they could interact with directly and disseminate in their networks. Examples include Postcards from Europe, where WorldSkills Europe member countries were activated. During EuroSkills Herring 2025, daily posts were issued to ensure continuous visibility.

A significant increase in both views and engagement was observed in the month in which EuroSkills Herring 2025 took place, indicating effective activation of the target group through the platform.

- 4,399 followers
- 267,542 views
- 11,535 reactions
- 153 comments
- 197 shares

## Most popular posts on LinkedIn

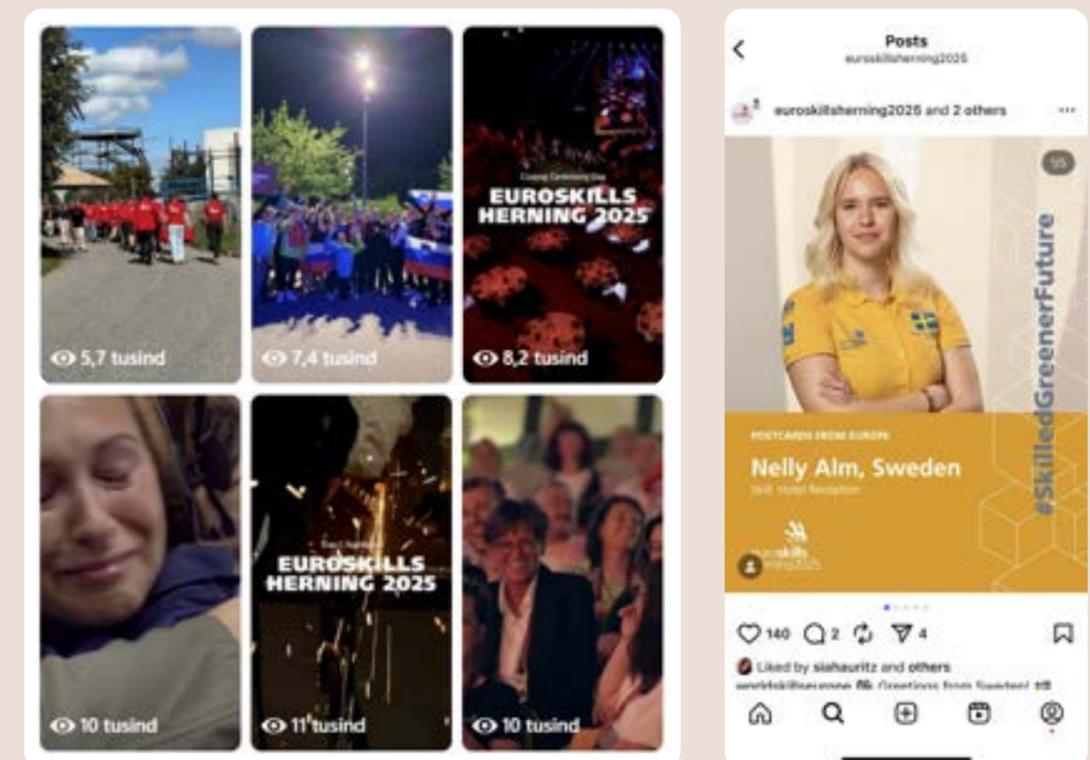


## Facebook

Facebook was primarily used for Postcards from Europe, easily accessible content and behind-the-scenes material. Although the content was not always new or unique, the tone of the texts differed from LinkedIn and was more informal. Historically, Facebook has had lower activity than LinkedIn and Instagram, and the high view numbers were primarily due to paid advertising.

- 2,000 followers
- 94,723 visitors
- 3,297,410 views
- 1,763,254 unique users reached
- 12,868 interactions
- 34,051 clicks on links

## Most popular posts on Facebook

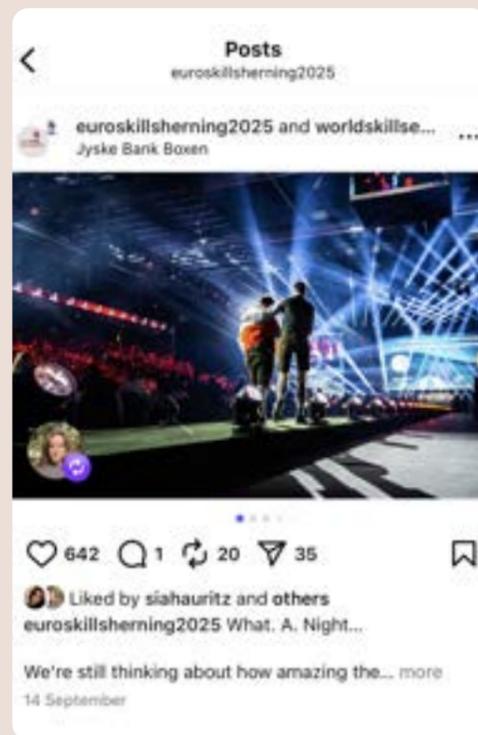


# Instagram

Instagram was particularly used during the event, as it is a medium that is easy to interact with and make live updates on. EuroSkills Herning 2025 took over the EuroSkills Gdansk 2023 profile in order to retain existing followers and improve reach.

- 5,253 followers
- 176 posts
- 1,585,083 views
- 303,503 unique users reached

## Most popular post on Instagram



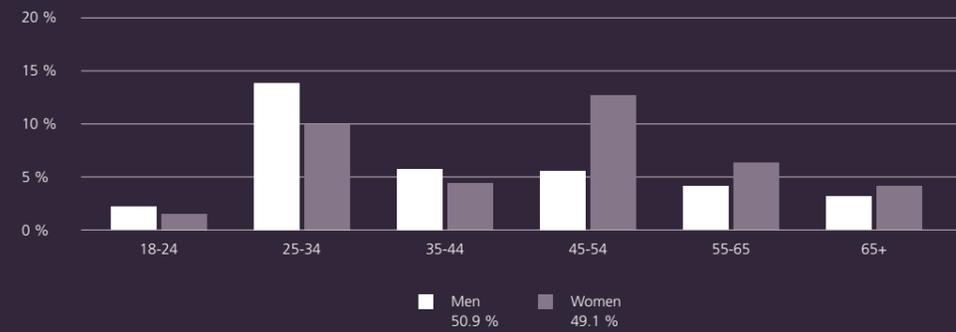
# Sociale media: SkillsDenmark

## Facebook

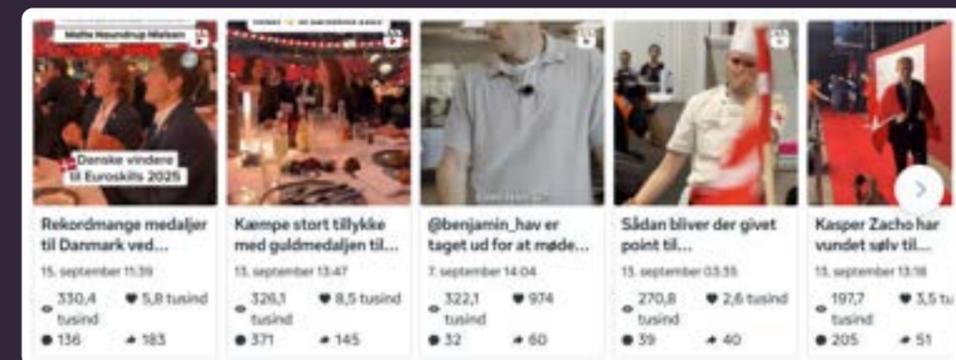
- 4,100,000 views
- 1,100,000 viewers
- 647,000 interactions
- 66,700 page visits
- 2,100 new followers

In the period 1-28 September 2025, Facebook achieved a very large reach, but the analysis shows that the target group primarily consisted of an older segment. It's hard to reach young people on the platform.

### Age and gender



Facebook reels were the most popular content.

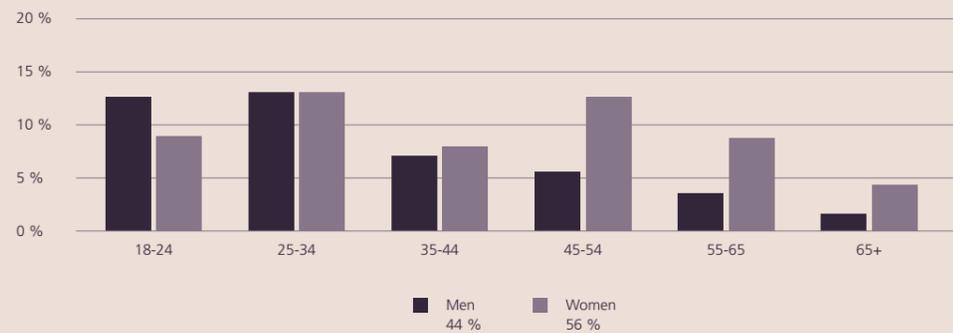


## Instagram

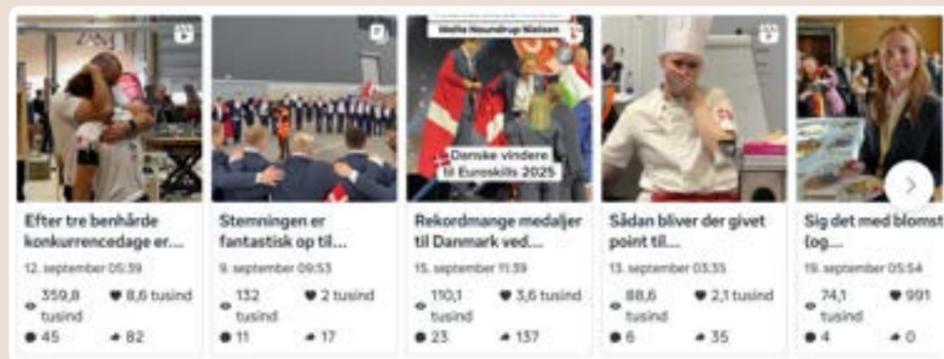
- 30 posts
- 62 stories
- 1,800,000 views
- 481,000 unique users reached
- 30,200 interactions
- 25,600 profile visits
- 1,800 new followers

In the period 1-28 September 2025, it was the young target group that was particularly reached by content on Instagram.

### Age and gender



Instagram reels, in particular, had great impact. Content showing people, atmosphere videos and quick clips performed best.



## Newsletters

Since 5 December 2024, eight newsletters in both Danish and English have been sent to 912 subscribers. The newsletters primarily targeted partners and WorldSkills Europe member countries. SkillsDenmark also sent newsletters to their Danish audience with news from EuroSkills 2025. SkillsDenmark has 1,419 subscribers.

There has been a positive trend in both the number of registrations and engagement among the recipients, measured through increasing 'open rate' and 'click rate' – especially as we got closer to EuroSkills Herning 2025. The table shows figures from the EuroSkills 2025 newsletter, one year before the event, 60 days before the event and 30 days before the event, respectively.

	Open rate (%)	Click rate (%)
The last 365 days	58.7	13.7
The last 90 days	65.1	23.5
The last 30 days	71	37.8



## One last touch – DR series 'Hænder af Guld' (Golden Hands)

In the Danish context, EuroSkills Herning 2025 is a unique event that raises awareness of the Skills movement and vocational education and training here and now. It is therefore of great significance and interest that DR has produced the series Hænder af Guld, for which a camera team followed the young skilled professionals from the Danish Skills national team for months, through training, competitions and daily life. The result is a three-part DR series that offers unique insight into the dedication, team spirit and pride behind Danish vocational education and training. Hænder af Guld premiered on DR1 on 3 December and can be found here: [https://www.dr.dk/drtv/saeson/haender-af-guld\\_560443](https://www.dr.dk/drtv/saeson/haender-af-guld_560443).

**The series follows four skilled professionals from the Skills national team, all of whom received a medal at EuroSkills Herning 2025:**

- Louise Søtoft Pedersen, flower decorator
- Tjalfe Kaster Mortensen, tile layer
- Kaja Lorenzen, social and health assistant
- Malthe Naundrup Nielsen, electrician and competitor in Industry 4.0

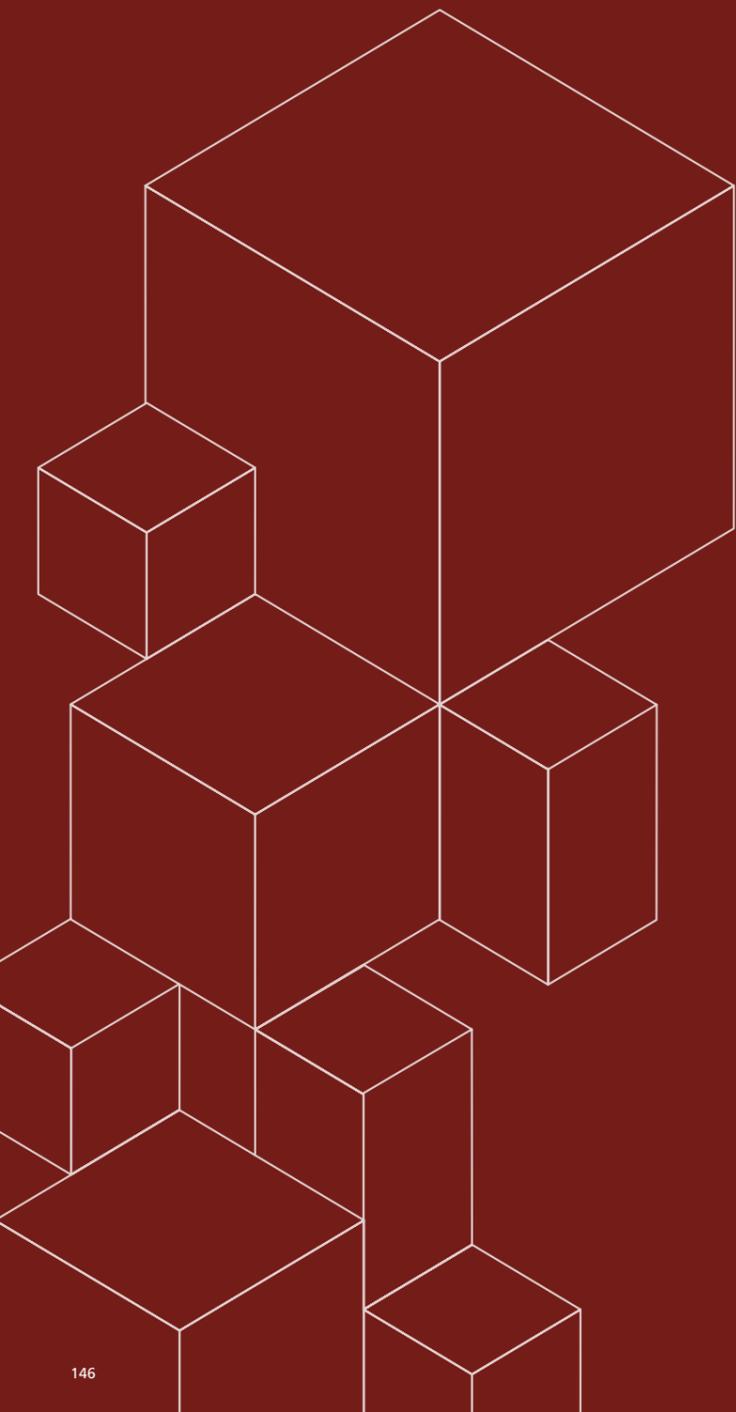


*It has been fun, challenging and time-consuming to be involved in the series. Some days the TV crew would follow me for four hours just to get a few minutes of footage. But it's important to showcase vocational education and training from a positive side, and I am glad that I said yes to being part of the programme. I'm really looking forward to seeing the final result.*

**– Louise Søtoft Pedersen.**



**SECTION 09**  
**IMPACT OF**  
**EUROSKILLS**  
**HERNING 2025**



# Impact of EuroSkills Herring 2025

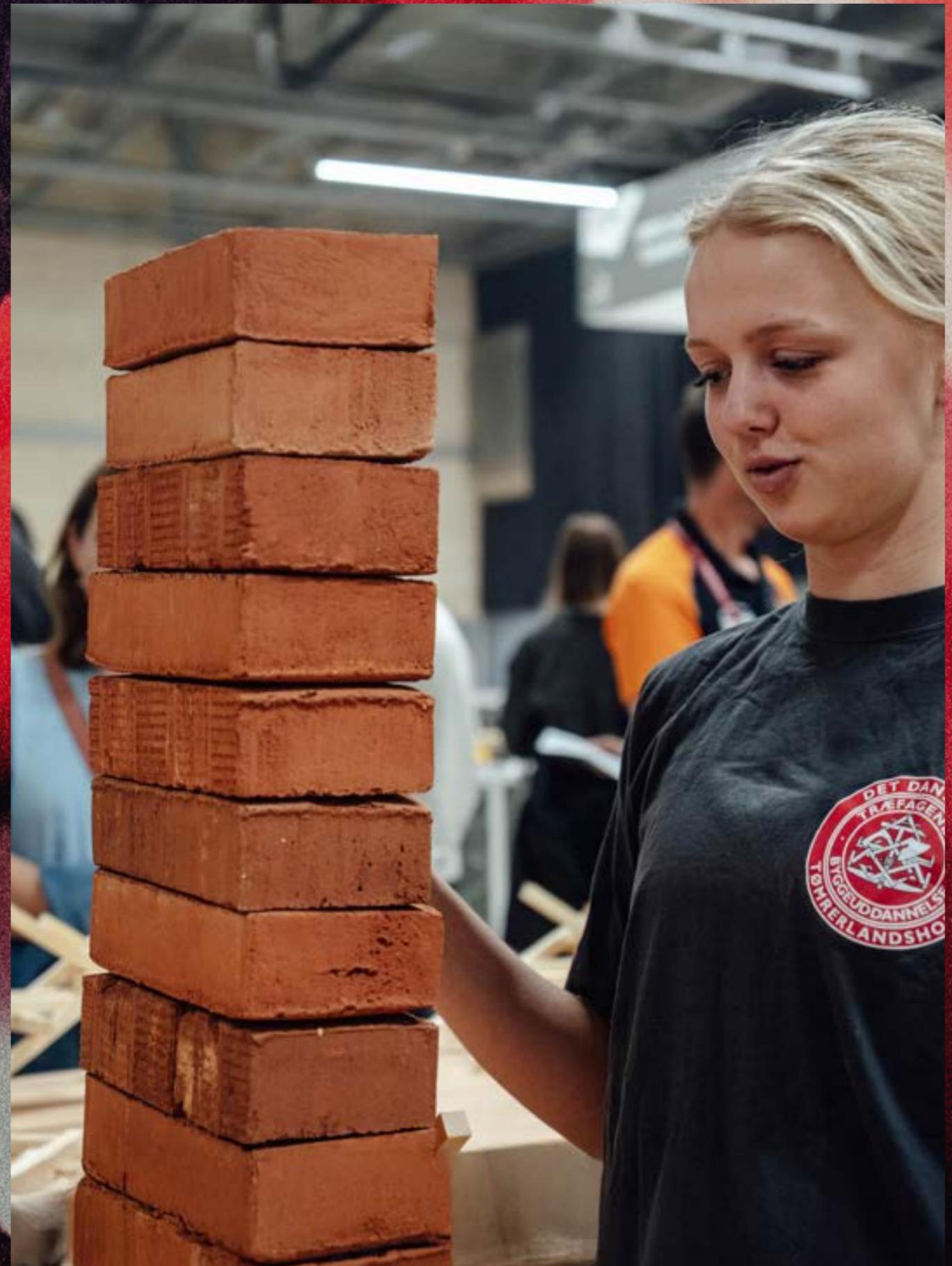
The impact of EuroSkills Herring 2025 and the many initiatives – from marketing and publicity to the learning strand and partner events – must be assessed based on how each contributes to creating lasting change founded on the three core values upon which EuroSkills Herring 2025 is built. The immediate visibility and enthusiasm that EuroSkills Herring 2025 creates as well as the long-term impact on the education system, business community and visitors are both important. To understand the total impact, the effect is divided into two main strands::

1. **Boosting vocational education and training and changing the narrative – how EuroSkills contributes to greater knowledge, interest and pride in the disciplines.**
2. **The legacy imparted to the Skills movement – how experiences related to diversity and sustainability, partnerships and new initiatives are carried on after EuroSkills Herring 2025 and strengthen the community that is carrying the Skills movement forward across sectors.**

## Greater awareness of vocational education and training and a change in narrative

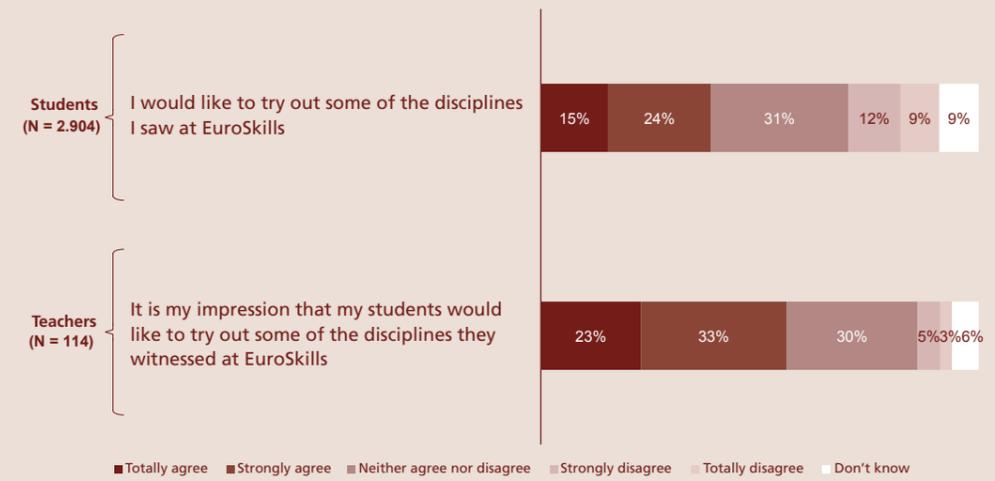
EuroSkills Herring 2025 has served as a catalyst to increase awareness of vocational education and training and change the public narrative surrounding vocational education and training in a more positive and nuanced direction.

The impact on school students has been particularly clear. Almost 40% of the students want to try out some of the disciplines they witnessed at EuroSkills Herring 2025. Many students were also surprised by the breadth of vocational education, and teachers report that the visit has led to new reflections and conversations about educational opportunities. One teacher notes that it has since become “easier to talk about vocational education and training after the students saw how much focus and support it takes to gain such skills”.



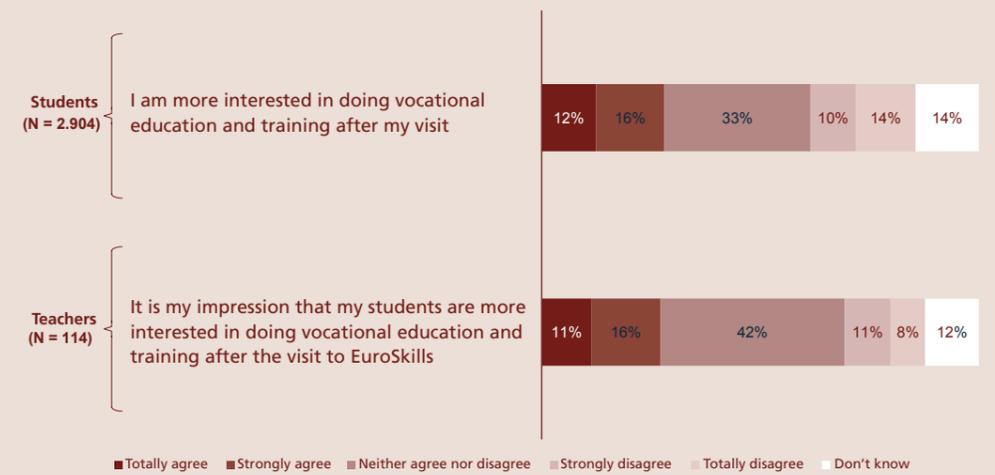


### How much do you agree or disagree with the following statements?



Almost three out of ten students either totally (12%) or strongly (16%) agree that they have become more interested in doing vocational education and training after visiting EuroSkills Herring 2025. As this denotes increased interest, it is a significant proportion.

### How much do you agree or disagree with the following statements?



Significantly more **boys** than girls have become more interested



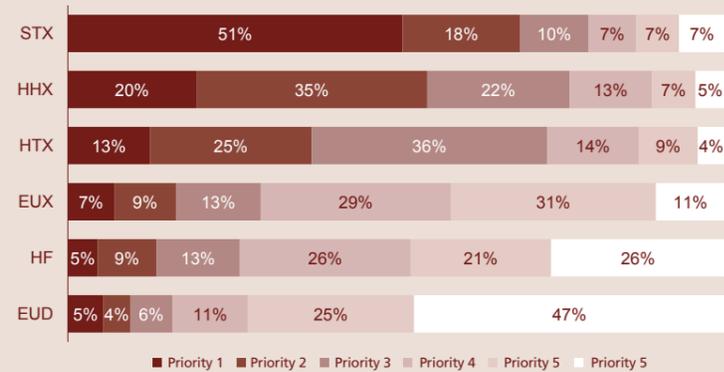
*I had to come! My son was here on Wednesday and was very excited when he came home and hasn't talked about anything else since. So I'm going to go and see how you become a cabinet-maker, so we (my husband and I) can help guide him in that choice, because neither of us know anything about vocational education and training.*

**– Mette Møller, educator and mother of a visiting student.**

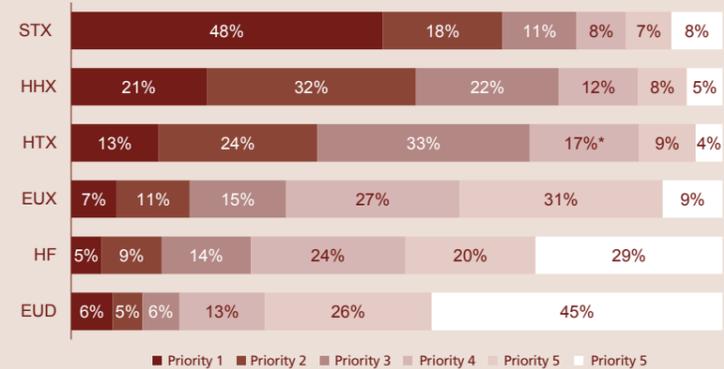
In addition, fewer negative perceptions of vocational education and training have been observed – especially among young people. More now see vocational education as a focused and attractive path with good opportunities for further education and careers. While the perception of prestige remains essentially unchanged, an important movement is being seen among parents: More are now choosing vocational education as their top priority for their child than before EuroSkills Herning 2025.

**If you could choose which upper secondary education your child should take, how would you rank the following options?**

Pre-survey (N = 612 parents)



Pre-survey (N = 584 parents)



**Overall, the results indicate that EuroSkills Herning 2025 has helped boost both awareness and recognition of vocational education and training – and thus improve the narrative regarding EUD (Danish vocational education programme) as a qualified, ambitious and forward-looking choice.**



## The King's endorsement of an ongoing movement

When HM The King chose to highlight EuroSkills Herning 2025 in his New Year Address, this was a clear sign that EuroSkills Herning 2025 has managed to widely disseminate the narrative of vocational education and training programmes. The New Year Address is one of the most unifying moments in the Danish population – and that is precisely why The King's words carry special weight. When vocational education and training programmes, trades and young skilled workers are mentioned in the address, this constitutes a significant endorsement of the direction set by EuroSkills Herning 2025. It also signals that a movement has been initiated that extends far beyond Herning and the actual holding of EuroSkills Herning 2025.



*In many places we encounter proud old craftsmanship traditions. They have been passed on and given the finishing touches through generations.*

*The glassworks at the town of Sæby, angling at the seaside of Vorupør, seaweed roofing on the island of Læsø.*

*Manual labour has been refined through centuries and has been the livelihood of many for just as long.*

*Also today, there is a strong demand for people with skillful hands. Earlier this year, I met Augusta, Casper, Niels, Sofie and Magnus, who fit this description perfectly.*

*All five signed up for The European Championship for young apprentices and skilled workers at the city of Herning.*

*Their trades varied a great deal, but they shared the ambition of presenting top-class craftsmanship.*

*Denmark ended up with a record-making haul of medals, which is not only impressive but also an important source of inspiration for other craft aspirants.*

**– HM The King's New Year's Address**





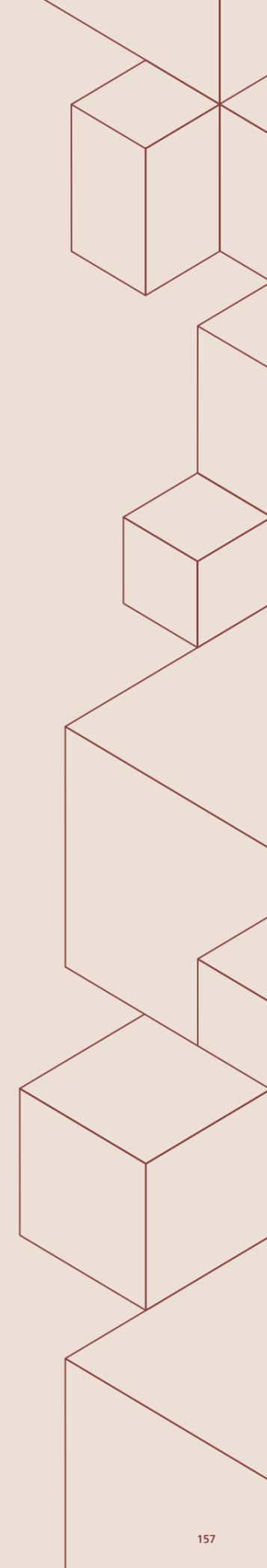
### **Role models with impact**

By mentioning the young vocational athletes by name, HM The King gave the vocational education and training programmes a face and voice. Augusta, Casper, Niels, Sofie and Magnus were not only highlighted as skilful participants in an international competition, but as role models for a new generation of young people who are showing what good craftsmanship, dedication and pride can lead to. Such personal recognition is of great importance – especially for children and young people who are facing an educational choice – because it makes vocational education and training concrete and present. EuroSkills Herring 2025 has thus contributed to creating visible role models with whom others can identify and who help change the perception of who the vocational education and training programmes cater for and what they can lead to.

### **A common recognition of our efforts**

The highlighting of EuroSkills Herring 2025 in the New Year Address can also be seen as a recognition of the broad efforts behind the event. This recognition extends beyond the young vocational athletes and also comprises the many people who – based on their individual role and expertise – work to strengthen vocational education and training programmes: teachers, businesses, educational institutions, organisations, partners and volunteers. When HM The King's words reach such different groups of stakeholders, they are perceived as common praise and confirmation that our efforts are working.

The New Year Address thus became a strong symbol that EuroSkills Herring 2025 has not only been a European Championship, but a unifying force and a popular turning point in the narrative of the value and importance of vocational education and training to the future of Denmark.



# Legacy imparted to the Skills movement

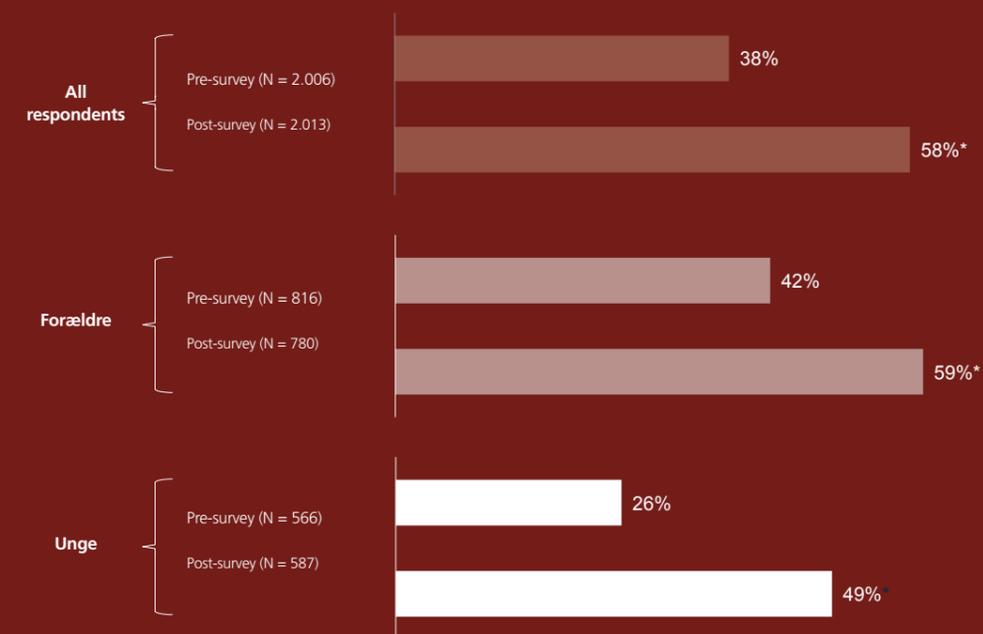
The fact that Denmark has hosted EuroSkills Herring 2025 will inevitably leave a significant impact on SkillsDenmark and the Danish national championship in Skills. Both events share the same general aim: to improve the narrative concerning the value of vocational workers and education to society. A key goal for EuroSkills 2025 has been to help consolidate SkillsDenmark and the Danish championship in Skills – in part through increased knowledge of Skills events in the population and the establishment of new, value-creating partnerships.

At the same time, EuroSkills 2025 has had a clear aim of imparting a lasting legacy to both national and international Skills events – a legacy that carries on the experiences, formats and partnerships created in Herring. The legacy is not only intended for the Skills family, but should be seen as a success for all stakeholders and partners who want to improve the narrative surrounding the pursuit of vocational education.

## Awareness of the Skills world

Following EuroSkills Herring 2025, there has been a significant increase in awareness of EuroSkills among both young people and their parents. Awareness among young people has risen from 26% to 49%, while the proportion of parents who know about EuroSkills Herring 2025 has risen from 42% to 59%. This increase is largely attributable to extensive media coverage – both in traditional media and on social platforms.

### Proportion of people aware of EuroSkills



Note: Asterisk (\*) indicates a statistically significant difference from pre-survey (p<0.05).

Data also shows that both young people and parents showed strong support for EuroSkills Herring 2025 and the underlying concept surrounding vocational education and training. Many participate because they wish to gain greater insight into vocational educational opportunities. This greater awareness of EuroSkills Herring 2025 is expected to flow onto other events of a similar nature, including the Danish championship in Skills.



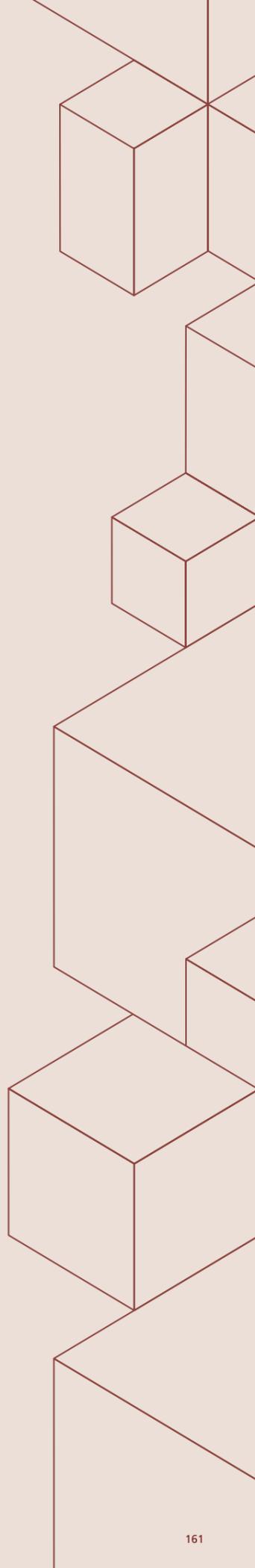


## Sustainability

EuroSkills 2025 set a new standard for how sustainability can be integrated into the way Skills competitions are held. Through a targeted focus on resource consumption and material management, it has become clear that it is possible to conduct a large international Skills event with significantly less waste. The event's high sustainability aspirations also contributed to MCH Messecenter Herning achieving ISO 20121 certification in 2025 – an important step that anchors the long-term sustainability of the venue and extends beyond EuroSkills Herning 2025.

Within EuroSkills 2025 and the Sector Manager team, the infrastructure list has been refined and operationalised as an active planning and procurement management tool. This has led to concrete results: EuroSkills 2025 markedly reduced the amount of waste materials while also creating a model for future host organisations to achieve similar results.

The infrastructure list thus serves as a concrete and documented tool to strengthen the sustainability profile of a Skills event and minimise its environmental footprint. Through this work, EuroSkills 2025 has helped establish a greener and more resource-conscious approach to the execution of future Skills events. Other concrete initiatives, such as LOOPERS, will also be passed on to WorldSkills Europe and future host nations.



## Diversity and social sustainability

The work with diversity and social sustainability at EuroSkills Herning 2025 has had a clear and lasting impact – both in Denmark and the other European countries. Through strategic partnerships, targeted initiatives and new forms of communities, values such as inclusion, representation and well-being have become an integral part of the identity and heritage of EuroSkills Herning 2025.

The partnership with Divers became a key focal point for efforts related to gender equality and representation. Through initiatives such as the Boss Ladies Embassy and establishment of the Boss Ladies Europe ambassador corps, visible results were created – both human and structural. Over 20,000 visitors met role models who challenged gender stereotypes and gave young people concrete experience with the technical disciplines. Cooperation with civil society organisations such as headspace and the development of Silent Zone also strengthened the social focus by creating a more inclusive and comfortable environment for all participants and visitors.

The social cohesion was strengthened through Skills Village, where all participants and delegates were accommodated together for the first time. New networks emerged here across disciplines, nationalities and cultures, and many participants pointed to socialising as one of the most valuable experiences. Bringing together participants helped create relationships and understanding across the board – building a solid foundation for sustainable events in the future with social well-being and community at the centre.

The impact of the efforts goes far beyond the event itself. Today, diversity and social sustainability are anchored as part of the Skills family's common mindset – right up to WorldSkills Europe and WorldSkills International. As a product of the partnership with Boss Ladies Europe, several national Skills organisations in Europe have incorporated diversity-promoting initiatives inspired by the Boss Ladies diversity methods, which they witnessed during EuroSkills Herning 2025 – such as the inclusion of Boss Ladies Europe ambassadors in national programmes.

The legacy of EuroSkills Herning 2025 therefore stands as a concrete and lasting contribution to the development of a more inclusive, diverse and socially sustainable Skills community.





*WorldSkills Denmark has shown a strong commitment to advancing TVET (Technical and Vocational Education and Training) and demonstrated what can be achieved when passion meets purpose. Their approach can serve as an inspiration for other WorldSkills Europe Member Countries.*

**– Laurence Gates, CEO, WorldSkills Europe.**



*EuroSkills Herning 2025 has demonstrated what Europe can achieve through collaboration and a shared commitment to skills excellence, with results that are truly impressive. It reminded us of the power of partnership and the importance of investing in skills for Europe's future*

**– Ben Blackledge, Chair of the Board, WorldSkills Europe.**





## Outro

EuroSkills Hering 2025 has been a major success in the areas EuroSkills 2025 set out to strengthen: to show how vocational education is attractive and meaningful – for students, parents and society as a whole – and to bring sustainability and diversity clearly into focus.

The results and extensive positive feedback show that the narrative about the value and opportunities vocational workers have has been revitalised. But EuroSkills Hering 2025 is not an end – it is a beginning. The experience, relationships and momentum that have been created will live on through SkillsDenmark, future host organisations and WorldSkills Europe. In particular, the international and political relations established during EuroSkills Hering 2025 will be further developed for the benefit of the entire vocational ecosystem.

It is our hope that all the committed players who have contributed to making EuroSkills Hering 2025 a reality will continue to serve as ambassadors for the message: that vocational education and training is an attractive and sustainable path to a good life that you can be proud of.

The great success would not have been possible without the many partners, sponsors and foundations that have contributed financial resources, materials and commitment. Your efforts have produced results that reach far beyond Hering – and far into the future.





## Special thanks to our partners and sponsors

The execution of EuroSkills Herning 2025 was carried out in close cooperation with SkillsDenmark, and also supported by a number of partners and sponsors that made the celebration of Europe's best vocational workers possible.



### MAIN EVENT PARTNER



### EVENT PARTNER



### WORLDSKILLS EUROPE PREMIUM SKILL SPONSOR



### WORLDSKILLS EUROPE SKILL SPONSOR



### MAIN SKILL SPONSOR



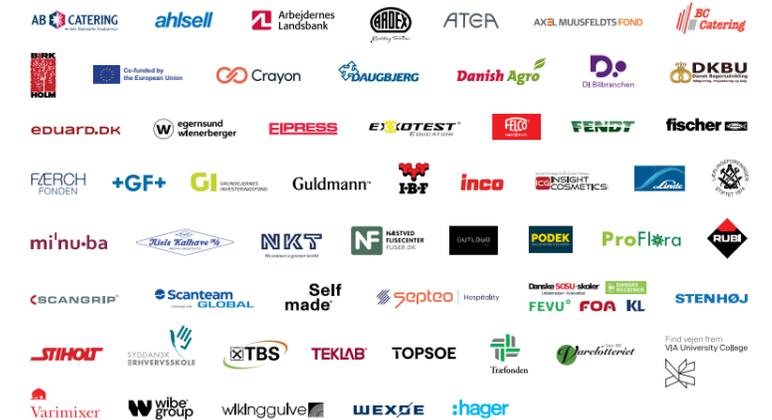
### EVENT SKILL SPONSOR



### SKILL SPONSOR



### SKILL SUPPORTERE



### FOUNDING PARTNER



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