



WHERE
THERE IS A
SKILL
THERE IS
A **WAY!**

MEDIA KIT

ONE YEAR TO GO

WorldSkills Lyon 2024

10-15 SEPTEMBER 2024

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MESSAGES

A MESSAGE FROM THE PRESIDENT OF THE WORLDSKILLS LYON 2024 ORGANIZING COMMITTEE, MAX ROCHE



In the wake of World War II, Europe needed rebuilding and lacked skilled workers. With a view to inspiring young generations, an international skills competition was conceived, as a way to encourage young people to take up vocational skills and so, WorldSkills was born. It was the start of a long story that we will continue in Lyon on 10-15 September 2024.

The only skilled careers event of this scale in the world, the WorldSkills Competition now brings together more than 1,500 Competitors, 65 participating countries and regions from five continents, 62 skills, and 250,000 visitors, making it the largest skills competition on the planet. France has always been aware of the unique opportunity that this event represents. Emmanuel Macron has been personally involved since the bid phase and fiercely supported France's bid.

Our main objective with this global Competition is to inspire young people to pursue their professional aspirations, to promote skilled careers and vocational training, and show that it is a pathway to excellence and self-fulfilment. We also aim to promote French expertise and the skills of our young people at the highest level globally. Finally, we intend to develop vocational training standards and address the challenges posed by our skilled careers today in terms of employability, appeal, and teaching systems.

It is also an ambition of ours to offer a new global competition model that is scalable, sustainable and which can be implemented by future host countries and regions.

This will all be made possible by our collective strength, by the sheer hard work of the Competitors and their teams, and by the efforts of the Organizing Committee, working hand in hand with its institutional partners and sponsors, in line with our values of openness, generosity, unity, and excellence.

A MESSAGE FROM THE PRESIDENT OF FRANCE, EMMANUEL MACRON

Emmanuel Macron was personally involved in the creation of France's bid for WorldSkills Competition 2024. "France will be the showcase of the daily excellence and commitment of youth in skills," he said in March 2018.

The French President has, on a number of occasions, reaffirmed his commitment to vocational training, which he describes as a "national cause". In a speech he gave about the reform of vocational schools to students from Saintes vocational school on 4 May this year, he said:



“In September 2024, France and Lyon will host the wonderful WorldSkills Competition, where young people from 85 countries and under the age of 23 will be able to showcase their professional capabilities side by side across 62 skills. We are proud to be doing so, and every year I welcome the young people who win these competitions. And in 2024, we are going to organize it. They are young people who have taken the career paths you want to take. They are young people who have sometimes been told: 'Go and do that because you don't know how to do anything else.' They are young people who went unrecognized. But because there was a teacher, a company or a group of people that believed in them, they now find themselves representing France in international competitions and showcasing their skills with pride.”



THE WORLDSKILLS MOVEMENT: PROMOTING VOCATIONAL TRAINING, SKILLS AND YOUNG PEOPLE BY ORGANIZING WORLDSKILLS COMPETITIONS

HISTORY

The first international skill competition was held in 1950 between Spain and Portugal, as a way to encourage young people to take up vocational skills. In 1953, the event expanded and was the first time France participated.

Seeking to bring countries from all over the world together to develop the skills of young professionals and drive economic growth, the WorldSkills movement today offers a unique opportunity to develop vocational training standards, encourage innovation, and promote skilled careers and trades across the globe.

DNA

The largest event of its kind on the planet, the WorldSkills Competition takes place every two years. It aims to promote skills and vocational training pathways by organizing competitions for young professionals under the age of 23 and hailing from five continents, all of them national champions in their respective skills.

It is a major event that welcomes hundreds of thousands of visitors from across the globe every time it is held. Much more than just a Competition, the WorldSkills movement looks to tackle prejudice around vocational training, respond to the challenges faced by sectors that are under economic pressure, and encourage young people to choose these skilled careers of the future which, as well as being in great demand, have as much to give in terms of excellence, professional success, and self-fulfilment as other careers.



+70
YEARS OF HISTORY



WORLDSKILLS COMPETITION
ORGANIZED EVERY
2 YEARS



WORLD SKILLS LYON 2024 – WSC2024

Year	Countries	Cities
1993	Chinese Taipei	Taipei City
1995	France	Lyon
1997	Switzerland	St Gallen
1999	Canada	Montreal
2001	Korea	Seoul
2003	Switzerland	St Gallen
2005	Finland	Helsinki
2007	Japan	Shizuoka
2009	Canada	Calgary
2011	United Kingdom	London
2013	Germany	Leipzig
2015	Brazil	Sao Paulo
2017	United Arab Emirates	Abu Dhabi
2019	Russia	Kazan
2024	France	Lyon

Competition is back in Lyon, 29 years after the city first hosted the event. This is the first time since 2013 that the competition has been held in western Europe, where it has its roots.

The city of Lyon was chosen to host the world final in September 2024: 1,500 Competitors from 65 countries and regions will compete in 62 skills, two of them being in exposition, showcasing their excellence and expertise.

WorldSkills Lyon 2024 is the body responsible for organizing the WorldSkills Competition in September 2024.

Much more than a Competition, WorldSkills Lyon 2024 is a portfolio of events designed to bring together and inspire action among skills and vocational training stakeholders in France and across the world, with our values of openness, generosity, unity and excellence at the core of such action. With more than 250,000 visitors expected, half of whom will be school students, WorldSkills Lyon 2024 is making youth awareness one of its priorities. With the support of its institutional partners and sponsors, it will be giving students fun and educational insights into each skill, all with the aim of continuing to tackle the prejudice surrounding vocational training and skilled careers, while also inspiring the next generation of young talents. Another objective of WorldSkills Lyon 2024 is to leave a sustainable and tangible legacy. We intend to put forward a format for the event that is viable, sustainable, scalable and which can be implemented by future host countries and regions.

WORLDSKILLS LYON 2024 : THE WORLD'S LARGEST SKILLS COMPETITION

ONE YEAR TO GO

The One Year To Go countdown to WorldSkills Lyon 2024 is underway. The WorldSkills Lyon 2024 Organizing Committee is currently made up of 50 people but will continue to grow in size through to January 2024, when it will be more than 100 people strong.

KEY COMPETITION FIGURES



59 SKILL COMPETITIONS + 3 EXHIBITION SKILLS

2,500 VOLUNTEERS

250,000 VISITORS

8,000 ACCREDITED DELEGATES

5 CONTINENTS
65 COUNTRIES AND REGIONS REPRESENTED

1,500 COMPETITORS & 1,400 EXPERTS

140,000 m² COMPETITION AREA

59 SKILLS IN COMPETITION – 3 SKILLS IN EXHIBITION

For a particular skill to qualify as a competition, a minimum of 14 countries must enter a Competitor. Skills in exhibition are a WorldSkills tradition and are left to the discretion of the host country. They are generally chosen by the host country to promote a skill that reflects its expertise or to showcase a particular skill with the aim of it being included in the official programme at the next Competition.

In Lyon, the 47th WorldSkills Competition, some 59 skills in competition and 3 skills in exhibition will be spread across 6 sectors.

The skills in exhibition selected by WorldSkills Lyon 2024 to promote French expertise are Stonemasonry, Heavy Truck Maintenance and Rail Vehicle Technology.

YOU'LL FIND THE COMPLETE LIST OF THE SKILLS BELOW:

CONSTRUCTION AND BUILDING TECHNOLOGY

Bricklaying • Cabinetmaking • Carpentry • Concrete Construction Work • Digital Construction • Electrical Installations • Joinery • Landscape Gardening • Painting and Decorating • Plastering and Drywall Systems • Plumbing and Heating • Refrigeration and Air Conditioning • Stonemasonry • Wall and Floor Tiling.

CREATIVE ARTS AND FASHION

3D Digital Game Art • Fashion Technology • Floristry • Graphic Design Technology Jewellery • Visual Merchandising.

INFORMATION AND COMMUNICATION TECHNOLOGY

Cloud Computing • Cyber Security • Information Network Cabling • IT Network Systems Administration • IT Software Solutions for Business • Mobile Applications Development • Web Technologies.

MANUFACTURING AND ENGINEERING TECHNOLOGY

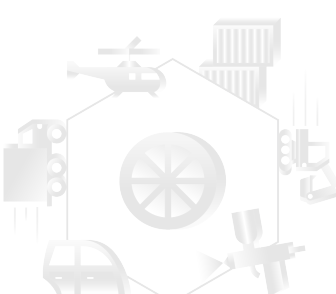
Additive Manufacturing • Autonomous Mobile Robotics • Chemical Laboratory Technology • CNC Milling • CNC Turning • Construction Metal Work • Electronics Industrial Control • Industrial Design Technology • Industrial Mechanics • Industry 4.0 • Manufacturing Team Challenge • Mechanical Engineering CAD • Mechatronics Optoelectronic Technology • Renewable Energy • Robot Systems Integration • Water Technology • Welding.

SOCIAL AND PERSONAL SERVICES

Bakery • Beauty Therapy • Cooking • Hairdressing • Health and Social Care • Hotel Reception • Pâtisserie and Confectionery • Restaurant Service.

TRANSPORTATION AND LOGISTICS

Aircraft Maintenance • Autobody Repair • Automobile Technology • Car Painting Heavy Truck Maintenance • Freight Forwarding • Heavy Vehicle Technology • Rail Vehicle Technology.



AN IN-DEPTH LOOK: CHAMPIONS TAKE YOU BEHIND THE SCENES OF THE WORLDSKILLS COMPETITION



FLORENCE LESAGE

29, pastry chef

Florence was 21 when she appeared at the WorldSkills Competition. She was silver Medallist in São Paulo in 2015.



« WorldSkills is the school of life, the competition that allowed me to grow and develop my skill. It's opened doors for me. Today, eight years on, people still talk to me about my participation at the WorldSkills Competition »

How did you discover your skill? Tell us about your career pathway.

When I was little, I wanted to be a chocolate maker. I did my year 9 work experience in a pâtisserie and it was love at first sight. I'd even go along on Wednesdays, when I didn't have classes, just to decorate cakes. I decided to make a career of it because it's a job where you work with living things, where you use your hands, and where you work as part of a team.

My parents were very supportive of what I wanted to do right from the start, but it was tough with some of my teachers, who told me it was "a waste". I still don't understand why, especially after having taken part in the WorldSkills Competition and seen the need for craftspeople and the beauty of professional skilled careers.

As for my studies, I started by taking a food diploma with a pâtisserie option at a catering school, and then a BEP (French vocational diploma), followed by a technical vocational diploma, and a master's diploma.

Why did you decide to take part in the WorldSkills Competition? Can you talk us through the various selection stages?

I was preparing for my technical vocational diploma when one of my teachers entered me in the WorldSkills Competition. I did it for a bit of fun and because I wanted to push myself and see how I measured up against other people, but I didn't really realize what was at stake. I took part in the regional trials, which I won, and then I went up against 15 other regional champions in the national finals, where I won the gold medal. Thanks to that, I was selected for the France Skills Team and took part in the WorldSkills Competition 2015 in São Paulo, Brazil.



How do you prepare for the world championships in your skill?

Every member of the France WorldSkills Skills Team is prepared for events by a Skills Expert, a professional who gives up their time free of charge. We also get support on the physical and mental side of things, which is crucial for competitions. Our preparation is taken very seriously and is similar to that of elite-level athletes. For example, we have to get up at 5 a.m. some days to go for a 6 km run, and we also learn breathing and visualisation techniques. The idea is to push yourself and your boundaries, and to create a team spirit within the French team. You're in pain, you don't give up. It's hard, you don't give up. We're all in the same boat, we don't give up. We just support each other.

What moments stood out for you at that WorldSkills Competition 2015?

Going to another country was crazy. A lot of us had never travelled so far. Receiving our "Equipe de France" kits was a very meaningful moment too. We really felt part of something much bigger than us.

The Closing Ceremony was amazing. That's when they announced the results for all the skills. We were all nervous for each other. When I found out I was going up to the podium, I started shaking. I was crying and got so emotional I had my flag upside down. I won the silver medal. It was one of the most intense moments of my whole life.

What about after the Competition? Do you think it boosted your career?

The Competition gave me visibility and allowed me to start building a network. It also instilled in me the desire to challenge myself and others in competitions.

After the Competition and once I'd finished my studies, I worked at the Westin Paris-Vendôme hotel as a chef de partie, a sous-chef and then a chef. In 2019, I took part in the International Confectionery Art Competition, where I won a gold medal with my partner.

Has taking part in the WorldSkills Competition enhanced your skills?

WorldSkills is the school of life, the Competition that allowed me to grow and move forward in my career. It's opened doors for me. Today, eight years on, people still talk to me about my participation at the WorldSkills Competition. I also discovered a movement with beautiful values, and in a few years time I'd love to become a WorldSkills Expert so I can give back a little of everything that I've been given. There are a lot of volunteers at WorldSkills and they're there for the Competitors. They don't know you but they tell you that they want you to succeed, to win. I dream of helping a young person to be better than me. I've been given so much and now I want to give something back.



ALEXIS NUÉ

26, Joiner

Alexis was 17 when he appeared at the WorldSkills Competition. He won a world title at WorldSkills Kazan 2019.



« The WorldSkills Competition was a massive boost to the development of my skills. Seven months of preparation with the teams is equivalent to three years of experience. After the Competition I got a lot of job offers in France and around the world: Switzerland, Hong Kong, China, and other countries. »

**How did you discover your skill?
Tell us about your career pathway.**

It was through my father, who's bricklayer. I got to work with wood and fell in love with it. What I love is taking a tree and turning it into something beautiful and useful. I did my year 9 work experience at a joinery company and discovered a manual job full of intellectual challenges. We work with very technical design software, and there's also management and customer relations, so there's a lot to it.

When I got my school diploma, I wanted to go and do an apprenticeship, but it was really hard getting the school to agree to it. One teacher even told me I'd be "wasting my life". I'll never forget those words. It was a pretty harsh thing to say. Fortunately, my parents supported me and convinced the school to allow me to continue with my vocational career plans.

So I went and did a two year apprenticeship after year 9. I then did my vocational qualification in joinery and did my "Tour de France", travelling around the country and doing apprenticeships with the Compagnons du Devoir (a French craftpersons' organization).

**Why did you decide to take part in the WorldSkills Competition?
Can you talk us through the various selection stages?**

I found out about the Competition when I started my "Tour de France". I met a former Champion who spoke to me about his experience and suggested that I sign up for it. I wasn't sure because I was only 17 and I was very shy, but when I saw the skills my colleague had picked up through the Competition, all I wanted to do was go.

In 2016, I took part in the regional trials, which I won, though I didn't win the gold medal at the national finals. I decided to have another crack at it in 2018. This time I won the regional trials and the national finals and earned a place in the French team for WorldSkills Kazan 2019.



How do you prepare for the world championships in your skill?

The secret is the people around you. I moved house so I could be closer to a former champion and my WorldSkills Expert, a technical coach who gave up his time to help prepare me for the events. I also found a great company that took me on and helped me prepare by letting me use the workshop in the evenings and at weekends. In terms of my skills, I'd go over old Test Projects every weekend, practising the technical aspects so I could be faster and more precise. I prepared myself mentally thanks to sport. I did weight training and went running every morning. It's also useful for your skills because you have to use hand tools in carpentry, which makes it quite physical, so building up your upper body strength helps you gain speed and stamina.

There are also weeks of physical and mental preparation with the whole France WorldSkills Team. It's tough because they don't allow us a lot of sleep. That's to get us ready for the Competition, where you don't sleep much. It really helps the team bond quickly, though. On the first day, some of us missed the 5.30 a.m. jog. We paid for it the next day, with all of us having to stand in a circle and do burpees for ages. Everyone was always up on time after that. It showed us that we were there for each other as a team and that we moved forward together.

What moments stood out for you at WorldSkills Competition 2015?

I'd say that it made me realize the quality of the training and preparation I'd received, because they changed the Test Project at the last minute and I found it easier to adapt than other Competitors. I experienced so much during those four days of competition. The pressure was huge. Just before the results came in, I realized that my trousers were too big for me all of a sudden. I thought I'd put on my roommate's by mistake. What had happened was that I'd lost 7 kg in a week!

The most memorable moment was the results, when there was only the gold left to announce in my skill and I was all on my own by the side of the podium. I looked around me and couldn't believe I was the world champion. Though it was me who went up and got the medal, it was a team effort. It was for my entire trade, everyone who supported me, and my WorldSkills Expert.

What about after the Competition? Do you think it boosted your career?

The WorldSkills Competition was a massive boost to the development of my skills. Seven months of preparation with the teams is equivalent to three years of experience. After the Competition I got a lot of job offers in France and around the world: Switzerland, Hong Kong, China, and other countries. But I chose to continue my "Tour de France" with the Compagnons du Devoir and finish that project.

Has taking part in the WorldSkills Competition enhanced your skills?

Absolutely! It's the reason why the company I'm now working for took me on in the first place, because the boss knew I had both the expertise and the interpersonal skills.

WORLDSKILLS LYON 2024 : **MUCH MORE THAN A COMPETITION; IT'S A KEY EVENT** **FOR FRANCE FOR 2023-2024**

MUCH MORE THAN A COMPETITION; IT'S A KEY EVENT FOR **FRANCE FOR 2023-2024**

With the support of its sponsors and institutional partners, WorldSkills Lyon 2024 is pushing ahead with a very ambitious educational project. A number of programmes for school students will be rolled out and will be game changers for skills and vocational training in the wake of the Competition.

We want to create an immersive visitor experience for young people at the Competition venue, and to use the WorldSkills Lyon 2024 event to raise awareness among students and teachers from the start of the 2023 academic year.

One School One Country (OSOC)

- 65 schools in the city of Lyon and the surrounding area
- Some 1,500 Competitors visiting local schools
- A unique encounter between local students and Competitors from around the world.

One School One Country (OSOC) is a cultural exchange programme that will see schools in the greater Lyon area matched with a WorldSkills Member country or region. It gives students the opportunity to learn more about the skilled careers represented at the Competition and to discover the values, traditions and culture of the country they have been matched with. In a spirit of exchange, schools invite Competitors to meet with their students on the morning of the Opening Ceremony. Students also have the chance to attend WorldSkills Lyon 2024 to see their Competitors in action.

As the first people youngsters turn to for guidance, teachers will also be made aware of the opportunities offered by vocational education and training in terms of career pathways and as a means of their students achieving excellence and fulfilment.

A visitor experience designed for young people

A comprehensive educational programme will be laid on for young people as well as special routes for different age groups, ensuring that they will be more than just spectators.

Try-a-Skill

For anyone who is trying to find their way, it is inspiring to watch Competitors excel in their chosen skill. At the same time, however, it can seem daunting and beyond their reach.

With the Try-a-Skill activity programme, WorldSkills Lyon 2024, its partners and sponsors will put on practical workshops for visitors to the Competition. Anyone can take part in the workshops, which are primarily aimed at school students. Allowing people to try their hand at a skill helps make the Competition an interactive experience and lets them picture where their career might take them and find out what their hands can do.

OUR COMMITMENT TO A MORE SUSTAINABLE EVENT: WORLDSKILLS LYON 2024 HAS SET DEMANDING AND QUANTIFIABLE CSR OBJECTIVES FOR ITSELF.

WorldSkills Lyon 2024 aims to inspire the organizers of future competitions and the Lyon region to adopt a sustainable approach to the organization of events.

That is why we have developed a demanding and measurable CSR strategy comprising both sustainable and socially responsible objectives in terms of accessibility, inclusion, and a virtuous economy.

WorldSkills Lyon 2024 is committed to transparency and fully intends to put its words into action. Our objectives are founded on compliance with recognized standards and certifications, in particular the ISO 20121 certification, the main standard attesting to the sustainability of an event and its management system.

WORLDSKILLS LYON 2024'S CSR OBJECTIVES:

- To contribute to a circular economy and reduce the amount of waste generated by the Competition and its events
- To assess and reduce the amount of CO2 generated by the Competition and its events and optimize energy consumption
- To strive towards inclusion by making our events accessible to all and promoting their diversity
- To guarantee transparency and ethics in the way we operate and in our governance
- To promote the assets and expertise of the local area and of France as a whole
- To guarantee the safety and well-being of the Competition's participants

With a view to implementing its objectives, WorldSkills Lyon 2024 is working hand in hand with a number of specialist companies.



MEANINGFUL ENGAGEMENT: 2,500 VOLUNTEERS WILL BE RECRUITED AND TRAINED FOR THE WORLDSKILLS COMPETITION

WorldSkills Lyon 2024 is aiming to create a community of citizens of the world who are open-minded and receptive to human, technical, and environmental opportunities.

A major volunteer recruitment programme will be launched in October 2023, with the values of openness, excellence, generosity, and unity at its heart. The aim is to recruit 2,500 volunteers for a wide range of assignments in which everyone can find their place in line with their aptitudes.

The volunteers will play a key role in ensuring the Competition runs smoothly, though there is more to the programme than just a recruitment drive. It will also project our values, which are central to our approach to legacy and our commitment to young people.

The WorldSkills Lyon 2024 Volunteer Programme is ambitious in scale and will give us the opportunity to train participants and create a community possessing the kind of experience that can be drawn on long after the Competition is over. It will also provide greater Lyon with a pool of committed citizens with an awareness of the challenges our region faces.

OUR OBJECTIVES :

- To have young children, accompanied by their parents and taking part for short periods only, form 20% of our volunteer force so they can enjoy a meaningful experience and a journey of discovery.
- To bring in people who have been excluded from the labour market, so we can raise their awareness of skilled careers and allow them to develop their skills through assignments carried out as part of the programme.
- To promote social diversity by creating teams of volunteers from a wide range of backgrounds: business leaders, retired people, students, people with disabilities, etc.
- To raise public awareness of climate issues as part of WorldSkills Lyon 2024's demanding CSR policy.



WORLDSKILLS LYON 2024 : NEXT STEPS



2023

10 SEPTEMBER
ONE YEAR TO GO
before WSC2024



2024

29 JANUARY - 2 FEBRUARY
CPW
Competition Preparation Week

2 JUNE
100 DAYS
to go to WSC2024

10 - 15 SEPTEMBER



WSC2024



STRONG ENGAGEMENT FROM OUR PARTNERS



Liberté • Égalité • Fraternité

RÉPUBLIQUE FRANÇAISE

SAMSUNG

