



EUROSKILLS HERNING 2025

Final report



Denmark



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FOREWORD

EuroSkills 2025 Chair of the Board Poul Nyrup Rasmussen

EuroSkills Herning 2025 was a summit for vocational excellence, held at exactly the right time. Many young people are uncertain about their choice of education, and numerous industries are facing a massive shortage of skilled workers. This poses a serious challenge to Europe's welfare, business growth, and the green transition. It calls for new initiatives and decisive action. The time has come to create a new narrative about the many opportunities that vocational education offers young people.

In Herning, we brought together nearly 600 young skilled professionals from 32 countries who, with enthusiasm, expertise, and deep concentration, competed for medals in 38 skills. Here we saw the skill athletes step forward as role models for the more than 100,000 visitors who came to watch and experience the event. Not least among them were the many young school pupils—more than half of the visitors—who were clearly captivated by following the intensely focused competitors.

For far too many years, vocational education has been spoken of almost as a plan B for young people who needed to be motivated to choose the skilled path. With EuroSkills Herning 2025, however, we have now demonstrated that skilled workers are the foundation of our society, our green transition, and our shared future.

At the same time, the international and noble contest among Europe's skill athletes was elevated to the very highest political level. Herning provided the setting for a historic EU ministerial meeting, where ministers visited the competitions and discussed the status and future of vocational education in Europe. From this emerged a clear and shared European message: vocational education must be strengthened, modernised, and made a natural first choice. Skilled workers are not secondary—they are central to growth, innovation, and social cohesion in our societies.



EuroSkills Herning 2025 has not merely been one event among many others. It has been a summit that will leave lasting marks on the years ahead by embedding everything we now know works. A great thank you to all those who made this summit possible and so successful—the skill athletes, the many sponsors and partners, foundations, companies, the social partners, and the SkillsDenmark team.

Personally, it has been a particular pleasure for me to have been part of the team behind EuroSkills 2025. An old dream from my youth—to be part of the vocational community—was revived. It is therefore with special pride that I, on behalf of all those involved, can conclude that we have succeeded in creating the new, right narrative: vocational education is not a fallback option, but the very pathway to the future.

Minister for Children and Education

Mattias Tesfaye

Dear all

What great days we had in Herning! It was amazing to watch the competitions between some of Europe's absolutely most skilled students in their fields. People who have spent thousands of hours perfecting their craft — making pastry masterpieces, repairing complex engines or ensuring safety and comfort for the elderly.

In the middle of all the lights, music, and competitions, it became clear to me what Skills is really about. At Skills, we celebrate those who go the extra mile and are truly passionate about what they do.

But Skills is also about inspiring others. It shows to the world — and especially young people — just how many opportunities a vocational education can offer. That the vocational path is the foundation of our society and our shared future.

In the Danish government, we've set a clear direction. We want to give vocational education a significant boost. With an investment of a full billion kroner. To improve quality in the programmes. And to help more students complete their education. It should open doors — also beyond Denmark. We've decided that the number of students and apprentices who take part of their training abroad must be increased fivefold by 2035.

When young people go abroad, they experience how people in other countries work, collaborate, and solve problems. They return home with new perspectives, confidence in their skills, and respect for other cultures. This is how we strengthen Europe — not with paragraphs and paperwork, but with people who can see themselves in one another.

This has been a key priority during our presidency of the European Union. In September, ministers and partners endorsed the Herning Declaration, reaffirming that strong and inclusive vocational education is essential for resilient societies and for Europe's competitiveness.

I want to thank everyone who helped make EuroSkills a reality in Denmark this year. Thank you to all participants, and to all of you who showed up to be part of the celebration. I look forward to seeing how WorldSkills Europe will continue to spark young people's curiosity for vocational education in the years to come. We truly need that!



EuroSkills 2025 Chief Executive Officer Henrik Kjeldsen

It has been a great honour and a shared responsibility to host EuroSkills Herning 2025. With this event, we aimed not only to create a professional and memorable experience, but also to create a lasting impact and meaningful legacy – in Denmark, in Europe, and within the wider development of vocational education and training.

This report brings together our experiences, results, and learnings from the planning and execution of EuroSkills Herning 2025. It is a contribution to all member countries of WorldSkills Europe, as part of our collective effort to strengthen cooperation, knowledge sharing, and the development of the European community surrounding vocational excellence.

I hope that the report provides valuable insights and practical tools – but also inspiration, courage, and motivation to continue advancing the EuroSkills movement. Together, we can ensure that EuroSkills continues to empower young talents, promote sustainability, and bring Europe closer together through skills, craftsmanship, and pride.

On behalf of the entire organisation behind EuroSkills Herning 2025, I would like to express our sincere gratitude for the collaboration and the strong sense of community within WorldSkills Europe.



THE MISSION

At EuroSkills Herning 2025, Herning was transformed into a stage that showcased the true meaning of professional excellence. It was not only about the results, but about the journey: about learning, growth, and community across borders. Young skilled competitors demonstrated that vocational skills are a universal language that unites us, regardless of background or profession.

When Europe's ministers gathered in Herning, vocational excellence and political commitment stood side by side in the shared ambition to elevate the status and future of vocational education.

EuroSkills Herning 2025 was built upon three central principles:

1. Increasing awareness of vocational education and changing the narrative

From the very beginning, the goal of EuroSkills Herning 2025 has been to strengthen the vocational educations in Denmark by increasing awareness and shifting the common perception of their value in society. Skills events play a central role in this effort, as they bring vocational excellence to life through real-world demonstrations and inspiring stories.



2. Making sustainability a guiding principle

EuroSkills Herning 2025 has embraced sustainability as a guiding principle throughout the entire process — from planning to execution. Under the theme Skilled for a Greener Future, the focus has been on how skilled professionals play a central role in driving the green transition. Skilled workers don't just build houses — they build hope. They don't simply design systems — they create solutions. In other words: vocational expertise and environmental responsibility go hand in hand.

3. Promoting gender diversity in vocational education

EuroSkills Herning 2025 has set a clear goal to promote equality and diversity within vocational education. All educational pathways must be equally accessible regardless of gender, background, or personal circumstances — not only because this benefits the individual, but also because many vocational sectors struggle with a significant gender imbalance. In other words: society needs all talents — regardless of gender.

EuroSkills Herning 2025 Timeline

June 2019

Worldskills Denmark Board decision to bid for 9th edition of EuroSkills

14 January 2020

Official Danish bid for 9th edition of EuroSkills

16 September 2020

Denmark won the bid for hosting the 9th edition of EuroSkills

22 February 2023

Progress presentation for Member Countries at CPM EuroSkills Gdańsk 2023

1-3 November 2022

First progress meeting with WorldSkills Europe

1 April 2022

Secretariat open

10 September 2023

Flag handover
EuroSkills Gdańsk 2023

15-18 April 2024

Skills Development Workshop 1st edition

28-29 May 2024

Handover meeting between ES2023 and ES2025

10-12 September 2025



9 September 2025

Opening Ceremony
EuroSkills Herning 2025

28-31 January 2025

CPM EuroSkills Herning 2025

5 June 2024

Progress Presentation on GA

13 September 2025

Closing Ceremony
EuroSkills Herning 2025

November 2025

Handover Meeting between ES2025 and ES2027

December 2025

Handover Meeting between ES2025 and ES2029

Organising Team Facts



Representing

**15
different
cities**

all over Denmark

**32
employees**

when EuroSkills Herning
2025 took place

**5
employees**

transferred internally
to another area of
responsibility

**Age range from
23 to 67
years**

**7
employees**

left during the project

The EuroSkills 2025 Vision

The Vision of EuroSkills2025 I/S was twofold:

1. **To deliver a well-planned and well-executed EuroSkills that is memorable and educational for all participants, regardless of their role during the event days.**
2. **To increase awareness, participation, and pride in vocational education and training. In doing so, we aim to contribute to higher enrolment in vocational programmes, ensuring that our companies and society are equipped with the right competencies for the future.**



From day one, the goal was to create broad European inspiration and a lasting impact that reaches far beyond the event itself. This ambition is reflected in the organisation's set of values, which is built on courage, dedication, integrity, curiosity, and good humour.

To bring this vision to life, a joint secretariat of 32 dedicated employees worked closely together, with a clear direction, strong decisiveness, and significant drive. The organisation encouraged necessary decision-making, challenged conventional thinking, and embraced learning along the way. The working environment was motivating and inclusive, celebrating both successes and key milestones, while enabling employees to grow personally and professionally. The journey with EuroSkills 2025 has therefore not only been to deliver a strong event outcome, but also about preparing employees for the next step in their careers, since all positions in the secretariat are temporary and tied to the project.

The secretariat was supported by an exceptionally strong Board that contributed with expertise and an invaluable network. The collaboration with the Board was crucial in ensuring that the stakeholders behind EuroSkills see their expectations met and their engagement reflected in the project's results.

The Board consists of the following members:

Poul Nyrup Rasmussen, Chair of the Board for the Ministry of Children and Education

Jørgen Krogh, Vice Chair of the Board for Herning Municipality.

Connie Hedegaard, Board Member for the Ministry of Children and Education

Allan Kortnum, Alternate for the Ministry of Children and Education

Peter Amstrup, Board Member for the Ministry of Children and Education

Nina Olsen, Alternate for the Ministry of Children and Education

Søren Juul Baunsgaard, Alternate for Herning Municipality

Kim Kofod Hansen, Board Member for the Central Denmark Region

Henrik Lodberg, Alternate for the Central Denmark Region

Jannik Bay, Board Member for the Confederation of Danish Employers

Anne Wieth-Knudsen, Alternate for the Confederation of Danish Employers

Nanna Højlund, Board Member for the Danish Trade Union Confederation

Thomas Felland, Alternate for the Danish Trade Union Confederation

Søren Heisel, Board Member for SkillsDenmark

Michael Boas Pedersen, Alternate for SkillsDenmark

The EuroSkills 2025 organisational structure and Team



Management



Henrik Kjeldsen
Chief Executive Officer



Christian Corlin
Chief Operation Officer



Simon Neergaard-Holm
Chief Executive Officer,
SkillsDenmark

Partnerships



Mikael Overgaard
Head of Partnerships



Christina Schnohr Svensson
Partnership Manager



Gitte Jensen
Partnership & Event Manager



Jeanette Rohd Gernsøe
Partnership & Event Manager



Sofie Gerberg Clausen
Partnership & Event Coordinator

Operations



Maja Søndergaard Eg
Head of Operations



Annika Madsen
Project Coordinator



Dorthe Marie Krøyer
Project Coordinator



Mathilde Wadsholt Madsen
Project & Volunteer Coordinator



Thomas Clausen
Project Coordinator

Competitions



Kasper Bøgelund
Head of Competitions



Morten Dalby
Head of Logistics & Venue



Helle Mølgaard Nielsen
Head of School Programs & Sector Manager



Erik Kristiansen
Sector Manager



Filip Køneke
Sector Manager



Linette Damsgaard Jensen
Sector Manager



Ole Egemose
Sector Manager

Communications (MarCom)



Rudi Raahauge Damkjær
MarCom Manager



Amanda Larsen
Communication Consultant



Ingrid Berhndt Andersen
Communication Consultant



Kamille Hede Ulrik
Press & Communication Consultant



Lena Søgaard
Brand Manager



Sia Leth Hauritz
Communication Consultant



Tone Lage Jacobsen
Graphic Designer

Administration



Claus Christiansen
Chief Financial Officer



Charlotte Berg
Project Secretary



Emilie Silke Rasmussen
Event Coordinator Intern



Katrine Rosenkvist Andersen
Project Secretary



Stine Gottlieb
Executive Assistant

SUSTAINABILITY

From the outset, EuroSkills Herning 2025 has had sustainability as a central guiding principle – in planning, delivery, and in the visual and educational framing of the event. Under the theme Skilled for a Greener Future, the focus has been on how skilled professionals are a vital driving force in the green transition. Skilled workers do not only build houses – they build hope. They do not simply design systems – they create solutions. In other words, expertise and environmental responsibility go hand in hand.

At the same time, Denmark and Europe are facing several interconnected challenges: a shortage of skilled labour, declining enrolment in vocational education, regional disparities, and a growing need for green competencies driven by technological development.

Sustainability has therefore been integrated into the competitions, learning and communication activities, as well as the overall event experience at MCH Messecenter Herning. EuroSkills Herning 2025 has particularly highlighted that the future labour market requires greener skills, and that vocational education plays a crucial role in preparing young people to think and act sustainably.

DIVERSITY AND SOCIAL SUSTAINABILITY

EuroSkills Herning 2025 has worked to promote equality and diversity within vocational education. All programs should be accessible regardless of gender, background, or experience – both to support individuals and to address the clear gender imbalance in many skilled professions.



To support this, several initiatives have been launched to strengthen gender diversity at both national and European level. By gathering new knowledge, collecting data from the competitions, and highlighting visible role models, the aim is to inspire future generations and ensure that more young people can see themselves as part of the skilled workforce. Diversity is a strength – it creates more innovative, inclusive, and resilient learning and working environments.

Silent Zone

In collaboration with the social network organisation Headspace, EuroSkills 2025 developed the Silent Zone, a space where guests needing to withdraw and take a break could go. The area was primarily intended for individuals facing challenges such as anxiety and depression. The Silent Zone was staffed by volunteers from headspace, who work daily with vulnerable young people.

- **720 guests**
- **Each guest spent an average of 30 minutes in the Silent Zone**

Collaboration with Divers

Since 2018, the organisation Divers has developed several large-scale projects with significant societal impact, including the project Boss Ladies Europe, which is particularly relevant in the context of EuroSkills. Divers works to address complex social challenges and to promote diversity in some of the world's most male-dominated sectors – both nationally and internationally.



Boss Ladies

Boss Ladies is a community and initiative aimed at increasing the number of women in technical trades. The project, developed and led by Divers, seeks to create better conditions and role models for young women choosing vocational education.

Until EuroSkills Herning 2025, the Boss Ladies concept was a national Danish project. Through collaboration between Divers, EuroSkills 2025 and WorldSkills Europe, Boss Ladies was made international, and Boss Ladies Europe was established. The ambassadors have represented the project at a range of international activities — As a direct result, both WorldSkills Germany and WorldSkills France have integrated Boss Ladies Europe ambassadors into their national efforts.

In addition to the physical community, the ambassadors are part of an online network where they continue to share experiences, updates, and support.



In Skills Village, the Competitors' Lounge served as a relaxation area for participants before, during, and after the competition days. The lounge was furnished with comfortable seating, games, and informal activities that provided a break from the often-stressful competition schedule. Participants from all countries could gather in the Competitors' Lounge and build new, supportive communities with the help of the European Boss Ladies ambassador team, who staffed the lounge in the evenings throughout the competition days.

The legacy of EuroSkills Herning 2025 therefore represents a concrete and lasting contribution to the development of a more inclusive, diverse, and socially sustainable skills community—where cross-sector, gender, and cross-border communities will continue to play a central role in shaping the future of vocational education.



COMPETITION

Competition Facts



38

Skill Competitions

586

Competitors

61

Workshop Managers
and Workshop Manager
Assistants

25,941 sqm

competition area

3.5 km

fencing around the
competition areas

Largest skill area:

**1,980 m² – Skill 51
Landscape Gardening**

Biggest skill:

**Skill 34 Cooking
with 25 Competitors**

Skills

EuroSkills Herning 2025 hosted **38 skill competitions and one Host Presentation Skill** - Concrete Construction. Divided into six sectors - Construction and Building Technology, Creative Arts and Fashion, Information and Communication Technology, Manufacturing and Engineering Technology, Service Industry, and Transportation and Logistics.

With a record number of **586 Competitors** showcasing their courage and skills, EuroSkills Herning 2025 was the biggest EuroSkills event to date.



Skills Development Workshop – SDW

Chief Experts from all 38 skills were invited to the Skills Development Workshop, held at the historic Heering's Gaard in the centre of Copenhagen, from 15-18 April 2024. The SDW was based on the Technical Description Development Workshop and extended by one additional day.

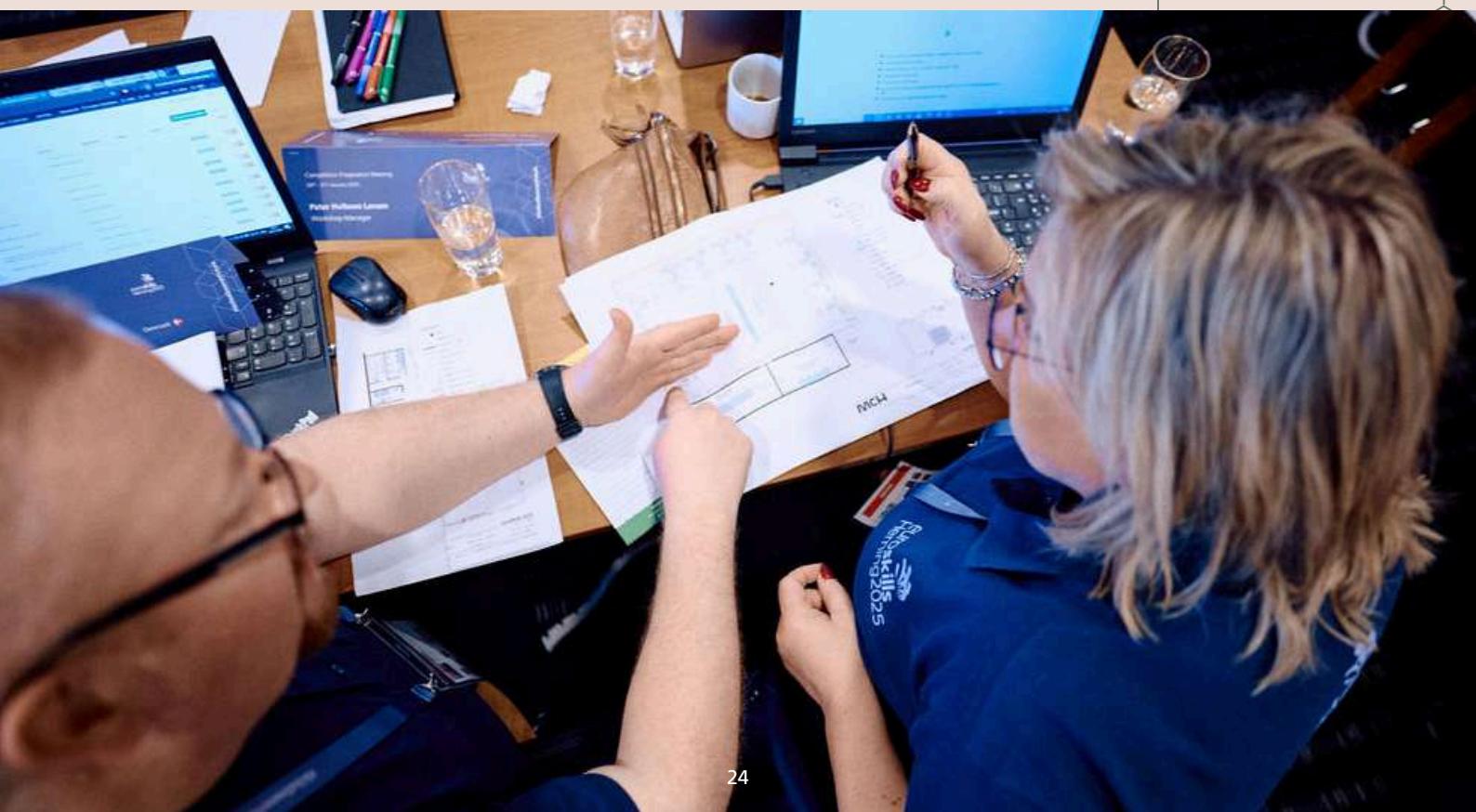
The purpose of the SDW was to kick-start work on:

- Developing the skills Technical Description
- Creating the first draft of the workshop layout
- Defining competition critical items on the infrastructure list

Over the two days, Chief Experts and EuroSkills Sector Manager team worked on:

- The first draft of the workshop layouts, which formed the foundation for the size and basic workshop layouts.
- The initial sorting of items into Tier A-B-C-D categories and defining the specifications on the competition critical items. The review of the most competition-critical items allowed us to prioritise the most important elements early in the planning process.
- During the SDW, strong bonds between the Organiser team and the Chief Experts helped us to understand the important aspects of the individual skills, and what was needed to run the skill competition with success.

The SDW was concluded with a visit to the Danish National Skills "DM I Skills Roskilde 2024".



Competition Preparation Meeting – CPM

The Competition Preparation Meeting (CPM) was held in Herning, Denmark, from January 28 to January 31, 2025. The meetings took place at MCH Messecenter Herning, which later in the year served as the official venue for EuroSkills Herning 2025. The CPM represented a key milestone in the preparation process.

The primary objectives of the CPM were to conduct a final review of the Infrastructure List, finalize the workshop layouts for all competitions, agree on detailed requirements for special builds within the workshops, and establish a clear and coordinated timeline for the development of test projects. These objectives were critical to ensuring consistency, safety, and high-quality competition conditions across all skills.

Chief Experts and Deputy Chief Experts, together with Workshop Managers for all 38 competitions, worked collaboratively throughout the meeting to finalize the Infrastructure List. Their work was further strengthened through close dialogue with some of the sponsors, including 10 WorldSkills Europe partners and 26 national partners, all of whom were invited to contribute to discussions with the individual skills. This collaborative approach ensured that the correct equipment, tools, and technical requirements were agreed upon and aligned with international standards and competition needs.



In addition to the technical sessions, participants took part in a guided tour of the venue and competition halls, to gain a clear understanding of the physical layout, spatial conditions, and lighting conditions, logistic flow, supporting informed decisions regarding workshop design and competition setup.

Despite the intensive working schedule, the CPM also offered opportunities to experience Danish hospitality. This was particularly evident during the Farewell Dinner, which took place at the iconic Gubbsø Garage, providing a relaxed and memorable conclusion to a productive Competition Preparation Meeting.



Infrastructure

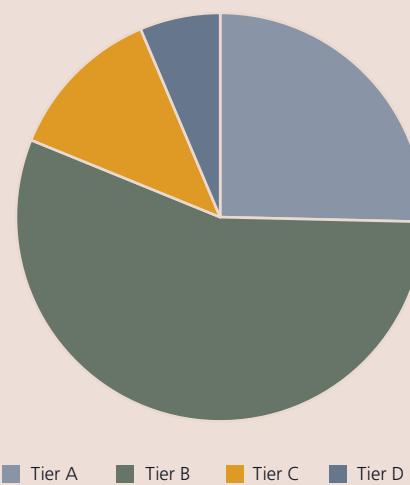
The Infrastructure List is arguably the most critical tool for organising the skill competitions. From the outset, we adopted a clear principle: we would work exclusively within the IL system, without relying on external Excel files. This decision allowed us to take advantage of the functions available within the IL system.

The IL system provided an excellent overview of the status of each skill and was a valuable tool for EuroSkills 2025 to track the status of the skills and the individual items. It also provided the Experts and Competitors with detailed information about item brand and type of equipment or material, during preparations for the Competition.

Infrastructure Lists		
ID	Name	Items
1522	04 Mechatronics	69
1532	05 Mechanical Engineering - CAD	92
1544	07 CNC Milling	126
1524	10 Welding	121
1531	12 Wall and Floor Tiling	113
1530	15 Plumbing and Heating	107
1554	16 Electronics Prototyping	116
1525	17 Web Development	68
1526	18 Electrical Installations	411
1551	19 Industrial Control	339
1541	20 Bricklaying	101
1542	21 Plastering and Dry Wall Systems	63
1534	22 Painting and Decorating	196
1528	24 Cabinetmaking	161
1537	25 Joinery	146
1536	26 Carpentry	89
1547	27 Robot Systems Integration	58
1529	28 Flexitry	149
1519	29 Hairdressing	98

Categorising all items into a Tier category, ensured that we could focus on the most important equipment and start negotiations with potential sponsors and partners early in the planning process.

- **Tier A:** Competition-critical items, where equipment specifications create the boundaries for the Test project.
- **Tier B:** Important equipment and materials for the completion of the test project.
- **Tier C & D:** Supportive and operational Items elements early in the planning process.



Infrastructure Facts



+200,000
individual items

5,334
different types of
equipment and materials

9,000 litres
of cooling lubricant
3,500 bricks
250 office chairs
240 tonnes of sand
30 tonnes of stone

Skill 18 Electrical
Installations had the
most items with
411 item lines

Workshop Managers & Assistants

At EuroSkills Herning 2025, there were **39 Workshop Managers** and **22 Workshop Manager Assistants** involved. In close collaboration with trade committees, most Workshop Managers and Assistants were engaged from among teachers at vocational schools.

Highly skilled and well-organised Workshop Managers and Assistants are key to ensuring that the skills competitions have the right equipment and that the workshops are optimally designed and arranged for the smooth execution of the events.



From April 2023 until EuroSkills Herning 2025, Workshop Managers played a significant role in supporting EuroSkills 2025 by making the right decisions regarding items, quantities, models, quality, and the development of the skills workshop layout. Several online training sessions and check-in meetings were held together with Sector Managers throughout the planning process.





Timeline for Workshop Manager preparation

° **April 2023**

Recruitment of the first
Workshop Managers

° **September 2023**

22 Workshop Managers
participated as Technical Observers
during EuroSkills Gdańsk 2023

° **January 2025**

Workshop Managers
participated in **CPM**

° **November 2024**

**Workshop Manager
Working Group** –
preparation for the
CPM

° **September 2024**

12 Workshop Managers
participated as Technical
Observers WorldSkills Lyon
2024

° **1 September 2025**

Start of workshop build-up
at MCH Messecenter Herning

° **16 September 2025**

Last day of **workshop
dismantling**

Sustainability in the competitions

Each skill competition at EuroSkills Herning 2025 included a range of materials – everything from screws and nuts to hairspray and frying pans – that had been pre-defined in an equipment list based on estimates from previous EuroSkills Competitions. To avoid wasting resources, each equipment list was thoroughly reviewed, resulting in a reduction of material consumption with more than 1,000 items removed from the overall list.

In addition, sustainability was directly integrated into the competition design, where the Experts responsible for developing the tasks were asked, whenever possible, to create test projects with a focus on and materials that contribute to greener solutions.

Sustainable facts from the skill competitions

- More than 1,000 pieces of IT equipment were rented.
 - 216 laptops, 166 PCs, 257 monitors, 60 tablets, 20 phones, 103 TV and presentation screens, as well as hundreds of microphones, cables, keyboards, etc.
- All office furniture was rented.
- Equipment, materials, and machines that did not need to be returned to the supplier were donated to vocational schools and other stakeholders.
- Plants and trees used in the Landscape Gardening skill competition were carefully returned to the sponsor.
- CO₂-friendly bricks were used in the Bricklaying competition.
- In more competitions than before, Competitors were not allowed to bring their own tools or equipment to the competition.
- 120 workbenches borrowed from WorldSkills Poland.

LOOPERS

The LOOPERS project aimed to reduce resource waste in connection with the execution of the individual skill competitions by strengthening efforts related to proper waste sorting, reuse, and recycling.

In total, more than **100 volunteer GF1 students** from Aarhus Tech participated, contributing both to waste sorting and to communicating sustainability to those responsible for competition setup – the Workshop Managers and Hall Managers at MCH Messecenter Herning.

As part of the project, the volunteers completed a digital learning course as well as a practical workshop at MCH Messecenter Herning, where they were introduced to waste fractions, safety procedures, and collaborative methods. The digital material served both as a training module and as a reference tool during the event.

The experiences from the LOOPERS project will form the basis for developing a broader learning programme targeted at all vocational schools in Denmark. The goal is to expand the material to also include themes such as energy consumption, climate impact, and circular economy – while at the same time anchoring waste sorting as a natural part of the students' professional identity. Sorting is about preserving and utilising resources – not about getting rid of waste.

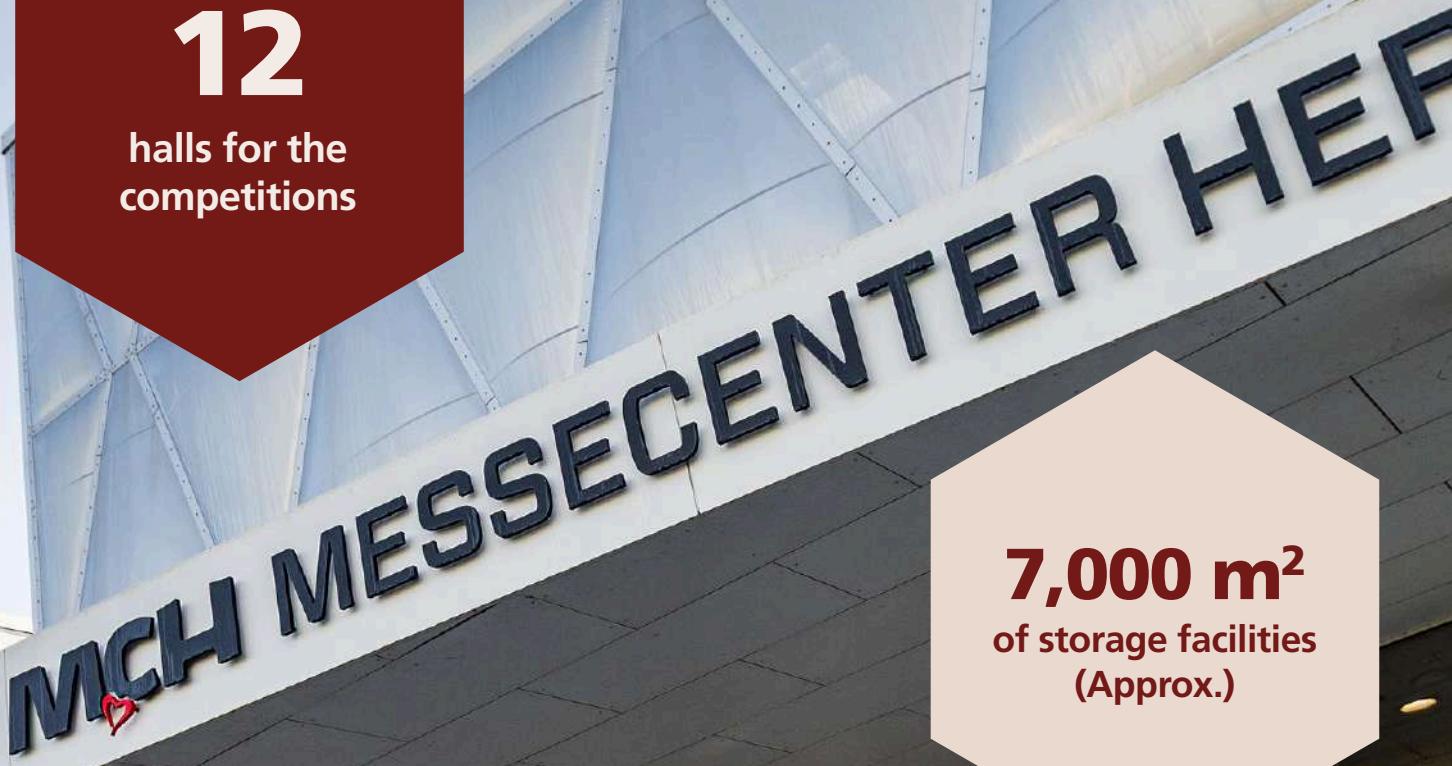


VENUE AND LOGISTICS

Venue and Logistics Facts

12

halls for the
competitions



7,000 m²
of storage facilities
(Approx.)

47

pallet jacks/hand
trucks rented

10

trucks operating on
the busiest day

Storage

At EuroSkills Herning 2025, a large central warehouse of approx. 4,500 m² was established, along with several smaller storage areas. The smaller warehouses contained, among other things, electric tools, IT equipment, and the participants' toolboxes. All halls were located close to the venue area, making it easy and efficient to transport materials to and from the competitions.

In the large hall, all competitions were divided into their own designated areas.

The warehouses were open from 1 August to 30 September 2025.



Try-a-Skill and Know-a-Skill



Try-a-Skill

At EuroSkills Herning 2025, **13 Try-a-Skill areas** were established where visitors could try out their abilities within various trades and sectors. The Try-a-Skill activities provided both students and other guests with practical and engaging experience of what it means to work within a given profession. The vocational committees for each trade were responsible for developing and staffing the activities themselves, which created a strong sense of ownership and ensured that the content was as relevant and up to date as possible – precisely because the organisers of the Try-a-Skill areas possessed the latest knowledge of their respective fields.

55% of the students who attended EuroSkills Herning 2025 as spectators took part in activities in the Try-a-Skill areas. Among those who participated, just under a quarter stated that they had learned something new about the trades by trying the activities. The most common learning outcome highlighted by the students was gaining knowledge about different professions, training programmes, and career pathways that they had not been aware of beforehand. Several mentioned that they had learned more about the social and healthcare field – and had become more interested in it. Finally, a few noted that they had gained insight into women working in traditionally male-dominated trades.

Know-a-Skill

The Know-a-Skill concept – developed specifically for EuroSkills Herning 2025 – was created to strengthen the communication surrounding the individual skill competitions. The vocational committees were responsible for developing each area and Know-a-Skill should be viewed primarily as a supplement to the communication already in place.

At competitions that opted for it, spectators were able to receive a brief introduction to the trade's core content, processes, and assessment criteria – a way of making the experience more understandable and engaging for the public.



OPERATIONS

Operations Facts

1,744

"packages" were purchased by WSE members

1,208

volunteers in total at EuroSkills Herning 2025

Skills Village consisted of **588 houses and 1,550 people**

8,910

breakfast servings for those staying in Skills Village

7 side events held

(2 x Welcome Receptions, WorldSkills Europe General Assembly, VIP Reception, 2 x pre-Ceremony dinners & Farewell Party)

1,326 delegates downloaded the app

10,496 clicks on the Master Schedule in the app

7,520 clicks on the Shuttle plan in the app

70

buses departed from Skills Village to MCH Messecenter Herning most mornings

Transfer

It was important to ensure the simplest possible transfer plan, and with only six hotels within a small geographical area in Herning and Skills Village as accommodation options, there were only two bus routes for the delegates to relate to. A local and larger bus company won the tender, and in cooperation with the bus company and EuroSkills 2025, the transfer plan was scheduled to ensure timely transfers for everyone.

All EuroSkills Herning 2025 buses ran on **HVO biodiesel, saving up to 90% CO₂** compared to buses running on conventional diesel.



Approximately **70 buses departed from Skills Village in the mornings** on competition days between 06:00–08:00. In the evenings, when travelling in the opposite direction, buses operated between 18:00–22:00.

The route between Skills Village, the hotels in Herning, and MCH Messecenter is not a traffic bottleneck, which contributed to delays being experienced only in a small number of cases. Unfortunately, some buses did not meet the expected standard and broke down, but according to EuroSkills 2025's assessment, these issues were handled and resolved quickly by the bus company.

The transfer plan was shared in the WhatsApp group as well as in the EuroSkills Herning 2025 app, where updates were continuously provided. Questions from delegates regarding transfers were answered quickly in the WhatsApp group.

Delegates who downloaded the app visited the shuttle plan an average of six times.

The following transfers were included in the packages for the delegates:

- Daily transfer between Skills Village/Hotel and venue.
- Transfer for the participants on C-1 to Hammerum Hall and back to the venue.
- Transfer to the welcome reception at Hotel Legoland and to the Social Activity Time in Skills Village for those staying at a hotel.

Herning Municipality provided a free shuttle bus during public opening hours on the three competition days, which could be used by both visitors and delegates who wished to travel between the venue and Herning city centre.

Food & Beverage

Catering during EuroSkills Herning 2025 was handled in collaboration with several suppliers. The main part was served at the venue, MCH Messecenter Herning, where the kitchen prepared and served the meals for the delegates.

Breakfast was served at the hotels and in Skills Village.

Lunch and Dinner

To ensure a smooth flow around the meals – and to avoid anyone being delayed – three restaurants were dedicated exclusively to the delegates.

The restaurants opened continuously as the delegates arrived, ensuring that there was always space and time to eat in calm and proper surroundings.

Restaurant West

Open from C-9 until C+4.

Maximum capacity: 300

Restaurant Hall F

Open from C-2 until C+1

Maximum capacity: 400

Restaurant Boxen

Open from C-1 until C3

Maximum capacity: 400



Recommended restaurant choice / Soft allocation

Based on the number of delegates per country, a recommendation was prepared indicating which members should use which restaurants. The purpose was to avoid queues and ensure that no temporary shortage of food occurred.

The solution worked beyond all expectations, and not a single complaint was received – neither regarding the quantity or quality of the food, nor the waiting time in the restaurants.

Lunch Boxes

For the skills where participants, according to the Skills Management Plan (SMP), did not have the opportunity to take a lunch break, lunch boxes were offered on the three competition days.

These were packed by the venue based on existing menus, helping to avoid both food waste and additional costs. Many were pre-ordered via the SMP, but it was also possible to order on the same day — however, no later than 9:30 AM.

The lunch boxes were delivered to the Competitions Workshops by volunteers.

In total, **537 lunch boxes were delivered** across the three competition days.

Refreshments

At each competition stand, refreshments consisting of fresh fruit, muesli bars, muffins, as well as coffee and tea were replenished daily and continuously.

The same selection of refreshments available at the Competition Workshops was also offered in the VIP and Delegate Lounge as well as at the Competition Office.

**Coffee:
3,955 litres**

**Tea bags:
2,267**

**Muffins:
6,260**

**Muesli bars:
13.368**
**Pieces of fruit:
12,900**



Visitors

With an expected attendance of around **100,000 guests over the three competition days**, there were significant demands on the capacity of food and catering for visitors.

To meet this demand, several different food and café areas were strategically placed both inside the halls and outdoors. Inside the halls, there were seven permanent outlets and two food trucks.

In addition, ten food trucks were located between the halls and the west entrance, along with a tent dedicated to exhibitors where food and drinks could be purchased.

The food

All dining venues at EuroSkills Herning 2025 operated according to the same guidelines, both regarding catering for delegates and visitors.

Purchasing from suppliers was prioritised in the following order:

1. Local
2. Regionally
3. Nationally
4. Internationally

Additionally, there was a requirement that beef was not used in any of the menus during EuroSkills Herning 2025.

Otherwise, the restaurants had considerable freedom in composing their menus. They also had the option to reuse food that had not been served, provided this was done in accordance with the applicable Danish regulations on hygiene and shelf life.

Allergens and clear information

To ensure consistent and clear information about allergens, a common set of pictograms was used at all locations where catering was provided for delegates within the EuroSkills framework.

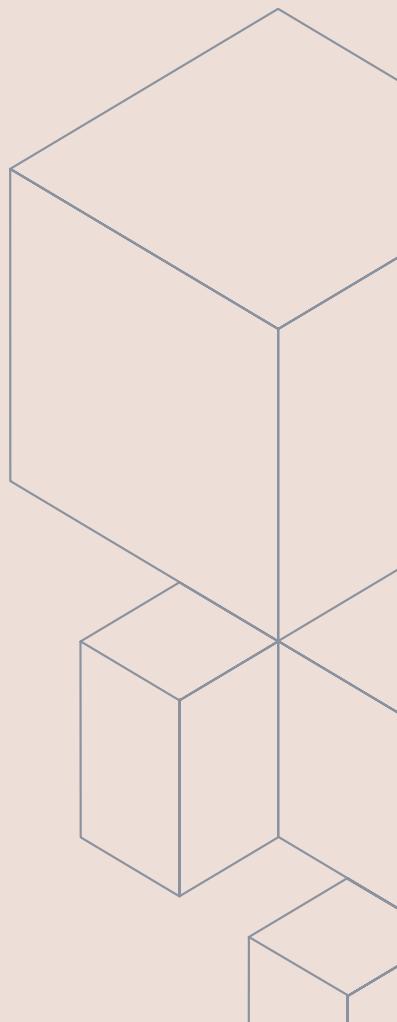
The purpose was to create recognition and reassurance for participants—regardless of where they ate. Additionally, staff at the various locations were trained to assist diners with specific allergies or provide further information when needed.

Beverages

In Denmark, the regular water supply provides drinking water of very high quality. As part of the sustainability effort, water was therefore served with all meals in the restaurants.

In all three restaurants, both still and sparkling water were available. Additionally, water dispensers were placed in the halls at the venue, where participants and visitors could fill their own water bottles or flasks.

All delegates received a thermal water bottle in their welcome package, which could be refilled throughout the event.



Required Side Events

Welcome Reception C-3 + C-2

The Welcome Receptions were held at a location close to Skills Village. This allowed the majority of participants to walk between the receptions and their accommodation, giving as many people as possible the opportunity to attend — even if they arrived close to the start of the event.

Some participants were transported directly from the airport to the reception.

This choice was made both because the catering at the receptions served as their dinner and because it was a more sustainable solution than the alternative, which would have required transport to the MCH Messecenter Herning.



C-3

Date	7 September
Time	18.30 to 20.30
Location	Hotel Legoland, Billund
Number of guests invited	700
Participants	TD/A, D/CE, WM/A, E, MSO-E, FHO, ITPD, WSE & ES2025 Secretariat & Board
Food	Dinner Buffet
Beverages	Beer, wine, soft drinks
Technical specifications	1 podium and 1 handheld microphone
Speakers	Henrik Kjeldsen, CEO ES2025 & Patrik Svensson, Chair Competition Committee, WSE Board

C-2

Date	8 September
Time	18.30 to 20.30
Location	Hotel Legoland, Billund
Number of guests invited	800
Participants	C, MSO-C, TL, OD, OO, O, MarCom
Food	Dinner Buffet
Beverages	Non- alcoholic drinks
Technical specifications	1 podium and 1 handheld microphone
Speakers	Henrik Kjeldsen, CEO ES2025 & Ben Blackledge, Chair of the Board, WSE

Skill Out

Delegates who had Skill Out included in their package were given vouchers along with their accreditation.

There were three vouchers per evening, each valid for one soft drink, beer, or glass of wine, but there was also the option to purchase additional drinks at the bar at their own expense.

Skill Out was available both at the venue and in Skills Village, and the vouchers issued could be used at both locations.

Facts

- Vouchers used at the venue: **3,470**
- Vouchers used at Skills Village: **2,214**

Date	10, 11, & 12 September
Time	C1 & C2: 18.30 to 21.30, C3 18.30 to 23.30
Location	Venue & Skills Village
Participants	TD/A, D/CE, E, MSO-E, O, OO, OD, MarCom, WM/A, WSE Sponsors & Technical staff, FHO, ITPD, WSE & ES2025 Secretariat & Boards
Food	Bar snacks
Technical specifications	Music via playlist



General Assembly

The WorldSkills Europe annual General Assembly, which is held every other year in connection with the EuroSkills event.

In addition to the general agenda items reviewed, the following points were put to a vote:

- Approval of Finland as candidate to host the WSE General Assembly in 2026
- Re-election of Patrik Svensson to the WorldSkills Europe Board
- Acceptance of North Macedonia as a new member of WorldSkills Europe
- Approval of internal documents
- The General Assembly adopted the WorldSkills Europe Strategy 2030

Date	11 September
Time	11.15-12.30 + 14.15-16.35
Location	Venue, The Auditorium
Participants, Required	TD, OD
Participants, Optional	TDA, O, OO, WSE Sponsor Representative
Food	Fresh fruit & cake
Technical specifications	Coffee, tea & water
Technical specifications	Panel, handheld microphones, lectern with microphone + WSE General Assembly Branding

VIP Reception

EuroSkills 2025 held a reception to thank the WorldSkills Europe and EuroSkills Herning 2025 Sponsors for their commitment to the competitions. The event was organised in a setting where the Sponsors were appreciated for their contributions, and where there were opportunities to strengthen collaborative relationships, network, and engage in dialogue about future initiatives.

Date	11 September
Time	16.00 to 18.00
Location	Venue, The Auditorium
Number of invited	500
Guests	WorldSkills Europe Sponsors, ES2025 Sponsors, Representatives from relevant trade committees.
Food	Buffet, canapés
Beverage	Cava, wine, soft drinks
Technical specifications	Microphone headset for speakers, live music
Speakers	Ben Blackledge, Chair of Board WorldSkills Europe; Poul Nystrup Rasmussen, Chair of the Board EuroSkills 2025; Connie Hedegaard, Board member EuroSkills 2025





Farewell Party

The grand Farewell party was held at the same location as the Closing Ceremony. Many delegates attended the party, where there was both live music and the opportunity to dance at a silent disco.

The Farewell Party was the only occasion where alcohol was served to all delegates, who had free bar access to soft drinks, beer, and wine. Non-alcoholic beverages were, of course, also available.

Date	13 September
Time	21.30 to 01.30
Location	Arrival Building, Jyske Bank Boxen
Number of invited	1500
Participants	C, TL, MSO-C, TD/A, OD, OO, MarCom, D/CE, E, MSO-E, WM/A, ITPD, WSE- and ES2025 Ext. Secretariat, WSE- and ES2025 Boards, WSI CEO, Official Organiser Media, Volunteers
Food	Bar snacks & late-night snack
Beverage	Open bar including wine, beer, soft drinks; cocktails available for purchase
Technical specifications	Stages for DJs & live band, headsets for silent disco, monitors for live transmitting pictures & videos

Optional Side Events

– What EuroSkills 2025 did

Before both the Opening and Closing Ceremonies, the following events were held.

The same set up was used prior to both Ceremonies.

Pre-Ceremony Receptions

Dates	9 September & 13 September
Time	17.00 - 18.30 & 16.30 – 18.00
Location	Jyske Bank Boxen
Number of participants	290 & 220
Guests	ES2025 Partners, Skills Denmark Board and at the Closing Ceremony also the Workshop Managers /Assistants
Food	Dinner - tapas
Beverage	Wine, beer, both alcoholic & non-alcoholic, soft drinks
Technical specifications	1 handheld microphone
Speakers	Poul Nyrup Rasmussen, Chair of Board ES2025

Pre-Ceremony Dinner

Dates	9 September & 13 September
Time	17.00 - 18.30 & 16.30 – 18.00
Location	Jyske Bank Boxen
Number of participants	181 & 172
Guests	TD, TDA, OD, WSE Sponsors
Food	Dinner - tapas
Beverage	Wine, beer, both alcoholic & non-alcoholic, soft drinks

Pre-Ceremony Balcony Dinner – VIP

Dates	9 September & 13 September
Time	18.00 till end of Ceremonies
Location	Jyske Bank Boxen
Number of invited	Opening 190 – Closing 104
Guests	Opening: Selected ES2025 partners, Minister for Children and Education Mattias Tesfaye, Mayor of Herning Municipality Dorte West, officials from the Ministry of Children and Education and the European Commission. Closing: Selected ES2025 partners, Mayor of Herning Municipality Dorte West, Per Haugaard, Head of Representation EU, representatives from WorldSkills Europe and Future Organiser.
Food	Three-course menu
Beverage	Premium wines, beer, both alcoholic & non-alcoholic, soft drinks

Competitors' Dinner

To highlight the Competitors, they were seated at tables on the arena floor during the Opening and Closing Ceremonies. Social dining courses were served to the participants there, while other guests watched the Ceremonies from the spectator seats.

Dates	9 September & 13 September
Time	18.30-20.30 & 19.00 to 21.30
Location	Venue, Jyske bank Boxen, Arena Floor
Number of participants	700
Guests	C, TL, MSO-C, 1 MarCom from each country,
Food	Shared food
Beverage	Non-alcoholic drinks
Technical specifications	View Ceremony Description



C-1 Familiarisation Day

This was a day where planning gave some headaches and challenges. With a requirement of up to eight hours at the venue for the Competitors at familiarisation, followed by the Opening Ceremony, there was both time and space pressure, as bathing facilities had to be offered to everyone who wanted them.

With a transport time of approximately 45 minutes for those staying in Skills Village, it was necessary to find a location closer to the venue that could offer shower facilities to as many people as possible over a short period of time.

An agreement was made with a nearby multi-sports centre, Hammerum Hallen, and with a transport time of just 10–12 minutes between the venue and the centre, the majority could get changed and be ready for the Opening ceremony.

In addition to shower facilities, there was the possibility for a bit of relaxation, activities for those who had time, and bread, cold cuts, fresh fruit, and a hot meal were provided.

This was not necessarily a 100% optimal solution for everyone, but based on the specific logistics of EuroSkills 2025, it was the best possible solution



Social Activity Day = Social Time

Delegates staying at Skills Village had the opportunity, but not necessarily the time, daily to use all the activities that were on offer at Skills Village.

Therefore, C+1 was dedicated to being in the Skills Village with full and free access to all the activities offered there, such as the **water park, padel, mini golf, bowling, and much more.**

The delegates who stayed at the hotels in Herning were given the opportunity on C+1 to take a bus to the Skills Village and participate in the activities, which meant that 'social activity' became 'social time.' Lunch was also served at Skills Village and made so the delegates could make their own sandwich and have it either at the restaurant, their house or on any other location of their own choice.



Accreditation

The WSI accreditation and Attend systems were used for accrediting delegates and media during EuroSkills Herning 2025. This system, designed specifically for skills competitions and capable of integrating with the registration system, allowed the accreditation process to focus on the correct groupings and access levels.

Additionally, an external system was used to register exhibitors, partners, and volunteers. After registration, the data was uploaded to the WSI accreditation system.

Facts & numbers

- **5.373 people** were registered in the accreditation system
- **41 subcategories** in the Matrix.
- **15 zones** including 8 day and time slots
- **3 privileges** (Catering, Transport, Skill Out)
- **7 side events**
- Lanyards and plastic sleeves were made from **sustainable materials** and recycled plastic
- Accreditation desk at the venue from C-4 to C+1



Access Control

Ten android phones were used for scanning at the two main entrances (South and West) from C-3 to C3. WSI has developed an app for that purpose. Besides having some issues with the WiFi, the scanning procedure worked perfectly.

- C-3 277 scans from 07:00 – 17:00
- C-2 849 scans from 07:00 – 17:00
- C-1 2,079 scans from 07:00 – 17:00
- C1 1,956 scans from 06:45 – 09:00
- C2 1,907 scans from 06:45 – 09:00
- C3 1,830 scans from 06:45 – 09:00

At all Access Points from 09.00-17.00 on C1, C2 and C3 there were visual checks handled by volunteers, who also counted the guests visiting EuroSkills Herning 2025.

Roll ups were used as Access Boards and were highly effective and visible, easy to understand for both guests and the volunteers at the access points.

Upgrade Passes

Special upgrade passes were issued to individuals who, for example, needed special access during the preparations and hosting of Ceremonies, the Winner's Circle, and those who needed the option to bring guests into the same zones and enjoy the privileges to which they themselves had access.

The upgrade passes were created based on the principle of minimising the printing of extra accreditations that would only be used for a short period.



Accommodation

Hotels

In connection with the planning of EuroSkills Herning 2025, a total of six hotels in the Herning area were selected, all classified as at least three-star accommodations.

To ensure optimal logistics and a positive experience for the delegates, they were distributed so that each hotel hosted its own dedicated group of delegates. This made logistics significantly easier and contributed to clearer coordination as well as a more manageable handling of arrivals, departures, transport, and service needs throughout the event.

To support our sustainability efforts, cleaning was performed approximately every third to fourth day. This reduced both water and energy consumption while maintaining the quality of the experience. Of course, it was possible to request extra cleaning if needed.

Hotels for EuroSkills Herning 2025:

1. Hotel Herning

Location: Next to the venue.

Group: Competition Organisation and WM/WMA.

2. Herning City Hotel

Location: Herning centre

Group: WSE Secretariat

3. DGI Huset Herning

Location: Herning centre

Group: Delegates

4. Hotel Eyde

Location: Herning centre

Group: WSE Sponsors

5. Østergaards Hotel

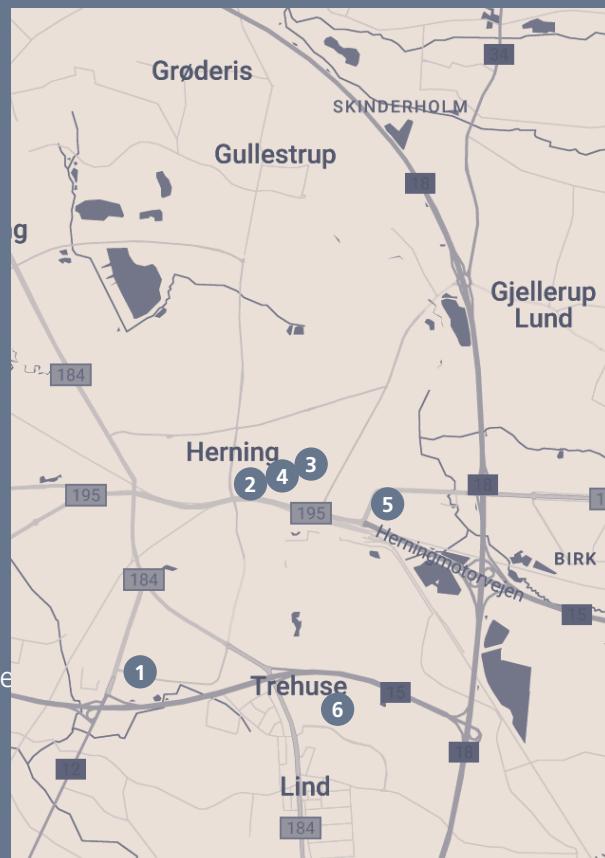
Location: 2 kilometres from Herning centre

Group: Future Organiser Observer & Technical Observer

6. Hotel Lynggaarden

Location: 4 kilometres from Herning centre

Group: Technical staff



Skills Village

Skills Village served as the primary accommodation site for delegates and participants during EuroSkills Herning 2025. It was the first time a large skills event brought all Competitors together in one location. The concept was inspired by the principles of an Olympic Village and aimed to create a shared gathering place — a sanctuary away from the noise and pressure of competition. With outdoor facilities and indoor social activities, Skills Village gave delegates the opportunity to build communities and form new friendships across nationalities and skills.

During EuroSkills Herning 2025, a large part of the Lalandia Holiday Centre in Billund was transformed into "Skills Village." Lalandia has **916 holiday homes, of which EuroSkills 2025 rented 588 for the period from 6 to 14 September**, as well as a large activity centre featuring a water park, fitness centre, padel courts, mini golf, ice rink, bowling, restaurants, clothing stores, and a supermarket.

For three groups of delegates, Skills Village was the predetermined accommodation: Competitors, Team Leaders, and Member Support Officers – Competitor, but many more took the opportunity to experience a new and different type of accommodation during EuroSkills. In total, approximately **1,550 people stayed at Skills Village** during EuroSkills Herning 2025.

For all those staying at Skills Village, upon arrival in their homes, towels, bedding, and a sanitation kit containing the necessities for a comfortable stay were provided. Additionally, all delegates could use all the activities in the centre free of charge via their accreditation.



The best thing about being here has probably been that we're all gathered in the small houses. You meet everyone — both from your own country and from other countries—and can share experiences across different skills.

— Artur Eichelberger
(Web Development), France



We don't see much of each other during the day because we're competing. But in the evenings we can come together, talk things through, and just relax. It helps everyone calm down and put some of the pressure aside.

— Gabrielle Wilson (Cooking),
United Kingdom

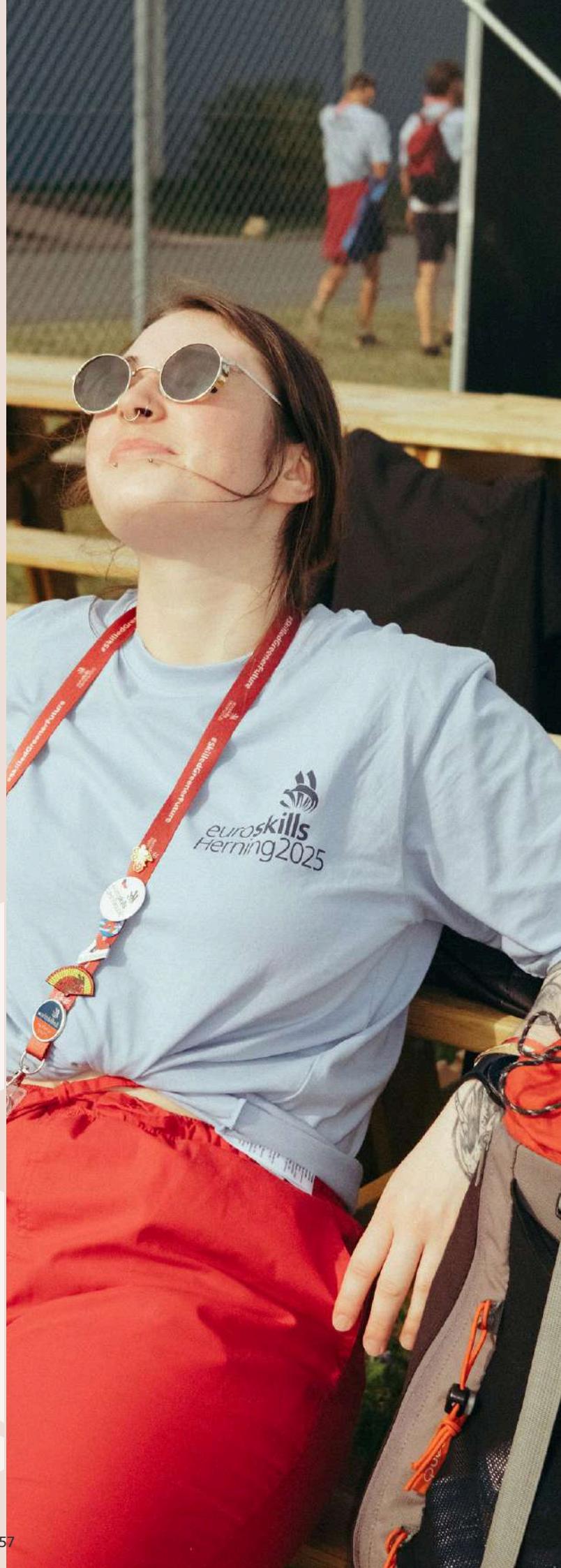
Volunteers

EuroSkills Herning 2025 was made possible by **1,208 dedicated volunteers**, who together contributed approximately **27,770 hours** to running competitions, serving as school guides, setting up signage, managing access control, and much more. Although the majority of volunteers were Danish, volunteers from a total of **43 different countries** participated, with ages ranging from **15 to 77 years**.

Each volunteer was required to take on a minimum of 2 shifts, and based on the total hours, each volunteer **worked approximately 22.9 hours** on average.

The recruitment of volunteers combined school initiatives, individual volunteers, and international contributions, creating both cultural exchange and opportunities for learning and sharing experiences.

Overall, the volunteers' efforts contributed to an engaged, inclusive, and educational community that laid the foundation for a successful EuroSkills experience.



Representation of volunteers

The volunteers came from many different backgrounds and groups:

Super volunteers	4
Students from Preparatory Basic Education	132
Students from public schools	32
Danish individual volunteers	48
International individual volunteers	21
International cooperations	121
Business cooperation	24
Students from vocational schools	826

Volunteers' tasks

Distribution of tasks/shifts:

Accreditation	82
Hospitality	1,341
Practical tasks	875
Bus and park guides	14
Access control	315
Build up	689
Competition help	542
Tear down	129



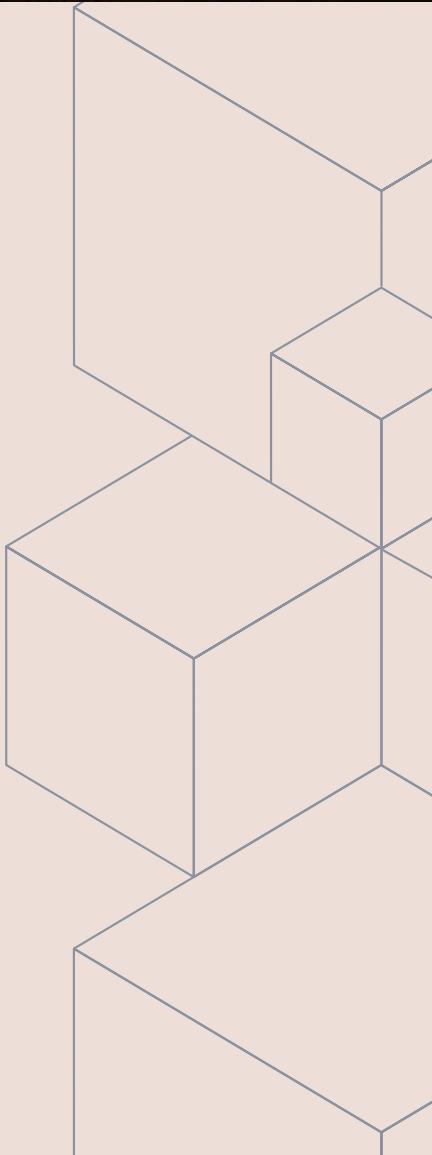


Facilities

Volunteer Office: Operations and contact centre, where accreditation badges, clothing and welcome packs were distributed, and runners had a base. The Volunteer Office was open 08:00-18:00 daily from 1-15 September.

Volunteer Lounge: Social centre with dining area, lounge areas, coffee stations, gaming, table football and a Volunteer Kiosk. A total of **6,748 meals** were served here (**1,287 breakfasts, 3,877 lunches, 1,584 dinners**). In the evenings, volunteers could participate in activities such as comedy shows, movie nights, DJ/music or watch international football matches on the big screen. The Volunteer Lounge was the heart of volunteering and was open 06:30-22:00 with a few exceptions.

Volunteer Village: Accommodation for volunteers consisted of 29 mobile homes with four beds each, as well as separate toilet and shower facilities, about 400 metres from the venue. An overnight stay with breakfast, duvet, bedding and access to toilet and shower facilities cost 39 EURO per person per night.



Clothing and benefits

Clothing: All volunteers received clothing and equipment based on their role and the number of shifts they had. Some received work trousers or a thick windbreaker, most received black thermal jackets, and everyone received light blue T-shirts. Approximately 4,000 T-shirts were handed out, corresponding to about three T-shirts per person. All volunteers also had access to safety shoes if their shifts involved setup or teardown tasks.

Welcome packages: These included EuroSkills Herning 2025 logo socks, a reusable water bottle, and a Legoland voucher, all placed in a sustainable tote bag made from recycled banners from previous events at MCH Messecenter Herning.

Ceremonies: Volunteers had free access to both the Opening and Closing Ceremonies, which strengthened the sense of community and contributed to feelings of value and recognition.

Transport: Volunteers were offered free transportation on the regional GoCollective train line. They could travel freely during the period 1–16 September.

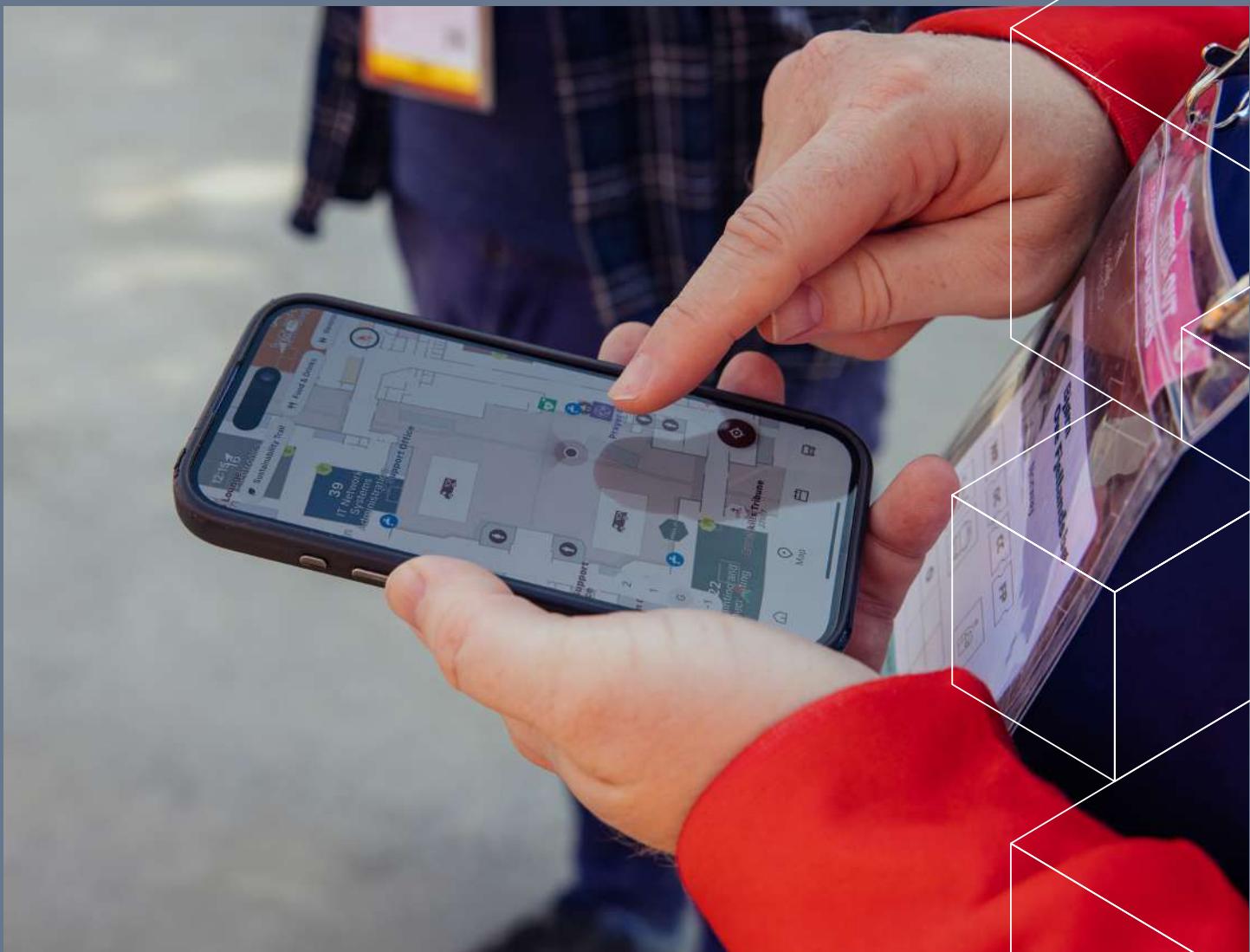


App and registration

The registration system was the first step, where volunteers entered information such as clothing and shoe sizes, contact details, and dietary preferences. The system was developed by Zorilla and was part of the official EuroSkills Herning 2025 app, which included login functionality and a user interface tailored to volunteers — like the one used for delegates.

The volunteer section of the EuroSkills Herning 2025 app became the central channel for all volunteers. Here, they could view their shift schedules, chat with their teams via an integrated messenger function, find contact information, and access an interactive venue map as well as a digital version of the volunteer handbook.

The app also included the free transportation pass for public transport in the Central Jutland Region, and push notifications kept volunteers updated with changes and news. With the app, volunteers had everything gathered in one place, making it easy to plan their day, communicate with their team, and find practical information without needing to seek help in person.



Member Support

Single point of contact for WorldSkills Europe Members and the Organiser's channel for communication, information and for answering enquiries from Members before, during and after EuroSkills Herning 2025.

The aim of Member Support was to answer enquiries quickly, with all the right information and make Members feel secure and taken care of by the Organiser team.

- **8 official emails** with information or reminders sent to all TDs and TDAs
- Total of **457** individual Member Support enquiries regarding the CPM
- Total of **1919** individual Member Support enquiries regarding EuroSkills Herning 2025
- **152** individual high priority Member Support enquiries
- **136** individual Member Support enquiries in August 2025

Member Support office

The Member Support Office was located at the venue and ready for use from the day the WorldSkills Europe Secretariat arrived (C-4), and officially opened on C-3, when the first delegates arrived onsite. The office was open until C+1, each day from 07.00 - 18.00, except on Ceremony days when it closed at 15.00.

The office was staffed by one person from the Organiser Secretariat, two people from WorldSkills Europe and two volunteers. However, it became clear early on that two volunteers were not necessary for Member Support but were instead very helpful with the preparation of meeting rooms and side events such as the WSE General Assembly.

MARCOM

MarCom Facts

11,365

spectators at the
Ceremonies in Jyske
Bank Boxen

77,634

people watching the
Ceremonies online

343

medals
handed out

700

people sitting on the
arena floor, having
dinner and refreshments

80
Volunteers

at the Opening and
Closing Ceremonies

**270 youth
guides** for pupils

**1,079 guided
tours** for pupils

150

pledges made in the
#SkilledGreenerFuture
Park

Opening and Closing Ceremonies

The Concept: Skilled Athletes as the VIPs

The Opening and Closing Ceremonies of EuroSkills Herning 2025 were a tribute to the Competitors – the true stars of the stage. In Jyske Bank Boxen, hosts Josefine Høgh and Christian Degn led two spectacular shows, where everything from the scenography to the overall structure was created with one goal in mind: to celebrate skills excellence.

To emphasise that they were the centre of the event, the Competitors, Team Leaders, MSO-C and one MarCom representative were seated on the arena floor at tables arranged by country – where they could eat, enjoy a drink and move freely among one another. This created a relaxed, inclusive atmosphere that strengthened the sense of community across nations and professions.



Opening Ceremony

A successful ceremony requires thorough preparation and close collaboration between the Organiser organisation, external partners and the venue. EuroSkills 2025 considered the following elements to ensure a smooth process and execution of the Opening Ceremony:

- Stage setup – including sound, lighting and camera arrangements
- Multimedia and pre-produced content, including logo displays
- Runsheet, script and speech notes
- Booking of hosts and performers
- Venue branding
- Media management and designated media zones
- Participant logistics from the end of Familiarisation through to the Parade of Nations





The logistics of the Opening Ceremony

The focus of the Opening Ceremony was to keep it tight, professional and fast-paced. At the same time, it was essential that the pace did not feel rushed – everyone should still experience a sense of dignity, presence and pride.

A key element was the streamlined Parade of Nations, where participants entered the stage from opposite sides of the arena. This ensured a continuous and smooth flow, while still allowing time for applause and a meaningful moment in the spotlight for each nation.

Closing Ceremony

As with the Opening Ceremony, a well-coordinated Closing Ceremony requires the same key areas of focus. In addition, EuroSkills 2025 considered the following points:

- Clear plan for handling results and transferring them into graphic content
- Preparation of medals and certificates
- Logistics related to the medal presentations
- VIP management and a backstage VIP Green Room for those presenting medals
- Winner's Circle





The logistics of the Closing Ceremony

The medal ceremony was divided into six sector groups, providing a clear structure and a natural rhythm to the programme. Winners were announced in quick succession – bronze, silver, gold – before moving along the catwalk to the stage, where they simultaneously stepped onto the podium to receive their medals. A trained volunteer ensured that Competitors exited the stage smoothly after their applause, maintaining momentum while still giving each their moment in the spotlight.

Medallions for Excellence

To give space for these to be presented in a dignified way, small podiums were placed outside the Jyske Bank Boxen. Each member country had its own podium, which served as an official meeting point where supporters, delegates, and Competitors could gather after the Closing Ceremony.

Visitors' Experience

Venue Dressing and Branding

Venue dressing and branding encompassed over 700 elements across six locations: MCH Messecenter Herning, Jyske Bank Boxen, Hotel Legoland, Lalandia, Billund Airport and hotels in Herning. Venue dressing refers to the overall look and feel that EuroSkills Herning 2025 brought to the various sites.



Concept for Venue Dressing

The EuroSkills 2025 brand book formed the foundation for developing the on-location brand universe, with a focus on internal coherence and clear recognisability across all locations: it had to be unmistakably EuroSkills 2025 content and communication.

Each skill sector, and thus each hall, was assigned a dedicated sector colour. Each category featured both a dark and light version to create a dynamic visual expression and ensure sufficient contrast between areas. All other communications not linked to a specific sector received their own colour, strengthening recognition across platforms and elements. Certain elements, such as the Try-a-Skill zones and The Green Mission, were given accent colours.





Competition Areas

All competitions were branded according to their respective sector. To create a cohesive impression and overall consistency, we prioritised full wrapping/branding of all competitions and their barriers.

Design elements for competition areas included:

- Ceiling hangings
- Pylons (corners)
- Portals (entrances)
- Barriers

Wayfinding

The uncompromising competition design and ceiling hangings above each competition, as well as in the walkways, made it easy for spectators to orient themselves by hall, sector, and competition. The interactive map in the EuroSkills Herning 2025 app complemented the physical wayfinding by showing users' real-time location across the site, integrated with MCH's existing signage.

PARTNERSHIPS

The purpose of the sponsor and partnership team was to secure as much of the necessary equipment as possible, thereby limiting the purchase of equipment required to organise and run the various skill competitions.

Partnership Facts



171
partnerships
established

(Including 10 WSE Sponsors)

792
partners invited
to the ceremonies

273
VIP parking
tickets issued

141
commercial stands
6,495 m²
exhibitor stands

Services offered to partners depended on their level of involvement:

- Unique exposure on the website, email signature, sponsor walls, newsletters, banners, print, and other platforms
- Invitation to VIP events during EuroSkills Herning 2025
- Offer of exhibition space
- Dedicated posts and content for social media
- Press release announcing the partnership
- Possibility of naming rights for public areas, competitions, halls, etc.
- Option to feature their presentations on the Silent Stage
- Access to the VIP lounge, cloakroom, and parking
- Participation in networking meetings before, during, and after EuroSkills Herning 2025
- Tickets to the Opening and Closing Ceremonies in specially selected seats



Silent Stage

The Silent Stage offered partners and vocational professionals the opportunity to inspire and inform visitors about vocational education, with a particular focus on future skills, the green transition, recruitment, diversity, and the development of craftsmanship through oral presentations. The format allowed all visitors to listen to the presentations and professional discussions via wireless headphones in a focused and undisturbed setting, while the competitions continued in the background. The primary target group was young people, but teachers, guidance counsellors, parents, partners, and other visitors could also benefit from the presentations.

The Silent Stage was open during public visiting hours on competitions days, and featured presentations from a total of **22 partners and collaborators** across various fields.



VIP

EuroSkills Herning 2025 facilitated a series of activities targeted at partners and high-profile guests from both Denmark and abroad, including ministers, mayors, EU officials, and CEOs. The programme featured several highlights, among them His Majesty The King's visit to meet Competitors, guided tours for political committees, and a large Skills Policy Summit with the participation of EU education ministers. A key element was also the meeting with the Vice-President of the European Commission, Roxana Minzatu, where Danish business leaders discussed the challenges within vocational education.

The extensive guest list and varied programme illustrated how EuroSkills 2025 actively involved both political and organisational leaders to strengthen connections between vocational education, decision-makers, and partners.



EUROSKILLS HERNING 2025'S VIP-PROGRAMME



10 September

Presentation about EuroSkills including a guided tour of the competitions in MCH Messecenter Herning (2 hours)

60 Directors General (EU)

Guided tour of the competitions in MCH and participation in Restaurant Service (5 hours)

40 members from COVE (Centre of Vocational Excellence)

11 September

Guided VIP tour of the competitions in MCH and talking with selected Competitors (2 hours)

H.M. The King together with the Minister of Children and Education

11 members from the Danish Children and Education Committee and the Danish Employment Committee

Brigitte van den Berg, Member of the European Parliament

Guided VIP tour

Minister of Digitalisation together with the Board Member of EuroSkills2025 Connie Hedegaard. The Minister competed in "Speed Typing Contest" during her guided tour

12 September

Skills Policy Summit including a guided tour of the competitions in MCH (2 hours)

In total 220 EU Education Ministers, Ambassadors, Officials from EU, Education Ministers from EEA and EFTA countries and Vice-President Roxana Minzatu

Providing the Vice-President with insight into the challenges/solutions that companies in Denmark experience within vocational education (1 hour)

Vice-President Roxana Minzatu, special invited partners, Chairman and CEO of EuroSkills 2025, WorldSkills Europe

MCH – Guided tour and Closing Ceremony (All day)

The Faroese Minister of Education attended with a delegation of 50 people from their organisation and education sector.

Guided VIP tour

Minister of Employment together with the CEO, Chair and Vice Chair of the Board from WorldSkillsDenmark and EuroSkills 2025 Board members.

Sustainable Partner Engagement

EuroSkills Herning 2025 was an arena for Europe's most skilled vocational professionals. At the same time, the event created an opportunity to involve and position Danish companies that make an extraordinary effort to promote the green transition within their respective fields, and to highlight this, partners were offered participation in the following three initiatives:

- 1. Sustainability Trail**
- 2. Our green future is created by apprentices**
- 3. Is your company sustainable??**

Sustainability Trail

With the aim of making EuroSkills 2025's tagline **Skilled for a Greener Future** more visible on location during the event, the Sustainability Trail was created. In collaboration with partners and exhibitors, a route through the halls was developed, where visitors at each stop could learn more about how sustainability plays an important role in different industries.

Eleven Sponsors/partners participated in the Sustainability Trail:

- GROHE
- PPG
- Region Midt
- Novacolor Scandinavia
- Danish Trade Union Development Agency og young people from The Danish Electricians' Union and The Danish Metalworkers' Union
- Kyocera Unimerco
- Open Call for Klima
- VELUX
- BESTSELLER
- Danish Industry
- Schneider Electric





Our green future is created by apprentices

Our green future is created by apprentices was a co-creation campaign that ran before and during EuroSkills Herning 2025 across online and offline channels, highlighting Danish companies and apprentices as driving forces in the green transition. Through inspiring examples, the campaign showcased how apprentices and companies together develop sustainable solutions and reduce environmental impact across different professional fields. With the Danish Industry Foundation as co-sender, the initiative aimed to strengthen collaboration with partners and underline the message that skilled workers play a crucial role in the green transformation.

Partners who participated:

- Grundfos
- Danfoss
- Velux
- Danish Industry
- Herningsholm Erhvervsskole og Gymnasier

Is your company Skilled for a Greener Future?

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

Partners who participated:

- Mitutoyo
- PPG

Commercial exhibitors

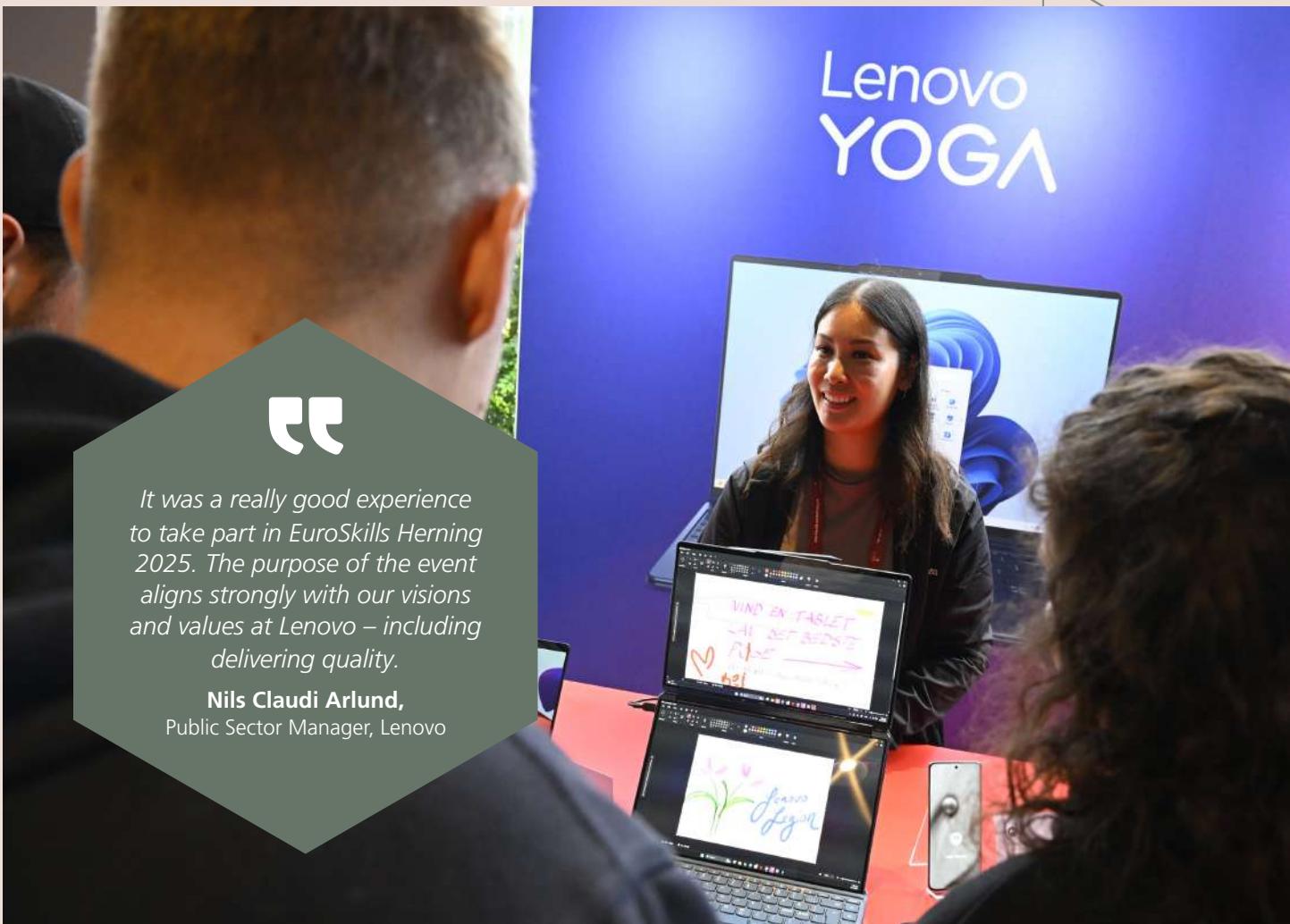
A commercial exhibitor is a company or organisation that has purchased the rights to set up a stand at EuroSkills Herning 2025, thereby gaining direct exposure to visitors.

The composition of exhibitors ensured a broad representation of both commercial actors, partners, and activities, all contributing to enhancing the visitor experience.

In total, **6,495 net m²** were used for commercial exhibitors, distributed across **141 exhibitors**:

- **65** commercial stands
- **52** partner stands
- **9** WorldSkills Europe Sponsor stands
- **13** Try-a-Skill-stands
- **2** Founding partner stands

The feedback from partners and commercial exhibitors who participated in EuroSkills Herning 2025 showed that execution was very successful overall, and as many as **83% of all respondents saw themselves as potential future partners** at national skills events.



Sustainable Branding on location

With reference to EuroSkills 2025's tagline Skilled for a Greener Future, and together with partners and stakeholders, EuroSkills 2025 developed content and initiatives that, across various channels, demonstrated how skilled professionals contribute to the green transition. The efforts spanned a wide range of formats and purposes, including both online and physical formats, branding elements, and educational materials.



#SkilledGreenerFuture Park

#SkilledGreenerFuture Park was a green oasis at the heart of EuroSkills Herning 2025, created as a gathering place for reflection, conversation and inspiration around sustainability and the green transition. The park, laid out with grass, trees and benches, provided a peaceful contrast to the busy exhibition and invited visitors to slow down and consider their own role in a more sustainable future.

The park also featured communication elements such as Postcards from Europe, case films from partner companies, and served as a starting point for The Green Mission initiative.

A total of 150 sustainability pledges were made – here are a few examples:

- We pledge to dispose of our chemical waste properly.
- I will no longer shop at Shein or Temu.
- We will become better at using our food leftovers.
- We promise to pay attention in science lessons when learning about sustainable energy.
- We will reduce our overconsumption of fast fashion and be more aware of greenwashing.



TrÆls – Sustainable Lounge Areas

To create a calm atmosphere and good viewing points for the competitions, seating areas were set up at EuroSkills Herning 2025 featuring stands and lounge zones furnished with sustainable TrÆls furniture. The same furniture was also used at the Silent Stage.



Sustainability Trail

With the aim of highlighting EuroSkills 2025's tagline, Skilled for a Greener Future, on-site during the event, the concept of the Sustainability Trail was created. In collaboration with partners and exhibitors, a route was established through the halls where visitors could learn how sustainability plays a role in various industries at each stop. Each stop was marked by a beach flag, and both the concept and route were described in the EuroSkills Herning app.

The Green Mission

The Green Mission was a central part of the competition communication and engaged young people in sustainability through a playful and educational treasure hunt. Participants had to find 38 QR codes placed at each competition and answer questions about the trade's role in the green transition.

The Green Mission was included in the email flow to all registered teachers, and the information was also available on the preparation site.

- **77,500 registered activities** in the app
- **17% of students** scanned at least one QR code
- **49 completed** treasure hunts



Competition Communications

All competitions featured communication displayed on the barriers and pylons surrounding each skill area. A QR code could be scanned, leading to an external page that explained the specific competition in greater detail. Additionally, each pylon included a series of fun facts about the competition, designed to offer alternative ways to understand the events.

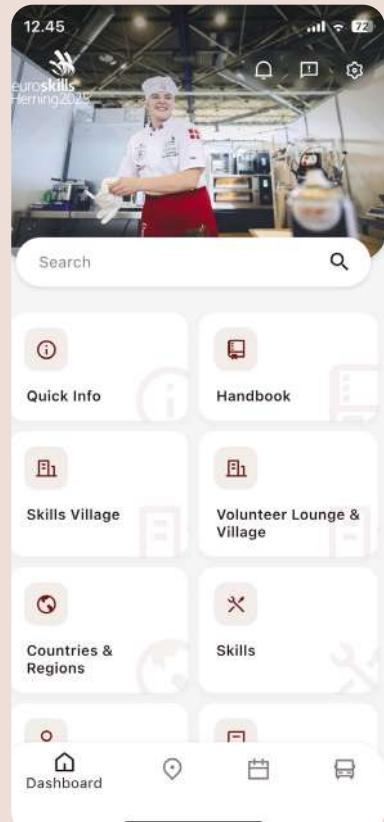
There were also initiatives such as Try-a-Skill, Know-a-Skill, The Green Mission, and educational materials that had been distributed in advance to visiting students and their teachers.



App

The EuroSkills Herning 2025 app was developed to enhance the visitor experience during EuroSkills Herning 2025 for all delegates, volunteers, and general visitors. Development was a collaboration between Zorilla Software and the EuroSkills 2025 Secretariat. The lead developer had personal experience as a former Competitor for Germany, providing valuable insight into the target audience's needs.

The app was **downloaded 11,418 times** and featured several elements that improved the delegate and visitor experience and supported on-site communication, including an interactive map, competition information, master schedule, shuttles and much more.



LEARNING TRACK –

Raising Awareness of Vocational Education and Training

A key part of the effort to strengthen vocational education and training (VET) is to increase awareness of these professional pathways and to change the narrative for the better – placing excellence, pride, and opportunities at the centre. Therefore, EuroSkills 2025 has placed particular emphasis on engaging and inspiring the skilled workers of the future – pupils in Years 8, 9 and 10, as well as their parents – both before and during their visit.



Online Preparation Site and Materials

A dedicated preparation website was developed for pupils and educators – a dynamic, social media-inspired platform providing a short introduction to EuroSkills Herning 2025 and the Danish Skills National Team.

On both the pupils' and teachers' preparation site there was access to an online preparation platform designed to help them plan a successful visit. The site offered inspiration for teaching programmes and the option to book a guide for their visit to EuroSkills Herning 2025. Three out of four teachers (78%) introduced their class to the preparation site before attending the event, and among those who did, the overall evaluation of the sites was positive.

Youth Guides

EuroSkills Herning 2025 welcomed more than **50,000 school children**, half of them had booked a guide prior to their visit. The guides were students from vocational education and training colleges who welcomed the classes and showed them around three competitions. This contributed to a better learning experience for the pupils and helped distribute the classes across all the halls.

270 youth guides conducted **1,079 guided tours** around MCH Messecenter Herning.

Teachers' Lounge

A dedicated area for educators, guidance counsellors, and other school professionals. The purpose of the Teachers' Lounge was to strengthen teachers' and guidance counsellors' engagement with and understanding of vocational education during their visit at EuroSkills Herning 2025.



Parents' Night

In collaboration with UU-Herning, EuroSkills 2025 hosted a free Parents' Evening at Jyske Bank Boxen, featuring dinner and inspirational talks for **700 parents**. The evening focused on career stories from skilled professionals who have achieved great success in their fields.



DIGITAL COMMUNICATION

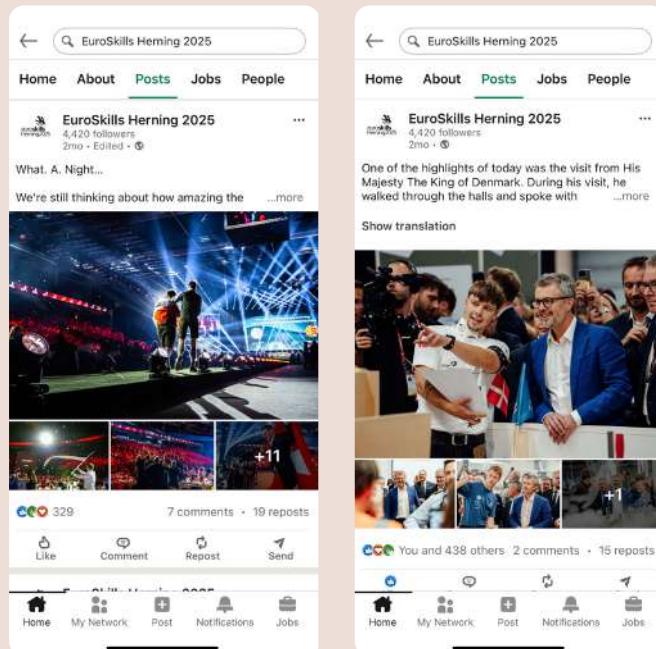
This section focuses exclusively on the digital coverage generated through EuroSkills 2025's own channels. SkillsDenmark utilised their own platforms to support communications about EuroSkills Herning 2025, while EuroSkills 2025 ran external campaigns with influencers who used their own social media channels such as TikTok, Instagram, and YouTube. These efforts have significantly increased the overall reach.

The following data covers the period from 9 September 2024, one year before the event, until shortly after its conclusion on 14 September 2025 on EuroSkills 2025's own channels.

LinkedIn

LinkedIn was primarily used to announce partnerships and direct readers to articles on the EuroSkills 2025 website. The platform's focus was to engage partners by sharing content they could interact with and share within their own networks. Examples include the 'Postcards from Europe' campaign, which activated Member Countries. During the event itself, daily posts were published to ensure continuous visibility.

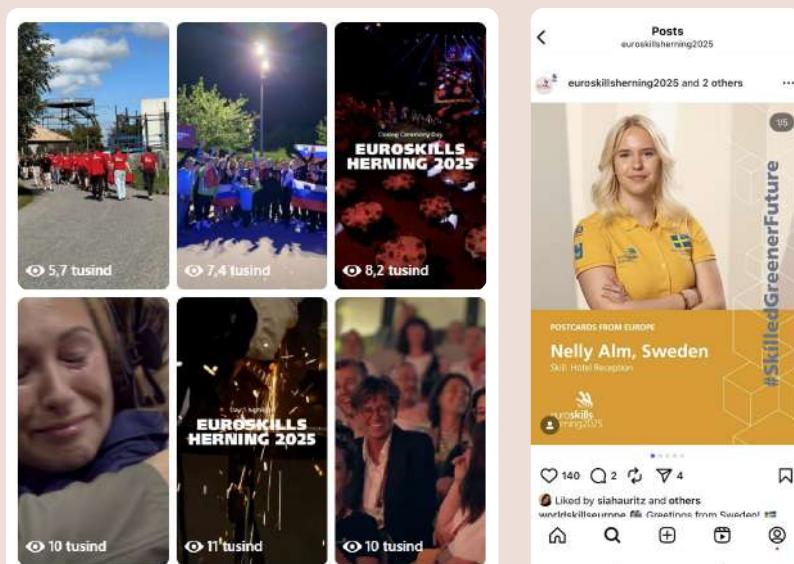
- **4,399** followers in total
- **267,542** impressions
- **11,535** reactions
- **153** comments
- **197** reposts



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 posts differed from LinkedIn, being more informal.

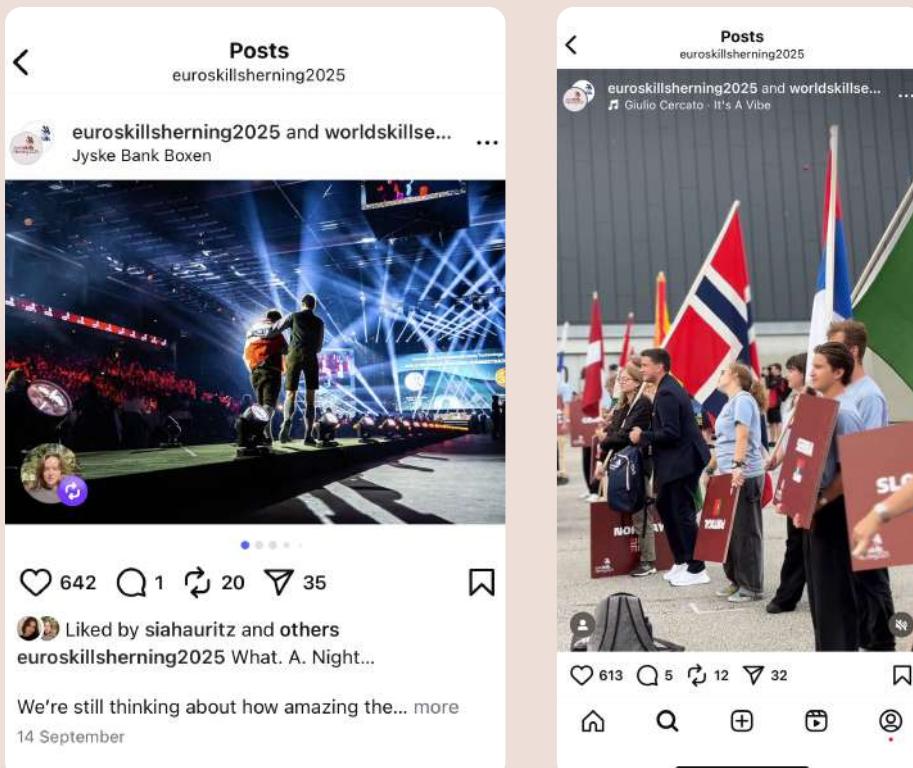
- **2,000** followers
- **94,723** visitors
- **3,297,410** views
- **1,763,254** people reached
- **12,868** interactions
- **34,051** link clicks



Instagram

Instagram was primarily used during the event. EuroSkills Herning 2025 took over the EuroSkills Gdansk 2023 profile in order to inherit its existing followers and thereby improve reach. Note, that EuroSkills 2025 began posting on Instagram in July 2025.

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



Postcards from Europe

Postcards from Europe were developed in collaboration with WSE Member Countries, profiling one or two skilled professionals. Through short interviews, Competitors shared insights into their profession, their work with sustainability, and their hopes for the future. Each postcard was turned into an article where the skilled professional spoke about how **SKILLED** they are, the **GREENER** future they are helping to build, and how their **FUTURE** is shaped through EuroSkills Herning 2025. Together, the concept offered a personal and diverse portrayal of Europe's young talents and connected their stories under the theme Skilled for a Greener Future.

A total of **15 postcards were created** from the following WSE Member Countries: Switzerland, Sweden, Denmark, Finland, Belgium, France (x2), Greece, the UK, Estonia, Germany, Cyprus, Latvia, Liechtenstein, and the Netherlands.

The postcards were also printed physically and placed around the venue as part of on-site communication about the Competitors and their role in the green transition.



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

	Total Views* ¹	Views per Post	Total Reach* ²	Reach per Post
INSTAGRAM	230,500	15,366	94,431 users reached	6,295 users reached
FACEBOOK	29,141	1,943	17,594 users reached	1,172 users reached

*¹ Views indicates the number of times a post has been shown – individual users may therefore have seen it more than once.

*² Reach refers to the number of unique users who have seen a post.

Media Engagement

The press coverage is compiled on the basis of three search terms: SkillsDenmark, National Skills Team, and EuroSkills. These search terms form the foundation for the registered press clippings and the subsequent analyses.

Press Clippings

A total of **5,765 press clippings** were recorded in the period 1 January 2023 – 30 September 2025. The table shows the number of press clippings – that is, how many times each event/organisation was mentioned in a media story.

Search Profile	Press Clippings
SkillsDenmark	722
National Skills Team	3.062
EuroSkills	1.981

There is a broad distribution across media types, meaning that many different target groups and audiences have been exposed to skills-related content.

Media Breakdown

Search Profile	Print	Online	TV	Radio
SkillsDenmark	178	531	5	8
National Skills Team	472	1.742	69	296
EuroSkills	350	1.344	31	180

Newspaper Supplement

In Week 24, 2025, a major advertising supplement about EuroSkills Herning 2025 was published in the Danish newspapers Politiken, Jyllands-Posten, and Ekstra Bladet. The supplement, titled A Tribute to the Skilled Workers of the Future, aimed to raise awareness of EuroSkills Herning 2025 — particularly among audiences who may not live near Herning or have a natural connection to vocational education and the Skills movement.

By placing the supplement in three of the country's largest newspapers, the message of skills excellence, talent, and the value of future skilled workers reached a large and diverse readership. The supplement also allowed partners to purchase advertisements, enabling them to showcase their involvement and reach an increasingly aware audience of the importance and potential of the skilled trades.



Print

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

Digital

- The supplement received a total of over **300,000 impressions**, including views via the e-newspapers of the three publications.
- This resulted in approx. 2,000 clicks from the e-newspaper:
 - Approx. **1,500 clicks** to EuroSkills 2025 subsites
 - Approx. **500 clicks** to advertisers' websites

Media Centre

The Media Centre was spread across two floors in Jyske Bank Boxen, with direct access to the venue, MCH Messecenter Herning. During the competition days, daily media briefings were held, where the Organiser and WorldSkills Europe MarCom teams highlighted the day's key events and opportunities. In addition, a media tour was conducted the day before the Competition began (C-1), giving the media an opportunity to familiarise themselves with the competition areas and their location at the venue before the public gained access.

- **324** accredited media representatives, including **179** non-Danish
- **270** seats provided
- **120** lockers provided

Photos and Videos

Photos and video material from EuroSkills Herning 2025 can be found and downloaded here:
<https://worldskillseurope.smugmug.com/EuroSkills-Competitions/EuroSkills-Herning-25>



FINANCE AND FUNDING

Ownership

The ownership group of EuroSkills 2025 consisted of the Ministry of Children and Education, the Danish Trade Union Confederation, the Confederation of Danish Employers, the Municipality of Herning, the Central Denmark Region, the Danish Board of Business Development, and WorldSkills Denmark.

Together, the ownership group contributed a total of **6,000,000 EURO** to the hosting of EuroSkills Herning 2025.

Funding

Owner's contribution	6,000,000 EURO
Public funds	1,333,333 EURO
Private funds	5,977,302 EURO
Sponsors	2,320,095 EURO
Sale: Commercial stands	593,838 EURO
Sale: Packages	3,960,512 EURO
Sale: Tickets for Ceremonies	99,731 EURO
Sale: Meeting rooms	13,273 EURO
Sale: Equipment	57,282 EURO

A WORLD-CLASS COORPORATION

WorldSkills Europe's point of view

The partnership between WorldSkills Europe and EuroSkills Herning 2025 exemplified best practice in event collaboration, demonstrating how effective cooperation at all levels can transform both outcomes and the working experience.

Rather than operating within a traditional customer-supplier framework, both organisations fostered a genuine partnership built on a mutual understanding that success depended equally on both parties' contributions and commitment.

This collaborative approach proved invaluable when navigating complex challenges. Building trust between team members created an environment where difficult decisions could be addressed with full transparency and resolved more swiftly. The teams developed a shared understanding of when compromise served the event's interests and when certain standards required firm adherence. This balanced judgment, reached through open dialogue rather than hierarchical direction, consistently produced more robust solutions than either party could have achieved independently.

Working as one unified team brought benefits beyond operational efficiency. The transparent, trust-based relationship reduced stress, made problem-solving more enjoyable, and created momentum that carried through the entire event. Team members from both organisations felt equally invested in outcomes, which fostered creativity and flexibility when circumstances demanded adaptive solutions.

This experience yields a significant recommendation for future EuroSkills Organisers: invest dedicated time early in the planning cycle to nurture relationships between the Organiser team and the WorldSkills Europe Secretariat. Developing this team cohesion and shared identity creates a foundation that transforms not only the quality of the event but the quality of the journey to deliver it.

EuroSkills 2025 point of view

The collaboration between WorldSkills Europe and EuroSkills 2025 was established from the beginning on a foundation of trust, transparency, and equality, which from the outset served as key prerequisites for an efficient and professional partnership.

Both parties aligned on the understanding that the cooperation should engage WorldSkills Europe and EuroSkills 2025 as equal partners working toward a successful EuroSkills. We have, from the start, emphasised using resources to build good social capital openly and transparently. We have subsequently received this back many times by looking for common solutions in problem solving with trust and curiosity. This collaboration helped avoid problems despite complex issues and different perspectives. We sincerely wanted both parties to succeed.

The project was characterised by continuous and structured communication, with both parties maintaining close contact throughout the entire project period. A constructive and inquisitive approach was consistently demonstrated toward each other's work processes, decision-making, and progress, which contributed to a shared understanding and ensured transparent information exchange.

This approach to cooperation had a direct positive impact on the execution of EuroSkills Herning 2025. It fostered a well-functioning collaborative environment from the very beginning and enabled both organisations to address challenges effectively and professionally, preventing them from becoming obstacles. From day one, both organisations committed to maintaining full transparency, and this commitment was upheld throughout the duration of the planning of EuroSkills Herning 2025.

Based on these experiences, it is recommended that future Organisers of EuroSkills to adopt a similar collaborative framework. A partnership characterised by transparency, equality, and ongoing dialogue is considered to provide the most optimal conditions for a successful EuroSkills and to ensure maximum value for WorldSkills Europe Members.

WORLDSKILLS DENMARK

EuroSkills Herning 2025 enhances awareness and prestige of vocational education and training

It has been a great honour for SkillsDenmark to cohost EuroSkills Herning 2025. EuroSkills Herning 2025 generated exceptional national and international attention around vocational education and attracted more than 100,000 visitors to Herning. The event highlighted both the breadth of vocational career pathways and the high professional standards that characterise Europe's next generation of skilled workers.

The increased visibility brought about by EuroSkills has contributed to a broader shift in public perception in Denmark – a recognition that vocational education is not merely an alternative to more traditional educational routes, but a prestigious and forward-looking choice that plays a central role in Europe's innovative capacity, technological development, and green transition. By showcasing professional excellence on a European stage, EuroSkills 2025 has inspired young people, parents, businesses, and decision-makers to view vocational education in a new and more positive light.

Although a single mega-event cannot change educational choices in the short term, EuroSkills Herning 2025 represents an important step in a long-term movement to strengthen respect for and knowledge of vocational education. It is this gradual shift in attitudes – rather than short-term figures – that will ultimately create sustainable development, meet labour-market needs, and give young people the opportunity to choose meaningful and attractive career paths.

The successful delivery of EuroSkills Herning 2025 has only been possible thanks to a strong partnership between the Ministry of Children and Education, the social partners, foundations, commercial partners, and the many sponsors who have supported EuroSkills 2025 and SkillsDenmark throughout this extensive undertaking. This collaboration reflects a shared understanding of the vital role vocational education plays in the future of both Denmark and Europe.

SkillsDenmark will now build on the momentum and positive attention generated by EuroSkills 2025. Through the Danish Skills Championships (DM i Skills), international competitions, and close cooperation with educational institutions and industry, we will continue working to strengthen young people's interest in vocational education and highlight its many advantages. This focus is crucial – not only for Denmark but for the whole of Europe – in a time marked by demographic change, technological shifts, and a growing demand for skilled workers.

EuroSkills Herning 2025 has clearly demonstrated that when we come together to celebrate expertise, talent, and professionalism, we can transform attitudes, inspire the next generation, and reinforce the foundation of a competent, innovative, and resilient Europe. SkillsDenmark is proud to have contributed to this shared European effort – and looks forward to continuing the work with renewed ambition in Denmark.

Søren Heisel, Chairman of SkillsDenmark,
and **Michael Boas Pedersen**, Vice-Chairman of SkillsDenmark

WorldSkillsDenmark Team



Simon Neergaard-holm
Chief Executive Officer
T: +45 29 87 55 46
snh@skillsdenmark.dk



Jens Søndergaard Hansen
Technical Delegate
T: +45 21 23 13 88
jsh@skillsdenmark.dk



Claus Christiansen
Finance Manager
T: +45 40 54 51 79
cch@skillsdenmark.dk



Charlotte Berg
Executive Secretary
T: +45 28 15 96 36
cb@skillsdenmark.dk



Helle Mølgaard Nielsen
**Project Manager, Education
and Recruitment**
T: +45 20 20 72 91
hmni@skillsdenmark.dk



Kasper Bøgelund
**Project Manager,
Competitions**
T: +45 28 44 49 29
kab@skillsdenmark.dk



Mikael Overgaard
Partnership Manager
T: +45 40 10 42 05
mov@skillsdenmark.dk



Rudi Raahauge Damkjær
Communication Manager
T: +45 20 92 34 64
rda@skillsdenmark.dk



Ingrid Behrndt Andersen
Communication Consultant
T: +45 20 20 72 91
ian@skillsdenmark.dk



Katrine Rosenkvist Andersen
Project Secretary
T: +45 28 44 49 29
kra@skillsdenmark.dk



Emilie Silke Rasmussen
Event Coordinator Intern
T: +45 60 51 34 30
esr@skillsdenmark.dk

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