

WORLD YOUTH SKILLS DAY 2016

FINAL REPORT

OVERVIEW

The second annual WYSD built on the success of 2015, with higher levels of engagement with Members, partners, and supporters. The WorldSkills Campaign **#SkillsRuleTheWorld** was used in a photo campaign and various WorldSkills activities, but was also used by other organizations, including UNESCO to promote the day. Highlights include:

- A total of 445 photos were submitted to the #SkillsRuleTheWorld social media photo contest
- Launched the WorldSkills Abu Dhabi 2017 website at worldskillsabudhabi2017.com on 15 July
- Campaign statistics
 - **Facebook** – 620,000 impressions and 45,000 unique engagements
 - **Twitter** – 112,000 impressions and 1,727 unique engagements, 212 individuals or organizations used **#SkillsRuleTheWorld**
 - **Instagram** – 1,200 unique engagements
 - **Website** – 11,000 page views on www.worldskills.org/WYSD from visitors representing 119 countries
- Over 30 Members participated in World Youth Skills Day promotion, social media campaigns, and local events and programs.



#SKILLSRULETHEWORLD SOCIAL MEDIA CAMPAIGN

During the six weeks leading up to World Youth Skills Day (WYSD), WorldSkills received thousands of contributions and engagement in the #SkillsRuleTheWorld photo contest. Participants used the hash tag **#SkillsRuleTheWorld** on Facebook, Instagram, or Twitter to demonstrate what makes their skill essential, inspirational, and life-changing.

Leading up to WYSD our audience was encouraged to participate in:

- **Easy Engagement**
Shared the message of WYSD – 15 July 2016, through images, videos, and stories posted by WorldSkills profiling WYSD through “likeable” and sharable posts featuring captivating photos, quotes, and imagery.
- **Active Engagement**
Participants uploaded a photo of why skills rule the world. The four best photos submitted per week in June were featured in an online poll that people voted on. The winner each week in June received a Samsung tablet.



PHOTO CONTEST WINNERS:

- Week 1 – Yusuf Habibilla of Indonesia
- Week 2 – Rahmat Zuhair from Indonesia
- Week 3 – Arnaud Schoenmaker from the Netherlands
- Week 4 – Mohit Dudeja of India

WORLDSKILLS INTERNATIONAL PARTICIPATION IN EVENTS

UNESCO – BONN, GERMANY

In Bonn, Germany, WorldSkills Champions, a WorldSkills Board Member, and Secretariat representatives attended the World Youth Skills Day 2016 UNESCO TVET (Technical Vocational Education and Training) Forum “Looking Ahead: Inspiring and Empowering Youth through Skills Development”.

Three WorldSkills Champions, Barthélémy Deutsch of Belgium, Anna Prokopenya of Russia, and Karin Fischnaller of Italy, as well as Jos de Goey, WorldSkills Board of Directors Vice President for Strategic Affairs, spoke at the forum. Some segments of the forum are available at

<http://unevoc.unesco.org/go.php?q=WYSD%202016%20Programme>

The forum was the official launch of the newly adopted UNESCO Strategy for TVET (2016-2021). The strategy will guide UNESCO’s TVET activities towards three focus areas, fostering youth employment and entrepreneurship, promoting equity and gender equality, and facilitating transition to green economies and sustainable societies. Find the strategy at <http://unevoc.unesco.org/go.php?q=Launch+of+TVET+Strategy+2016-21>.



WORLDSKILLS – ZAMBIA AND NAMIBIA

Champions Trust representative for Africa, Tayla Schou, Simon Bartley, President of WorldSkills, San-Quei Lin, Vice President for Special Affairs for WorldSkills, were in Zambia and Namibia the weeks surrounding WYSD meeting with TVET leaders, participating in a TVET Conference, and taking in a Try-a-Skill and Career Exploration Carnival.

"What an amazing event to be part of! I marched down the main roads of Lusaka, led by a marching band, and hundreds of eager school children," said Tayla. "The local colleges hosted Try-a-Skills for school children, and to say it was a great success would be an understatement!"



COMMUNITY PLUMBING CHALLENGE – DIEPSLOOT, SOUTH AFRICA

Global Partner, IAPMO (International Association of Plumbing and Mechanical Officials) – in partnership with the World Plumbing Council and Healthabitat – lead a project to convert defunct communal toilets into effective and sustainable solutions 9-15 July 2016.

Teams representing Australia, India, United States of America, and South Africa collaborated with the Water, Amenities and Sanitation Services Upgrade Programme (WASSUP) Diepsloot – plus other local talent to share perspectives, skills, and insights. Additional information at <http://www.iapmo.org/CommunityPlumbing/Pages/About.aspx>.

Another Global Partner, Autodesk was involved in the project providing design expertise and Fusion 360 software. Leading up to WYSD, Autodesk hosted a training program of Fusion 360 to young people in Diepsloot, South Africa in preparation for the Fusion Design



Hub Challenge. The plumbing teams worked alongside Autodesk student design experts from the University of Johannesburg, Wits University, and young designers from the Diepsloot community. Additional information at <https://academy.autodesk.com/global-classroom>.



Champions Caiti Ward, Graphic Design Technology, and Thabiso Mohale, Autobody Repair from South Africa developed social media posts throughout the week sharing the project and their perspective with the WorldSkills community. The Community Plumbing Challenge is an impressive undertaking that WorldSkills is proud to support.


MEMBER SUPPORTED EVENTS AND ACTIVITIES





Members supported World Youth Skills Day by sharing recognition of local and global events along with the #SkillsRuleTheWorld campaign.

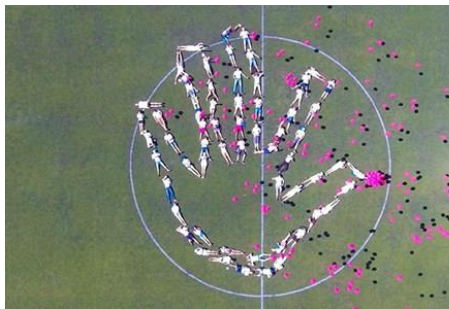
- Armenia
 - Australia
 - Austria
 - Barbados
 - Belgium
 - Canada
 - China
 - Germany
 - Ecuador
 - Emirates
 - Finland
- Georgia
 - Hong Kong, China
 - India
 - South Tyrol, Italy
 - Jamaica
 - Japan
 - Latvia
 - Namibia
 - Netherlands
 - New Zealand
 - Palestine
- Portugal
 - Romania (applying to be a Member)
 - Russia
 - Sweden
 - Switzerland
 - United Kingdom
 - Unites States of America
 - South Africa
 - Zambia




MEMBER EVENTS AND ACTIVITIES

MEMBER	EVENT	
Belgium	Profiled on website and social media a video on WYSD2016, featuring Team Belgium http://www.skillsbelgium.be/fr/newsfeed/414-world-youth-skills-day-2016	
China	An event sponsored by China's Ministry of Human Resources and Social Security and presented by the Minister was held on 15 July. Also an awareness-raising campaign with the theme of "skills make a dream true", was launched nationwide on the same day directed at encouraging youth to pursue skilled careers.	

MEMBER	EVENT	
Ecuador	Hosted an event with dignitaries, government officials, and youth celebrating WorldSkills Ecuador and WYSD.	 <small>15 Julio 2016 - WYSD</small>
India	<p>IndiaSkills: Journey & Future of Skill Development, 15-17 July 2016, Pragati Maidan Hall 14, New Delhi</p> <p>India hosted a large competition in 24 skills, seminars, Try-a-Skill, and exhibitions. The President of India Pranab Mukherjee was there to inaugurate India Skills on the occasion of World Youth Skill Day. Around 22,000 visitors visited during the event.</p> <p>Chirag Goel of the Champions Trust was there speaking to the Ministry of Skill Development and Entrepreneurship explaining the WorldSkills Champions Trust and the WorldSkills mission.</p>	
Jamaica	Mini Skills Competition was hosted at the HEART College of Beauty Services, in Kingston 12 July 2016.	

MEMBER	EVENT	
<p>Namibia</p>	<p>Namibia hosted Simon Bartley, President of WorldSkills, and Tayla Schou, WorldSkills Champions Trust representative, the week following WYSD at various meetings and events with local TVET leaders.</p>	 
<p>Palestine</p>	<p>Palestine hosted its first official event since Palestine joined WorldSkills. There was a signing ceremony between the two ministries (Ministry of Labour as well as Ministry of Education) and the Federation of Palestine Chambers of Commerce, Industry and Agriculture (FPCCIA).</p>	 

MEMBER	EVENT	
<p>Romania (applied to be a Member)</p>	<p>Hosted event with dignitaries and supporters to discuss the development of WorldSkills Romania and the future of jobs and skill development in Romania.</p>	
<p>Russia</p>	<p>Hosted 66 members of the National Team in a WYSD flash mob.</p>	
<p>Singapore</p>	<p>Following the Nationals Skills Competition, WorldSkills Singapore hosted the 2016 Closing Ceremony on WYSD. The National Competition welcomed 5,000 secondary school students, to learn more about skills education and career pathways through a structured visitor programme.</p>	

MEMBER	EVENT	
<p>United Kingdom</p>	<p>WorldSkills UK heavily promoted WYSD and #SkillsRuleTheWorld on social media. Also, on WYSD every member of Team UK met with their local MP.</p> <p>Also, representatives from WorldSkills UK were in India with the British Council working with colleges sharing best practise on competition work.</p>	 
<p>South Africa</p>	<p>Champions Caiti Ward, Graphic Design Technology, and Thabiso Mohale, Autobody Repair at WorldSkills São Paulo 2015 supported the Community Plumbing Challenge.</p>	

MEMBER	EVENT	
<p>Zambia</p>	<p>The WorldSkills Africa Forum brought together government ministries responsible for education, industry, and the youth among others to discuss TVET issues and opportunities. Alongside this important event, WorldSkills Zambia in liaison with FESTO organized a Forum for selected African Countries in preparation for a Mini – Regional Skills Competition to be held in Tanzania in November 2016.</p> <p>Simon Bartley, President of WorldSkills, San-Quei Lin, Vice President for Special Affairs for WorldSkills, and Tayla Schou, WorldSkills Champions Trust representative, attended local celebration of WYSD and WorldSkills Zambia throughout the week leading up to WYSD.</p>	

RECOMMENDATIONS FOR 2017

- Work with Members and partners to develop theme in 2016 that can be launched in early 2017.
- Provide in early 2017 graphics, contest, theme, etc. to Members and partners.
- Work with UNESCO and other partners to unite social media campaigns.
- Offer to work with UNESCO to co-organize the forum and help steer the direction and content to include more youth oriented involvement. Identify key contacts established at the forum to build ongoing partnerships.
- Identify ways to demonstrate Champions high level of skills in the pursuit of excellence.
- Identify social media Ambassadors to attract youth from outside of the WorldSkills community to the social media campaign through high profile skill related YouTubers, vloggers, bloggers etc.
- Get a celebrity testimonial to help broadening the overall activities.
- Connect with a global TV broadcaster and other media to strengthen the global outreach.
- Utilize the network from UNESCO TVET forum in terms of getting them involved in the planning for the next WYSD and also having a plan to follow up on the contacts after the event for establishing relationships as an organization.
- Consider the impact of having WYSD on a Saturday in 2017 means for Member events and activities.

PHASE 1 – 1 SEPTEMBER TO 1 DECEMBER

- Connect with UNESCO, Members, and other partners to review and integrate plans.
- Develop campaign theme, budget, and plan.
- Launch to Members and Partners.
- Develop campaign communication tools (i.e. text, webpage, graphics, posts, and website plan).
- Develop communication tools for Members and Partners (i.e. emails, posts, graphics).
- Establish contest rules and prizes.

PHASE 2 – 1 DECEMBER TO 1 FEBRUARY

- Create video of Champions Trust representatives launching the Campaign.
- Include Campaign graphic on homepage.
- Follow up with Members and Partners that have identified individual initiatives.
- Develop web and social media content and posting calendar.
- Develop press release, media outreach, and other profile opportunities.
- Enewsletter feature.

PHASE 3 – 1 FEBRUARY TO 1 MAY

- Launch, monitor, and engage on social media platforms.
- Develop press and media strategy.
- Produce content for (15 May) launch and subsequent posts.
- Refine content and posting calendar.
- Monitor hashtags, analyze engagement.
- Enewsletter feature.
- Identify roles for Champions and Champions Trust.
- Identify roles for Secretariat leads on key initiatives they will liaise with partners and Members on.
- Work with WSC2017, WSC2019, and GA2018 Organizers on event ideas.

PHASE 4 – 1 MAY TO 1 JULY

- Roll out campaign.
- Monitor hashtags, analyze engagement.
- Analyse full Campaign social media activity.
- Gather on the website place to scroll social media contributions (e.g WYSD hashtags).
- Prepare key messages for Champions, Board of Directors, Members and Secretariat.

PHASE 5 – 1 JULY TO 1 AUGUST

- Develop day of calendar of events.
- Monitor hashtags, analyze engagement.
- Refine content and posting calendar.
- Special edition newsletter on 15 July.
- Post event articles.
- Prepare final report and recommendations for 2018.