

WorldSkills Vision 2035
Strategic Plan



Contents

Vision 2035 Overview	4
Vision, Mission, Position, Promise	6
Our Strategic Goals	8
Our Focus Areas	11
 Skills Competitions and Events	12
 Skills Inspiration	15
 Education and Skills Development	16
 Strategic Partnerships	19
 Data and Resources	20
 Members and Regional Organizations	23



VISION

A world where skills are valued as the building blocks of sustainable human and economic development.

MISSION

To inspire people to choose skills by raising standards, improving access, and connecting to the needs of industry.

POSITION

The global champion for skills development and excellence.



WE PROMISE

To unite around a human-first, skills-first mindset.

STRATEGIC GOALS

1. Transform how the world values skills.
2. Accelerate global skills development and excellence through innovation.
3. Strengthen and mobilize a high-impact WorldSkills community.

OUR STRATEGIC FOCUS AREAS



Skills Competitions and Events



Strategic Partnerships



Data and Resources



Skills Inspiration



Education and Skills Development



Members and Regional Organizations

OUR VALUES

Excellence

We help everyone be the best they can be.

Creativity

We value curiosity, learning, and innovation.

Respect

We act with honesty, fairness, and purpose.

Diversity

We embrace difference to build stronger systems.

Co-operation

We go further when we work together.

BENEFICIARIES

- Young people
- Educators and trainers
- Industry and labour
- Governments

INFLUENCERS

- Citizens
- Partners
- Media
- NGOs and IGOs
- Parents and friends

Global reach
and impact,
and a strong
influential
brand





OUR VISION

A world where skills are valued as the building blocks of sustainable human and economic development.

Skills improve people's lives, drive economies, and build more resilient societies. Yet, they are not valued enough. By 2035, WorldSkills will have shifted that reality by placing skills and skilled professionals at the heart of global progress and showing how essential they are to human and planetary well-being and economic growth.



OUR MISSION

To inspire people to choose skills by raising standards, improving access, and connecting to the needs of industry.

Everyone has the right to strive for skills excellence. Through our efforts, we will open up access to Technical and Vocational Education and Training. We will help young people discover their full potential through skills, we will support countries and regions as they build stronger skills ecosystems, and we will continue to respond to the rapidly changing needs of the global labour market.



OUR POSITION

The global champion for skills development and excellence.

WorldSkills stands alone as the global champion for skills excellence. No other organization combines our reach, our experience, our credibility, or the scale of our community. We intend to use our unique position to make skills excellence visible, measurable, and inspiring at a global scale.



OUR PROMISE

To unite around a human-first, skills-first mindset.

We all depend on skills and skilled professionals. They sit above geographical borders and political ideologies. They are the language of our industries and the currency of our economies. As AI and other technologies reshape the world of work, the case for human skills has never been stronger. We promise to advance human potential, leverage technology for excellence, and in doing so, prioritize dignity, resilience, and prosperity for all.



OUR STRATEGIC GOALS

1. *Transform how the world values skills*

As the champion of skills, the WorldSkills movement positions skills at the centre of sustainable human development by reshaping societal perception and empowering youth.

THE WORLDSKILLS MOVEMENT WILL:

Elevate WorldSkills competitions, at local, national, regional, and international levels as a core platform for excellence, collaboration, innovation, and measurable impact.

Create and amplify visible role models of skilled professionals – including Competitors, Champions, and Experts – positioning them as ambassadors of excellence and societal impact.

Shift societal narratives across media, social platforms, and digital channels to elevate skills as aspirational, innovative, and future defining.

Equip families, educators, and employers with the tools and insights to confidently advocate for skills excellence and help young people discover their path to success through skills.

Promote a human-first, skills-first mindset in a world that is rapidly digitizing, and help skilled professionals achieve excellence by harnessing the potential of emerging technologies.

Champion the youth voice in skills conversations – ensuring young people help shape policy dialogue, industry engagement, and public narratives.

IMPACT BY 2035: Stronger public perception of skills careers, earlier engagement in skills pathways, and recognition of skilled professionals as critical enablers of economic security, social equity, and climate resilience.

2. *Accelerate global skills development and excellence through innovation*

Use WorldSkills Occupational Standards, Competitions, data, and brand strength to drive innovation in skills development.

THE WORLDSKILLS MOVEMENT WILL:

Continuously evolve WorldSkills Occupational Standards as global benchmarks aligned with labour market needs, and the industrial, digital, and green transitions.

Harness the WorldSkills community and brand to pilot and scale innovative models in training and assessment.

Leverage digital innovation, including AI. Use it ethically and equitably to advance skill development, enhance assessment methodologies, and elevate how skills are tested and validated, so young people are prepared for a digitally-enabled workplace.

Use the WorldSkills Global Research Council to convene leading research institutions, foster global collaboration, and translate impact data into insights that our Members and Partners can act on.

Engage partners in co-designing innovative training, sustainability, and career development initiatives.

IMPACT BY 2035: Wider adoption and recognition of WorldSkills Occupational Standards, accelerated innovation in skills development, and demonstrable alignment with future opportunity and workforce needs.



3. *Strengthen and mobilize a high-impact WorldSkills community*

Build a resilient and collaborative global skills community with rigorous impact measurement at its core, delivering measurable economic and social impact.

THE WORLDSKILLS MOVEMENT WILL:

Embed WorldSkills values as guiding principles across strategy, governance, and operations to ensure a sustainable and equitable organization, movement, and world.

Integrate rigorous impact measurement across competitions, partnerships, and Member activities.

Enhance peer learning, capacity building, competition IT systems, and structured resource sharing across Members.

Expand the WorldSkills Conference as a premier global platform for strategic exchange and thought leadership on the future of skills.

Align Members, Competition

Organizers, and regional organizations under the WorldSkills brand framework to amplify impact, consistency, and shared identity.

Develop a regional organization and regional competitions framework that strengthens collaboration and contributes to the value and reach of WorldSkills.

Expand collaboration with Global Partners and the private sector to co-develop solutions, expand youth opportunity, and accelerate skills advancement worldwide.

Strengthen strategic partnerships

with United Nations agencies, regional intergovernmental organizations, multilateral institutions, labour organizations, philanthropic foundations, NGOs, and the private sector to align global skills priorities and scale impact.

Recognize and leverage the diverse

experience within our community of Members, Partners, Competitors, Experts, and volunteers for the benefit of future generations.

IMPACT BY 2035: A strong, connected global skills community delivering measurable impact on youth opportunity, workforce competitiveness, and sustainable development.





OUR FOCUS AREAS

Our six focus areas define where the WorldSkills movement directs its resources and energy. These areas translate our strategic goals into clear organizational responsibilities, ensuring every part of our community knows how it can contribute to our shared ambition.

THEY ARE:

 Skills Competitions and Events	 Skills Inspiration	 Education and Skills Development
 Strategic Partnerships	 Data and Research	 Members and Regional Organizations

SKILLS COMPETITIONS AND EVENTS

Skills competitions and events are central to WorldSkills identity and influence, built on a global brand developed and trusted over decades. Within the TVET landscape where partners shape policy, curriculum, and funding, WorldSkills unique contribution is its ability to make excellence visible, measurable, and inspiring. Competitions are not simply events. They prove our standards and the quality of our training. They demonstrate how we use emerging technologies to deliver excellence. They are the public validation of skills mastery. They translate abstract discussions about workforce development

into tangible performance, credibility, and aspiration.

By operating at local, national, regional, and international levels, WorldSkills competitions create a coherent global benchmark while strengthening national ecosystems. They provide a neutral and respected platform where innovation can be tested, sustainability practices demonstrated, and new approaches to assessment experienced in real time. The WorldSkills Conference complements this by convening policymakers, educators, industry, and youth leaders in a space

immersed in real-world excellence rather than theory alone.

Skills competitions and events are the foundation to WorldSkills programming and long-term impact. This is where the WorldSkills brand carries the greatest legitimacy, where its global network converges, and where its influence within TVET is most evident. By continually evolving this platform, WorldSkills reinforces its role as a global reference point for excellence and ensures that skills remain at the centre of opportunity, collaboration, and progress.

PRIORITIES



Elevate WorldSkills competitions, at local, national, regional, and international levels as a core platform for development, excellence, collaboration, and measurable impact.



Expand the WorldSkills Conference as a premier global platform for strategic exchange and thought leadership on the future of skills.



Use WorldSkills competitions as experiential laboratories for technical and non-technical innovation, workplace learning, and career pathway inspiration.



Embed sustainability and emerging technologies visibly within competitions and related events.



Empower Members to use competitions to benchmark their TVET systems and identify gaps in training, standards, or implementation.





SKILLS INSPIRATION

WorldSkills is the champion of skills and is uniquely positioned to highlight skills as aspirational and future defining within the global TVET landscape. In a world shaped by rapid change, demographic shifts, and growing economic uncertainty, how societies perceive skills directly influences opportunity, inclusion, and resilience. Too often, skills and skilled professionals remain undervalued and unrecognized. This limits young people's awareness of skills as a viable and fulfilling pathway. Through widespread competitions,

compelling role models, and powerful storytelling across media and digital platforms, WorldSkills brings visibility, prestige, and authenticity to careers that are essential to economic progress and sustainable development.

Its established global network of Members, regional organizations, Partners, Experts, Competitors, and Champions provide both reach and legitimacy – enabling influence within local communities and on national and international stages. By elevating youth voice in public discourse

and policy conversations, WorldSkills promotes decisions made with young people, not for them, strengthening trust and relevance in the choices that shape their futures. In doing so, it not only enhances the status of skilled professionals, but also contributes to stronger talent pipelines, greater social mobility, and more resilient economies in an increasingly digitized world.

PRIORITIES



Create and amplify visible and diverse role models of skilled professionals – including Competitors, Champions, and Experts – as ambassadors of excellence and societal impact.



Shift societal narratives across media, social platforms, and digital channels to elevate skills as aspirational, innovative, and future defining.



Equip families, educators, and employers with tools and insights to confidently support young people in discovering their path to success through skills.



Promote a human-first, skills-first mindset in a world shaped by AI and other digital technologies, where people leverage innovation and use it ethically and equitably to drive skills excellence.



Champion the youth voice in skills conversations – ensuring young people are able to engage in public discourse and policy design to shape a skills-driven future.



Use our global reputation to address inequity, improve access, and tackle bias within TVET systems.

EDUCATION AND SKILLS DEVELOPMENT

Education and skills development are essential to WorldSkills because excellence must be defined, measured, and continuously advanced to remain credible. Competitions may make skills visible, but standards and assessment give them legitimacy. WorldSkills Occupational Standards provide a globally recognized benchmark developed through collaboration, positioning the organization uniquely within the TVET ecosystem. These

standards help countries and regions identify gaps as well as routes to improve their own national skills systems.

In a world shaped by rapid digital transformation and the green transition, maintaining static standards risks irrelevance. By continuously evolving benchmarks, modernizing assessment methodologies, piloting innovative training models, and strengthening educator capability, WorldSkills

ensures that excellence is not symbolic but technically rigorous and future ready. This focus area anchors the brand in substance, safeguards global comparability, and reinforces WorldSkills role in shaping the quality, credibility, and innovation in skills development worldwide.

PRIORITIES



Continuously evolve WorldSkills Occupational Standards as global benchmarks aligned with industry, emerging technologies, and green transitions.



Leverage AI and other emerging technologies to advance skill development, enhance assessment methodologies, and elevate how skills are tested and validated.



Use the WorldSkills brand to pilot and scale innovative models in training, assessment, and micro-credentials.



Strengthen educator capability and structured career pathway exploration linked to standards and competitions.





STRATEGIC PARTNERSHIPS

Strategic partnerships are essential to WorldSkills because the scale and complexity of today's skills challenges exceed the mandate of any single organization.

Workforce transformation, digital disruption, climate transition, demographic shifts, and economic competitiveness require coordinated action across governments, industry, multilateral institutions, and education.

WorldSkills brings credibility, technical benchmarks, and a globally trusted platform – but

partnerships extend reach, influence, and implementation capacity. By collaborating with Global Partners and engaging United Nations agencies, regional intergovernmental organizations, multilateral institutions, and NGOs, WorldSkills strengthens alignment with global policy agendas and amplifies its impact beyond competitions and standards.

By co-designing new ideas with the multilateral backing of partners, it de-risks innovation

for others and is far more likely to gain regulatory recognition and government adoption. And by leveraging the WorldSkills network, other Members and Partners are more likely to reach policymakers, technical educators, and peer industry leaders they could not otherwise engage. Strategic partnerships move WorldSkills from being a respected global platform to a catalyst for systemic influence and measurable global progress in skills development.

PRIORITIES



Expand collaboration with Global Partners and the private sector to co-develop solutions, expand youth opportunity, and accelerate skills advancement worldwide.



Engage partners in co-designing innovative training, sustainability integration, and pathway expansion initiatives.



Strengthen strategic partnerships with United Nations agencies, regional intergovernmental organizations, multilateral institutions, labour organizations, philanthropic foundations, NGOs, and the private sector to align global skills priorities and scale impact.

DATA AND RESOURCES

Data and resources are essential to WorldSkills because credibility in the modern skills landscape depends on measurable impact. The work of WorldSkills must be validated by data-driven insights and transparent measurement. WorldSkills global benchmarks, competitions, and partnerships generate a unique body of performance data and expertise that, when systematically analysed, can inform emerging skill needs, assessment

modernization, and policy dialogue. By leveraging AI and advanced analytics, strengthening global comparability of standards, and embedding rigorous impact measurement across its activities, WorldSkills reinforces trust, relevance, and accountability.

Structured sharing of best practice, tools, and insights across Members and regional organizations strengthens the collective capability of the WorldSkills network. By curating

and distributing benchmarks, assessment models, digital resources, brand messages, guidelines and templates, and implementation frameworks, WorldSkills Members can benefit from economies of scale. This accelerates peer learning, builds capacity, and reinforces the tangible value of membership – ensuring participation delivers enhanced value and brand consistency.

PRIORITIES



Leverage AI and data analytics to enhance assessment systems and benchmark integrity.



Strengthen global recognition and comparability of WorldSkills benchmarks through robust data frameworks.



Develop skills intelligence capabilities to anticipate emerging competencies and future workforce trends.



Integrate rigorous impact measurement across competitions, partnerships, and Member activities.



Equip Members with impactful brand messages, assets, and templates.





MEMBERS AND REGIONAL ORGANIZATIONS

Membership and active regional organizations are fundamental to WorldSkills global impact because the strength of the organization lies in the collective capability, credibility, and collaboration of its Members and regional organizations. WorldSkills drives skills development and excellence through a global network that is integrated within national systems and adapted to regional contexts.

By strengthening governance, reinforcing shared values, deepening brand coherence, and enhancing peer learning and capacity building, this focus area ensures that excellence is consistently delivered and locally relevant.

Regional organizations act as multipliers of collaboration and implementation, accelerating

shared learning and coordinated progress. By maximizing membership and regional capability, WorldSkills strengthens its collective voice, expands its influence, and ensures that its global standards and platforms translate into meaningful impact on the ground.

PRIORITIES



Embed WorldSkills values as guiding principles across strategy, governance, and operations to build a more sustainable organization, movement, and world.



Enhance peer learning, capacity building, competition IT systems, and structured resource sharing across Members.



Ensure compliance of the WorldSkills brand framework across Members, Competition Organizers, and regional organizations to amplify impact, consistency, and shared identity.



Develop a regional organization and regional competitions framework that strengthens collaboration and contributes to the value and reach of WorldSkills.

