



INNOVATIONS
DIALOG HANDWERK
IN NRW

Workshop

Qualification needs and retention of skilled workers:
Attracting and engaging workers

Henri Sandt
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About the project

Exchange between the skilled crafts sector, politics and science:

- ✓ Identifying future tasks for the skilled crafts sector
- ✓ Develop joint approaches to solutions

- Duration: 2 years (2022-2023)
- Funded by the Ministry of Economic Affairs, Innovation, Digitalization and Energy of the State of North Rhine-Westphalia
- Supported by all democratic parties

Topics

- 1) Technology and digitalization dynamics in the skilled crafts sector
- 2) Sustainability and the future of mobility within the skilled crafts sector
- 3) Innovation behavior of skilled crafts enterprises
- 4) Qualification needs and retention of skilled workers

Results and indicators



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Technology and digitalization dynamics in the skilled crafts sector

3 good practices

3 workshops / expert interviews / exchange formats

(Online) survey

Recommendations: Challenges and solution strategies with high business relevance

Sustainability and the future of mobility within the skilled crafts sector

3 good practices

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Innovation behavior of skilled crafts enterprises

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Interdisciplinary results

Homepage

Internal online platform where innovative forms of dialogue and product development take place

Cooperation agreements

Public relations

Logo

Results and indicators

Technology and digitalization dynamics in the

Sustainability and the future of mobility within the

Innovation behavior of skilled crafts enterprises

Qualification needs and retention of skilled workers

Interdisciplinary results

45 various guests from:

- Politics (all democratic parties, ministry of work & economy)
- Science (representatives of 5 institutions)
- Economy (skilled crafts, industry), incl. head of regional construction association
- Public administration (employment agency)

3 good practices

3 workshops / expert interviews / exchange formats

(Online) survey

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business relevance

business relevance

First innovative ideas to attract and engage workers:

- Promote enthusiasm for the profession starting in kindergarden:
 - Conveying fun
 - Concrete advertising measures, e.g. operating a digger at the primary school's open day
- Contact parents (during internships and apprenticeships)
- Create identification with the profession
 - p.e.: „we build the pyramids“ or „fight climate change everyday“
- Emphasize regionality and maintain a regional presence → Social media!
- Reach out to new, non-traditional target groups, e.g., academics
 - recruit graduates, not just dropouts
 - Advertising measures at universities
- Promote integration of migrants, especially in companies

First innovative ideas to attract and engage workers:

- Create opportunities for foreign workers, even temporarily (example Ukrainian refugees)
 - Reduce bureaucracy similar to former US work visa (until Trump presidency):
1 stamp for 6 months work permit, 1 contact person, easy and clear process
- Highlight career opportunities right from the start
 - Career counseling should emphasize opportunities for advancement
 - Thinking education and training together --> higher qualification
- Use digitalization
 - Advertising in social media
 - Networking → Identify concrete contact persons for each topic
 - Advertise Building Information Modeling (BIM) as a technology of the future

Thank you!