



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.

Future trends

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

- **Future of work and technological disruption**
- **Demographic changes**
- **Environmental and climate change, and circular economy**
- **Inclusivity**



Vision 2030

World's best vocational expertise

Mission 2030

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Values

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Strategic goals

Competitions and skills training

1. offer opportunities to develop **individual learning paths** that **improve learning results**
2. develop **vocational competencies** to meet **changing job market demands**
3. increase participants' **employability, entrepreneurship** and placement in **further studies**
4. offer a chance for **mutual learning** and **encourage** individuals, companies and educational institutions toward **continuous learning**
5. raise **awareness** of VET and the opportunities within it as well as improve its **attractiveness**.

STRATEGIC GOAL 1

Competitions and skills training offer opportunities to develop **individual learning paths** that **improve learning results.**

STRATEGIC ACTIVITIES

1. Create paths for individual learning and training
2. Use competitions and skills training as a pedagogical tool and to develop learning processes

STRATEGIC GOAL 2

Competitions develop **vocational competencies** to meet **changing job market demands**.

STRATEGIC ACTIVITIES

1. Develop national competitions from a client-facing perspective while considering the future of work and education
2. Account for the changing job market demands when participating in and training for international competitions
3. Equal opportunities for all to develop their expertise through competitions and skills training

STRATEGIC GOAL 3

Competitions and skills training increase participants' **employability, entrepreneurship** and placement in **further studies**.

STRATEGIC ACTIVITIES

1. Expand and improve co-operation with companies and initiate co-operation with universities of applied sciences
2. Entrepreneurship as a part of competitions and skills training

STRATEGIC GOAL 4

Competitions and skills training offer a chance for **mutual learning** and **encourage** individuals, companies and educational institutions toward **continuous learning**.

STRATEGIC ACTIVITIES

1. Competitions and skills training enable and promote benchmarking and learning
2. Competitions and skills training are implemented responsibly and sustainably

STRATEGIC GOAL 5

Competitions and skills training raise **awareness** of VET and the opportunities within it as well as improve its **attractiveness**.

STRATEGIC ACTIVITIES

1. Organise competitions and skills training as well as their marketing and communication
2. Operate and communicate according to target demographics

