

# SKILLS FINLAND STRATEGY 2030



**Mission**

Together we develop vocational skills and improve their appreciation.  
We aim for growth, excellence in skills and a sustainable future.

**Values**

We challenge ourselves to act openly, honestly, wisely and skillfully, and to celebrate our achievements.

# PHENOMENON & FORCES OF CHANGE

The board of Skills Finland has chosen the following four phenomenon of change which were deemed to have the most significant impact on the Skills network in the coming decade:

- **Changes in labour and technological development**
- **Demographic changes**
- **Environmental and climate change as well as the circular economy**
- **Inclusion**

# VISION, MISSION AND VALUES

## Vision 2030

World's best vocational expertise

## Mission

Together we develop vocational skills and improve their appreciation. We aim for growth, excellence in skills and a sustainable future.

## Values

We challenge ourselves to act openly, honestly, wisely and skillfully, and to celebrate our achievements.

# STRATEGIC GOALS

## Competitions and coaching

1. offer opportunities to develop **individual learning paths** to excellence in skills and **strengthen learning results**
2. foster new **skills and talents** to meet the demands of **working life**
3. increase participants **employability, entrepreneurship** and placement in **further studies**
4. offer a chance for **mutual learning** and **encourage** individuals, the working life and educational institutions to **continuous learning**
5. raise **awareness** regarding vocational education and the opportunities within it as well as improves its **attractiveness**.

# STRATEGIC ACTIVITIES 1

## Strategic goal

1. Competitions and coaching offer opportunities to develop **individual learning paths** to excellence in skills and **strengthen learning results.**

## Strategic activities

1. create paths for learning and training
2. use competitions and coaching as a pedagogical tool in developing learning processes

# STRATEGIC ACTIVITIES 2

## Strategic goal

**2. Competitions foster new skills and talents to meet the demands of working life.**

## Strategic activities

1. develop national competitions from a client-facing perspective along with considerations for the future needs of the working life and education
2. consider the needs of the working life in relation to participation in, and training before international competitions
3. equal opportunities for all to develop their own excellence in skills through competitions and coaching

# STRATEGIC ACTIVITIES 3

## Strategic goal

**3. Competitions and coaching increase participants employability, entrepreneurship and placement in further studies.**

## Strategic activities

1. expand and improve effectiveness in co-operation with the working life and implement co-operation with universities of applied sciences
2. entrepreneurship as a part of competitions and coaching



# STRATEGIC ACTIVITIES 4

## Strategic goal

4. Competitions and coaching offer a chance for **mutual learning** and **encourage** individuals, the working life and educational institutions to **continuous learning**.

## Strategic activities

1. competitions and coaching as an enabler and promoter of benchmarking and learning
2. competitions and coaching as a part in attaining responsible and sustainable development

# STRATEGIC ACTIVITIES 5

## Strategic goal

**5. Competitions and coaching raise awareness regarding vocational education and the opportunities within it, as well as improve attractiveness.**

## Strategic activities

1. organise competitions and coaching as well as their marketing and communication
2. market and communication guided by target demographics



**Skills**Finland