



# Der Westdeutsche Handwerkskammertag

## The West German Chambers of Crafts and Skilled Trades' Council

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ERASMUS+ Let's Campaign

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## About the WHKT

The West German Chambers of Skilled Crafts and Trades' Council (WHKT) is the umbrella organization of the seven Chambers of Crafts and Skilled Trades in North Rhine Westphalia with registered offices in Dusseldorf.

The duties and responsibilities of WHKT can be summarized as follows:

- Coordination of the common tasks of the Chambers of Crafts,
- Representation of the common affairs of the Chambers of Skilled Crafts towards the state government, the state parliament, the supreme state authorities as well as the democratic parties,
- to maintain the relations of the Chambers of Skilled Crafts with other organizations of the skilled crafts, the other chamber organizations and business associations, trade unions, churches, with universities and scientific institutes,
- the implementation of joint measures at the state level in the interest of the skilled crafts sector,
- the execution of special tasks.



## The crafts sector in North Rhine Westphalia

The skilled trades are the most important and versatile sector of the economy in Germany's largest federal state, North Rhine-Westphalia. More than 1.1 million people are employed in North Rhine-Westphalian craft enterprises. They generate annual sales of 137.0 billion euros. This makes the skilled trades the strongest sector of the economy.

As of December 31, 2019, there were 80,000 apprenticeships in the skilled trades sector in NRW. Attracting young talent and junior employees is one of the key tasks of the Crafts and Skilled Trades Sector especially considering the high demand for skilled workers nowadays and in future times.

# Best practice to attract young apprentices in the crafts sector

- Youth magazine ‚handfest‘
- Magazin has been published since 2000
- Frequency: 4 x per year, nationwide
- Print run: 40,000 to 100,000 copies
- Created by: Rolf Göbels, WHKT
- Editing, advertising and distribution: Zentralstelle für die Weiterbildung im Handwerk (ZWH, since 2014)





## Best practice to attract young apprentices in the crafts sector

- **Target group:** The primary target group is students aged 16 and over at general education schools and vocational schools. It also reaches trainees, parents, teachers, and career counselors at schools and in trade organizations.
- **Distribution:** handfest is mainly delivered free of charge to schools, in most cases directly to the teachers responsible for career counseling and career guidance. They display the magazine, give it to students as information material and use it in career counseling and teaching.
- Furthermore, handfest is sent in large numbers to chambers of crafts, district craft associations and guilds throughout Germany and is used there in career counseling and at information events. In addition, all managing directors and decision-makers in the organizations and associations of the skilled trades are supplied with handfest magazine.
- Internet: [www.handfest-online.de](http://www.handfest-online.de)



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