

Building Relations

Projects Abroad

KREISHANDWERKERSCHAFT

Steinfurt Warendorf

INTERNATIONAL RELATIONS

Partners & Cooperations





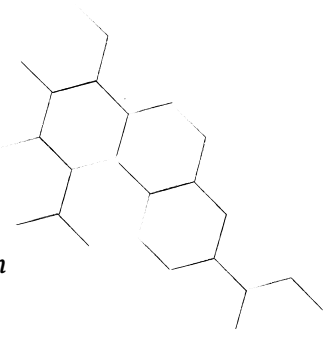
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Building Relations



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Building relations – that is what all projects supported by my ministry are about. The skilled crafts sector is a key factor in a country's development. In many of the partner countries involved in development cooperation, the economy is growing rapidly. At the same time, the labour market is changing quickly. This makes skilled professionals all the more important. It is their minds and hands that make economic growth and social development possible. Still, it is not only about growth but also about sustainable economic management, quality employment, and needs-based vocational education. Whether in Germany or on the other side of the equator: without crafts, without well-trained craftspeople, the socioecological transformation is impossible. Energy systems and agricultural machinery not only have to be installed, but also repaired and maintained. Sustainable construction and urban development are only possible if skilled professionals with know-how about ecological construction materials and techniques are on site. Craftspeople have a special expertise in professional practice, in vocational education, and in business operations. This makes the skilled crafts sector an important pillar of the SME economy in Germany and a foundation for worldwide economic cooperation and development.

This is where the collaboration between the skilled trades and German development cooperation comes in. Many craft organisations are involved in vocational education and training partnerships or in business partnerships within the framework of the *Business Scouts for Development* program.

Together with the people on site, they develop tailored solutions for the individual needs of the companies in their capacity as “colleagues and partners.” Furthermore, the skilled craft sector provides enormous value for development cooperation by providing vocational training in the areas of climate, energy, and health. In our projects, craftspeople teach both skilled craft techniques as well as business management and operation skills. These are the fundamentals for modern crafts, especially in developing countries where micro enterprises are also supported in moving from the informal to the formal sector.

When it comes to development cooperation, German craftspeople are committed to more than just their own economic interests. Experts like you, the members of *Kreishandwerkerschaft Steinfurt Warendorf*, share your expertise with young people around the world based on your conviction and passion. New vocational training courses are designed together with the TVET school centres in the partner countries. These enable the apprentices to expand their competencies and to put them into practice on their own. As a result, they gain new employment perspectives and contribute significantly to the creation of a modern local infrastructure. I would like to thank you very much for your dedication.

Minister of Economic Cooperation and Development



Development Cooperation Is Built on Skilled Craft

Crafts - Melting Pot of Tradition and Vision



For many years, I have served as the elected Kreishandwerksmeister for the districts Steinfurt and Warendorf, a voluntary office with a long history that represents all craftsmen and their guilds on the executive board of KH. Being involved in shaping the future of our trades is a great honour for me, as it is for all of us volunteering craftsmen in general. I am convinced there would be no competent exams of skilled craftsmen and, most likely, no Kreishandwerkerschaft at all without the versatile engagement of volunteers in the skilled crafts sector.

Based on my experience as a master carpenter and my own company in the region, it is and always has been a matter close to my heart to support young people on their career path, not only in the company itself, but also through the generous educational offers of the Kreishandwerkerschaft, which I help to shape.

Excellent vocational training in the skilled craft sector is one of the trademarks of the Münsterland region, which is why I also wholeheartedly and energetically support the executive management elected by the board in our international engagement. What has been proven to work perfectly here for many years is surely worth exporting to other regions of the world as well. Preserving these parts of the craft traditions worth protecting and adapting them to modern technology and the changed perspective on trades among the general population is a challenge we want to rise to – not only in our home region, but on an international level. I imagine it as putting the best old and new materials into a melting pot to create a new social “alloy” that is more lightweight yet stronger than both source materials.

I am proud to be actively involved in exporting the best of both worlds to other cultural environments and thus helping to shape a better future for everybody.

Kreishandwerksmeister



Starting an international partnership project is like laying the foundation stone for a new building. The mortar between the stone bricks stands for the relations made in such a cooperation. Their durability, elasticity and universality determine whether the building can permanently stand on its own, once the roof is constructed and the scaffolding removed.

Years ago, the Kreishandwerkerschaft began to lay the groundwork for a number of international partnership foundations. Due to the success of these projects, KH gained even more public and political attention, but above all, the attention of the population. The term "Kreishandwerker-schaft" has become a household name among many partners and ministries for quality in education, and knowledge transfer. The term has already established itself as a brand in the target countries, without having an equivalent in the English language.

I am often invited to talk about our commitment to international projects. Therefore, I am giving lots of speeches and am involved in many interesting, deep discussions. One of the most common questions is: Why does a district crafts association also operate on an international level? There is a pretty simple answer to it: The values of the craft sector are built on responsibility, solidarity, and working closely with people. For the Kreishandwerkerschaft and me personally, these are not just empty words but an integral part of our daily work. We demonstrate our willingness to accept responsibility by including education, knowledge transfer, volunteer work, and even global partnerships in our definition of sustainability.

The foundations of a peaceful coexistence as well as sustainable and successful economic activity cannot be taken for granted; our membership structure of family-run businesses with responsibility for the region and the people is the blueprint. We want to do our part in ensuring that these principles are also reflected in our partnership projects. Environmental topics are related to distribution questions, and these are always associated with questions of justice. From my point of view, justice is the foundation for sustainable economic activity, as the skilled crafts sector has successfully exemplified for decades. To make it work elsewhere, an economic system based on these principles is needed in these countries.

The foundation for all this is education, and education is, what we stand for – both regionally and internationally.

CEO KH Steinfurt Warendorf & KH S+W

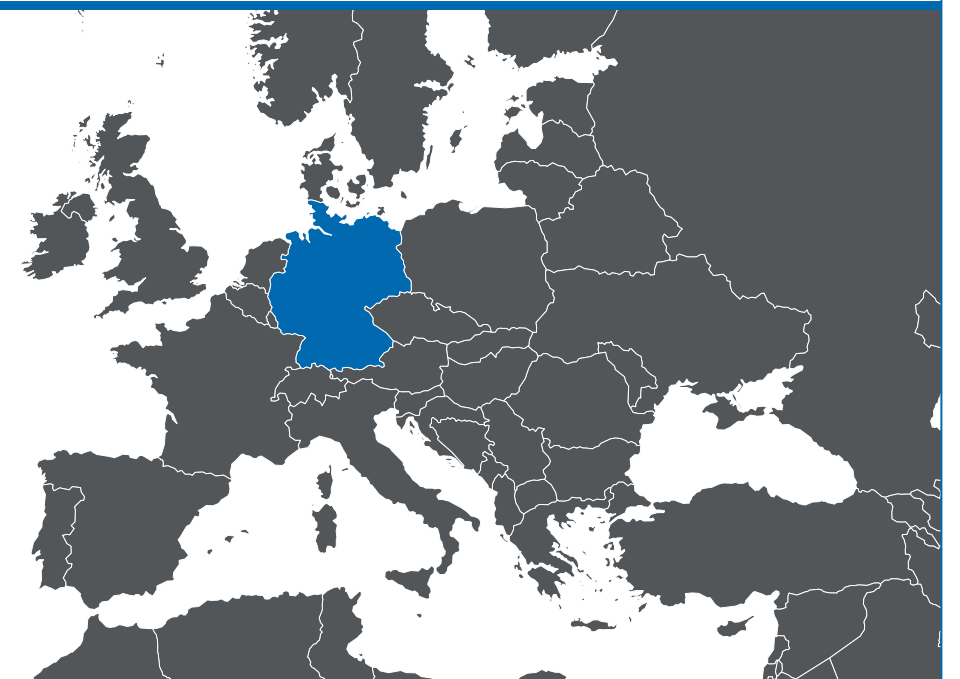


**Education
Is Our
Key Subject**

Kreishand- werkerschaft Steinfurt Warendorf

*Part
of the world*

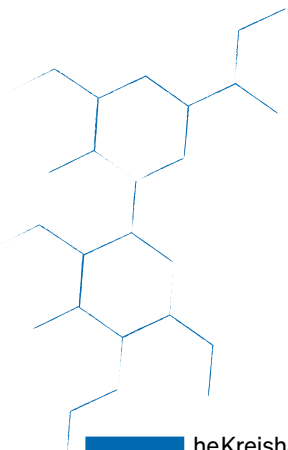
GERMANY, NRW, STEINFURT WARENDORF



52° 16' 14.311" N 7° 26' 20.188" E



The Kreishandwerkerschaft (KH) is a representative body of trade guilds and artisan companies in the German state of North Rhine-Westphalia for the districts of Steinfurt and Warendorf.



The Kreishandwerkerschaft (KH) is a representative body of trade guilds and artisan companies in the German state of North Rhine-Westphalia, for the districts of Steinfurt and Warendorf. The membership for affiliated companies and guilds is voluntary. KH offers a large variety of services for its members, such as legal consultancy and human resource and business management support, and further carries out lobby work in politics and the economy.

As one of very few German district crafts associations, KH actively engages in international education programs, carrying out federal projects in many countries since 2014.

KH participates, along with other associations from the skilled crafts sector, in business networks and groups.

For example, the *Deutscher Verband für Schweißen und verwandte Verfahren e.V. (DVS)* is a German welding association, with a subsidiary on the KH premises in Rheine. The DVS master craftsmen carry out standardised trainings in different welding processes and conduct examinations. The *Unternehmens- und Wirtschaftsverband Westfalen e.V. (UWW)* is a KH-affiliated business association, founded to offer networking opportunities, exchange between interest groups and mentorship for the younger generation. In addition to bringing young people into skilled crafts, KH also carries out tests and exams for a variety of federal institutions, such as craft chambers. KH is certified for providing education and training as well as for conducting trade tests and exams. The excellent networking with policy makers, industry representatives, and social institutions has made KH “the” regional service provider for high-quality vocational education and examination in the region. KH has also taken the initiative to

improve the compatibility of family and work and thus retain skilled workers in the region. The so called “kids. company” is a children daycare for employees working in KH organised companies in modernised, lovingly designed, and particularly child-friendly rooms and a 300m² outdoor area.

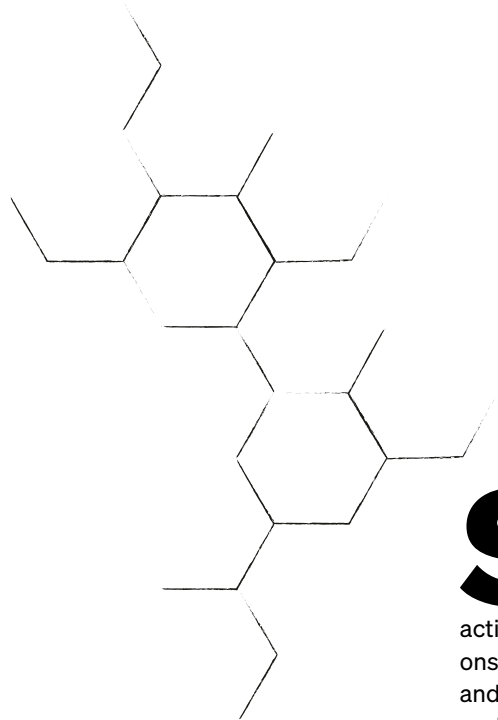
The *KH S+W mbH* company is a 100% subsidiary of KH, operating the two departments of data security for companies and international projects. The data security team focuses on consulting and managing of data security and privacy protection. The international team, on the other hand plans, coordinates, and manages projects in a variety of different countries in close cooperation with federal partners such as the *Federal Ministry for Economic Cooperation and Development (BMZ)* and *Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)*. The international team has already carried out a large range of projects in different countries. The international partners profit from the team’s extensive expertise gained through many years of vocational training and networking.

Overview^{quick}

130 Employees 	24 Craft Guilds 	> 2,200 Member Companies
 Education	Exams for Federal Institutions/Chambers International Vocational Education and Training Education and Training in >160 Qualified Jobs	
 Marketing	Public Relations for the Crafts Sector Business Networks and Groups Social Media	
 Service	Business Management Monitoring Data Security	
<i>with passion</i>		

Youth Craft Factory

The Youth Craft Factory (YCF) is a KH initiated network project, aiming to attract young people to the crafts sector.



Started in 2017, the YCF is run by and for young people with the vision to redefine “Vocational Orientation 4.0.” Apprentices and trainees in their senior years organise in the YCF to actively listen to their younger successors' expectations and try to align them with the formal requirements and guidelines of the apprenticeship in order to support exchange and a better understanding among each other.

The YCF also shares stories on social media with *Craft Faces* from the region to pique young people's interest in the craft sector and support their career, which always starts with the successful dual apprenticeship.

KH's innovative YCF social media marketing was recognised by the Marketing Club Münster/Osnabrück in 2021 with the “Concepts for Change Award.”

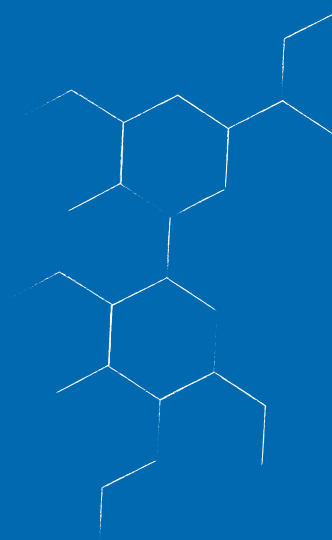
QUICK-CHECK

www.youthcraftfactory.de



Mums' Day & Dads' Day

When making career choices, young people often turn to their parents for advice and guidance as the first point of contact.



With the parental internship and social media projects “Mums' Day” in 2020 and “Dads' Day” in 2021, KH developed another creative way to provide parents with information about the great variety of possibilities in the craft sector that their own children can benefit from.

In this project, one mother and one father is accompanied by KH CEO Frank Tischner to complete a week-long internship at KH and take a look inside the many craft professions offered while given the opportunity to ask questions only concerned parents would ask.

With the support of skilled craftspeople from various trades, the parental interns showcase the actual day-to-day work of the craft, acting as an exemplary multiplier for the promotion of the skilled crafts sector altogether. This is communicated in a video campaign with seven videos highlighting the advantages of each trade shown.

The project was very successful in the last two years and will now be reiterated annually.

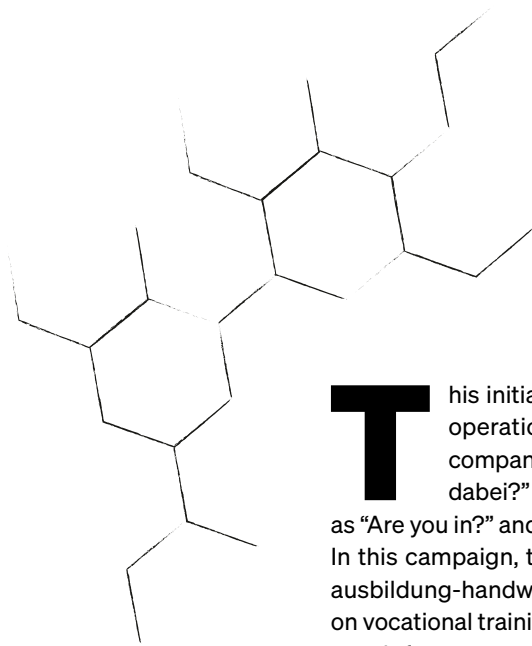
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YouTube KH ST WAF



Are you ready?

For the past years, KH created and distributed an advertising campaign throughout the summer, specifically targeting students who are about to finish school.



This initiative stems from the successful co-operation between KH and regional craft companies. The 2021/2022 slogans “Bist Du dabei?” and “Bist du bereit?” are translated as “Are you in?” and “Are you ready?”. In this campaign, the audience is led to the webpage ausbildung-handwerk.net which includes information on vocational training in general as well as specific proposals for vacant apprenticeship positions from companies in the region. In addition, success stories from young people, aimed at their successors in the companies, explain the development opportunities in the sector. The marketing campaign is also supported by wellknown politicians at federal and state level. It was so successful, it has already been adapted by other institutions. In 2024, the campaign is again reiterated with a new slogan. The new claim on all posters and social-media videos states “do it!”.

QUICK-CHECK

www.ausbildung-handwerk.net

International Projects

Different types of projects are implemented by KH on behalf of entities such as the *German Federal Ministry for Economic Cooperation and Development (BMZ)* and the *Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)* which is a public-benefit federal enterprise. *Sequa GmbH* is also actively participating in this project work, acting as a supporting partner in planning, managing, steering, administrating, and reporting on these programs.

With European and German values at heart, sustainable economic development, education, energy, and environmental issues, as well as peace and security, are in the focus of KH's project work. The transport of these values is intended to enable more direct collaboration among governmental and non-governmental stakeholders and generate ideas for political, social, and economic change among them. In all these projects, KH delivers effective solutions that offer people better prospects and improve their living conditions in sustainable ways. KH acts as an implementing organisation, carrying out the projects responsibly and with regular reviews in regards to their quality and effectiveness. All collaborations make good use of KH's experience and

know-how in identifying development opportunities in the partner countries. Special attention is paid to adapting these strategies to the actual circumstances and to the needs of the local labour market. KH's engagement further aims at picking up local private sector initiatives and thus ensuring their stronger participation in the partnership and the general vocational training at local facilities. In close cooperation with local partners, the theoretical project ideas are planned and then practically carried out. These can range from actual Technical and Vocational Education and Training (TVET) design over marketing support up to association development. KH can rely on their substantial pool of skilled craft professionals from which expert staff is recruited. Developing the theoretical ideas into specific practical plans and implement them in the partner country is KH's job.

Two special types of cooperation are the *Business Membership Organisation Partnerships (KVP)* and *Vocational Education and Training Partnership Programs (BBP)*, both funded by the BMZ to fight poverty through the promotion of sustainable economic development.

With passion at heart and all the right tools in hand, KH wants to invite you to learn more about their past and present project work on the following pages.

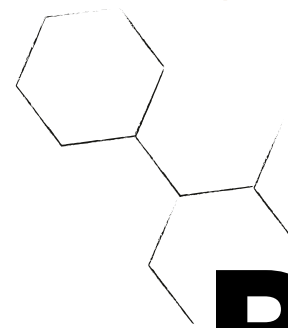
Cooperation

focal points of

Association Development	Sustainable Development
Education	
Adaption of the Dual Apprenticeship Model	Alignment of TVET Structures to the Needs of the Local Labour Market
Development of Curriculae, Teaching & Exam Material	Train-the-Trainer Programs
Marketing	
Support in the Strategic Planning of Marketing Activities	Image/Brand Building and Social Media Expertise
Private Sector	
Private Sector Involvement	Dialogue Between Federal Institutions and the Private Sector
with heart	



We Our Motivation are your partner



Passing on knowledge, joy in craftsmanship, and general human skills is an important part of any apprenticeship, regionally as well as globally. That's why skilled crafts and vocational training in general belong together, and KH, among only a few other district craft associations, is intrinsically motivated to engage in the field of international development cooperation.

Skilled crafts have always been open to the world. Through the German tradition of the Wanderschaft ("journeyman's travel"), it becomes obvious that education is important for personal and social development. The aim of the journeyman's travel is to explore the world for three years after completing the apprenticeship in their region, and thus to acquire further knowledge at other companies and in different surroundings and cultures. During the three years, the journeyman has to avoid a 50-kilometre radius around their home.

Fewer and fewer craftsmen are traveling nowadays, but those who do are eager to gain further experience and broaden their horizons. The skilled crafts are a very important component of German development cooperation, and within the framework of international partnership projects, KH has reinterpreted the concept of the "Wanderschaft" to apply it to other regions of the world. Passing on knowledge is the ultimate goal, and that does not stop at the German border. The workshops and trainers at KH are happy to welcome craftspeople from other cultural regions to "export" the successful regional approach of dual apprenticeship into other countries.

After about ten successful years, KH has arrived in international development cooperation, being a bit different than the others and definitely not afraid of getting down to work. In all projects, it is the human element that is the greatest motivation for the international team at KH. KH aims to provide opportunities in collaboration with their partners.

KH is a partner, not a consultant.

QUICK-CHECK

www.kh-international.de

UMFOLOZI TVET COLLEGE		
2015 – 2022	sequa gmbh	BBP*
South Africa		

Building a strong enough foundation to make a large structure stand on its own is a very satisfying thing to watch – and exactly what KH achieved in the six-year-long BBP with the *uMfolozi TVET college* in Richards Bay, South Africa. The groundwork of the partnership was carried out in two phases over three years, funded by the German BMZ. All the goals and objectives set for this project were achieved within the set timeframe.

The main pillars of qualified, dual apprenticeship structures were set up according to the needs of the local economy and based on the best parts of the German dual apprenticeship system. The trust among the general population towards the college and its vocational education has improved now that it is able to support the local industry with skilled craftspeople. The international team of KH is very happy and proud of the structure that was built from the ground up. There is a consensus among all partners that it will stand safe and sound on the co-constructed foundation for many years to come.



QUICK-CHECK

Evolve Together

* Vocational Education and Training Partnership Program



When we initiated the partnership program with the *uMfolozi TVET College*, we did not fully understand what it will lead to. These days, we know that we have become friends with our South African colleagues. As a result of many expert missions and mutual visits, the project foundation has become a robust house. But not only symbolically speaking - with the Double Up Bonus House built on campus, a show house was constructed that will stand permanently, as our friendship does.

Through this partnership, we have carried out other projects, as the young people in KwaZulu-Natal are now able to realise their ideas in the newly founded *Centre for Entrepreneurship*. We are proud to see how the vocational educational program has developed and are deeply fulfilled by what we have achieved together with the *uMfolozi TVET College*.

EXPERT MISSIONS

CENTRE OF ENTREPRENEURSHIP

EDUCATIONAL PROGRAM



MOTHEO TVET COLLEGE		
2023 – 2026	sequa gmbh	BBP*
South Africa		

The idea of this BBP is based on the very successful partnership with the *uMfolozi TVET College* in Richards Bay, which made headlines in South Africa and is cited as a model project by German and South African institutions. The strong improvement in the public perception of the skilled crafts sector as a result of that BBP led to *Motheo TVET College* approaching KH to enter into a similar joint venture.

The first 3-year phase of the project started in 2023 with the establishment of systematic links to the local economy at regional and national level as well as the creation of cooperation models with relevant professional associations. With a series of round table meetings as well as the integration of the IRESA network (Initiative for Responsible Economy South Africa) into the BBP, the first activities have already been carried out.

KH is also providing advice on setting up a continuous TVET system with dual training programmes for students and project-based learning scenarios as well as on organisational and administrative aspects. The activities will enable the college to promote the recognition of its graduates by potential employers.

From good intentions
and specific planning,
a common way is paved,
leading into a better future.

QUICK-CHECK

www.motheotvet.edu.za

* Vocational Education and Training Partnership Program



In 2022, we developed a three-year partnership plan to prepare the ground for new connections. Together with *Motheo TVET College*, we have begun to explore these new ways in 2023. Given the choice of many possible directions, we have chosen to walk towards a trust-based relationship. With their warm welcome in 2023, *Motheo TVET College* has laid the foundation for a safe journey on this path in the future.

Both the college and ourselves want to meet on many of these unexplored pathways and introduce new learning methods to combine the best of both countries' vocational education systems. Creating a shared interest community with the private sector by empowering young people to shape their own futures responsibly is the challenge we have taken on, paving the way for the coming years of partnership.

NEW LEARNING METHODS

SHARED COMMUNITY

PRIVATE SECTOR



INITIATIVE OF
SUSTAINABLE ECONOMY
SOUTH AFRICA (ISESA)

2021 – 2023

Gesellschaft für
internationale Zusammenarbeit

South Africa

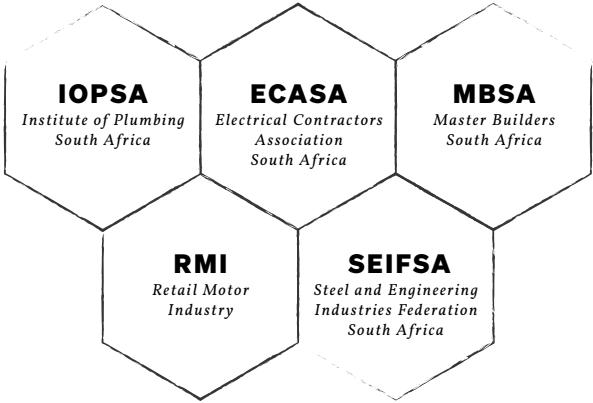
The project *Extended (COVID) Support to South African Associations in South Africa* was a successful initiative carried out in two phases from 2020 to 2023. In cooperation with five South African associations from different trades, a new umbrella network association, called *Initiative of Sustainable Economy in South Africa* (ISESA) was founded.

While the first program phase emphasised bilateral information and knowledge exchange on challenges for associations in the context of the pandemic, the second phase focused on the evaluation of specific common training needs and the improvement of communication among the associations. A unified platform was created that drastically simplified communication and made the needs of all partners more transparent. Collaboration among the South African partners and KH greatly improved overall.

Over the course of about two years, various online and on-site workshops and trainings have been offered. The topics for these have been developed together with the associations and on the basis of preliminary surveys and evaluations.

KH always intended to further cultivate the network after its formal end. This has been made possible by integrating the idea of a South African association network into the BBP with Motheo TVET College under the updated name of the *Initiative for Responsible Economy South Africa* (IRESA).

Sometimes a great plan gets updated to make way for something even bigger!



We initiated the ISESA project in 2020 as a collaboration with five strong South African business associations to discuss pandemic-related challenges. In the first year and a half, we met online on a regular basis. The world had changed again in 2022, so we transformed the online project into an offline project and started teaming up in the real world. During this time, the network grew significantly.

With the official end of the project in 2023, the idea of maintaining the ISESA initiative's momentum grew. After a required re-branding to IRESA, the core of this initiative was adapted to fit our BBP with Motheo TVET College, where it began to flourish once again. Regular discussions and exchanges are ongoing between professional associations, the local and regional private sector as well as vocational training providers.

INITIATIVE FOR RESPONSIBLE ECONOMY SOUTH AFRICA (IRESA)

2023 – 2026

South Africa

IRESA is the next evolutionary stage of the successful ISESA network, which has been created by KH and professional business organisations in South Africa. After the official end of the initiative, its spirit has been integrated into KH's BBP partnership in South Africa under the updated name of IRESA. *Motheo TVET College* represents the piloting regional vocational education provider while the long-term aim is to work together nationwide with TVET colleges at regional level.

The *Initiative for Responsible Economy in South Africa* is aimed at promoting responsible economic practices in South Africa and is open to business and trade associations with national and regional representations, the private sector as well as vocational education providers such as TVET colleges.

“We are committed to creating a better future for South Africa by building a strong and thriving private sector in skilled crafts.”

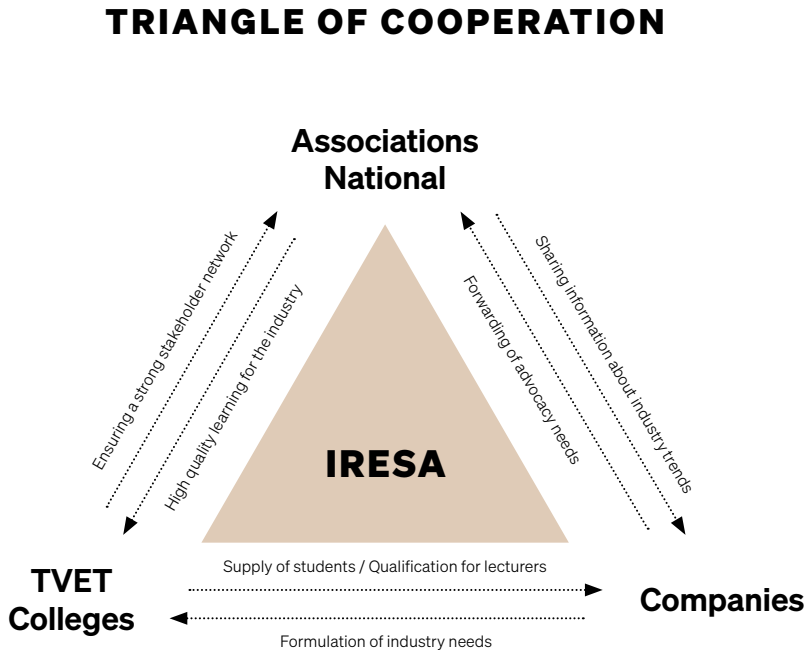
The initiative pools the interests of the private sector and vocational education providers which will synergistically benefit both partners. Students at TVET colleges will be enabled to acquire the skills and knowledge required by the market while a pipeline of skilled workers is provided for the industry. IRESA further provides a representational body and supports shaping public policies and legislation in the interests of its members.

This enhances industry visibility, reinforces the links to politics and thus increases member engagement. A more favourable business environment as well as improved member success and a growth of the industry will be the result.



QUICK-CHECK

www.iresa.online



PROGRESS 2023

Together with its partners, KH has already initiated a number of activities in their first year of BBP cooperation, such as think-tank and network meetings or joint press conferences. MoUs (Memorandums of Understanding) with two large business associations in automotive and plumbing (RMI & IOPSA) have already been signed, and more are already in the pipeline. Round-table events and so called *African Hut Discussions* have been held to bring the mutual understanding up to a higher level.

A big highlight was the delegation visit by members of the private sector, the *South African Department of Higher Education and Learning* (DHET), *Motheo TVET College* and the *Quality Council for Trades and Occupations* (QCTO) in December of 2023. These co-organised events generally foster the mutual understanding for each other's needs and concerns, and they help to get everyone on the same page to be able to speak with a common voice.

ISESA

Initiative of Sustainable Economy South Africa

→

IRESA

Initiative for Responsible Economy South Africa

COLLABORATION

RESPONSIBLE DEVELOPMENT

NETWORK

Voices

“We wish to thank the parties present during the workshop. Much was achieved during these days; a platform was established to take hands on commonalties, for the benefit of our members. We are looking forward to future collaboration.”

ATTIE SERFONTEIN (ARA & SAVABA DIRECTOR, RMI), 25.07.2022

“We all contributed, interacted, and shared our experiences. Frank and Aika did a sterling job with many hours of preparation. The GIZ can be proud of its outcomes with committed and passionate representatives from the trade associations. Alignment on topics to take forward as a collective was achieved mainly based on common interests. We take many lessons learned back as we move forward. Looking forward to future engagements and realising both prosperous trade associations and addressing crosscutting matters.”

LOUIS VAN HUYSSTEEN (TRAINING DIRECTOR, RMI), 22.07.2022



INSTITUTO INDUSTRIAL DE MAPUTO INSTITUTO INDUSTRIAL E COMERCIAL DA MATOLA ASSOCIAÇÃO MOÇAMBICANA DE ENERGIAS RENOVÁVEIS		
2019 – 2026	sequa gmbh	BBP*
<i>Mozambique</i>		

Every large structure needs a distinct architectural design to be able to support the load it is supposed to bear in the future. In close cooperation with the BBP partners, the *Associação Moçambicana de Energias Renováveis* (AMER) as well as the *Instituto Industrial de Maputo* (IIM) in the first phase and the *Instituto Industrial e Comercial Da Matola* (IICM) in the second phase, KH put a lot of effort into developing the fitting structural design for it. After all, it ought to result in a significant improvement of entrepreneurial cooperation and vocational education (TVET), especially in the renewable energy sector in Mozambique.

The project is funded by the German BMZ and aims at improving the role of private sector associations as intermediary organisations between companies and vocational training institutions. During the first phase of the project, suitable elements of the German Dual Apprenticeship System have been identified and successfully implemented into the existing structural design and according to the actual needs of the partners.

The partner association AMER undertook an internal restructuring and redefined key business processes to make further training workshops and technical courses in the field of renewable energies possible. KH and AMER are happy that the association was able to increase its number of members by 300% since the beginning of the partnership.

After the project’s foundation was successfully completed, the second project phase began in 2023, with expert workshops and train-the-trainer programmes being held in the fields of welding and automotive, among others. These activities will result in a completed BBP structure in 2025 that will be strong enough to support the load it was intended to carry.

**Architectural planning
led to a common vision,
becoming a reality now, that
will shape the future.**

* Vocational Education and
Training Partnership Program



With AMER and IICM, we have two partners in this partnership project who are committed to sustainable development in Mozambique. In the beginning, we designed a project plan together that contributes to responsible development in the field of education and in AMER.

AMER became stronger, has grown, and has developed into a real stakeholder. The vocational training workshops have been set up to give young people a chance to shape their lives in a responsible and sustainable way by providing them with a good education. The second project phase in 2023 has gotten off to a good start and numerous activities have already been carried out in cooperation with our partners.

TRAINING WORKSHOPS	SUSTAINABLE DEVELOPMENT	GOOD EDUCATION
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EMPLOYMENT-ORIENTED
QUALIFICATION IN THE SKILLED
CRAFTS SECTOR

2019 – 2023

Gesellschaft für
internationale Zusammenarbeit

Jordan

This GIZ-assigned project in Jordan primarily aims at enabling young adults to take advantage of employment opportunities in the skilled crafts sector. Since 2019, the project has worked in close cooperation with the *Princess Taghrid Institute* (PTI) as well as the MENA-region Initiative *Education for Employment* (efe) and the *Jordanian Ministry of Labor*. At the heart of this project are the improvement of vocational qualification offers as well as the institutional strengthening of training centres to enable them to offer better career counselling in the craft trades.

One of the main focuses of this project is the development of an image campaign for the skilled craft sector together with efe and the Jordan Ministry of Labor. The first phase was successfully launched in 2020, while the second followed in 2023. The campaign includes the creation of posters, TV and radio commercials, and synergetic social media activities. It has been very positively acknowledged and shared by Jordanian media outlets and lead to a noticeable rise in apprenticeship numbers in the skilled crafts sector in Jordan.

Together with our second main partner, PTI, KH implements a wide range of different trainings, including management workshops and a series of bakery trainings. Through these bakery trainings, PTI was able to offer a unique product range of bakery goods, following the recipes for German Bread and other European delights. With these new assets, PTI has a sort of exclusivity in the market and is thus able to generate new markets in Amman.

From a rudimentary sketch
the concept art evolves,
leading to specific designs
that reflect the original idea.



A few years ago, we were approached by the *Gesellschaft für internationale Zusammenarbeit* (GIZ) along with the *Zentralverband des Deutschen Handwerks* (ZDH), who asked us to work with various Jordanian partners to improve the image of the skilled crafts sector in the country. We immediately put a lot of ideas on paper and started to create a concept. To make young people interested in learning a skilled craft, we came up with the idea of an image campaign. We are very proud that the second phase of the campaign in 2023 was even more successful than the first one in 2020. Together with PTI, we also made people experience the crafts in person through a variety of vocational trainings. German bread and European bakery products have since become an insider tip in Jordan and are proving to be a recipe for success for PTI. A marketing workshop for the *Aqaba National Vocational Training Hub* (ANVT) also left a lasting impact. Our intercultural exchange between Münsterland and Jordan is always a win-win situation, benefiting both partners.

IMAGE CAMPAIGN

VOCATIONAL TRAININGS

INTERCULTURAL EXCHANGE

Nationwide Image Campaign for the Skilled Crafts Sector

INTRODUCTION

The image campaign for the skilled crafts sector in Jordan was co-created by Jörg Kersten of the Münster-based marketing agency *medlay*, as well as Frank Tischner, CEO of KH, in collaboration with local partners such as the initiative *Education for Employment (efe)* and the Amman-based agency *Bidaya Marketing Communications*. The project is funded by the *Federal Ministry for Economic Cooperation and Development (BMZ)*; KH was assigned with the implementation as part of the project *Employment-Oriented Qualification in the Skilled Crafts Sector* by the *German Gesellschaft für Internationale Zusammenarbeit (GIZ)*.

The campaign is intended to help improving the image of skilled crafts in Jordan and to get more young people, parents, and companies interested in jobs in the skilled crafts sector. A core goal is to take action against the high rate of youth unemployment in Jordan. Overall, the campaign exceeded these expectations greatly, showcasing its effectiveness in reaching a wide audience, generating substantial impressions, fostering engagement, and attracting meaningful user interactions.

FIRST CAMPAIGN PHASE (2020)

Using the slogan “My Craft is My Mark”, the image campaign launched in August 2020 incorporated a mixture of brand awareness and engagement activities such as billboard posters, TV and online spots as well as social media posts and radio spots which were placed all over Jordan. During this phase, the primary focus was put on

the six skilled trades of barbering and hairdressing, welding, plumbing, mobile maintenance and car mechanics. These highly-demanded occupations were showcased as great career paths for young people to create better futures for themselves and their families, while demonstrating their positive impact on communities and economies at large.

KH provided profound knowledge in the form of expert missions from the fields of craft marketing, social media management and strategic public relations, closely accompanying the Jordanian partners.

SECOND CAMPAIGN PHASE (2023)

After carefully analysing the figures from the first campaign phase, a decision was made to fine-tune some aspects for the second phase. While keeping the slogan, the focus of the promoted professions shifted towards a more sustainable and future-oriented approach and now incorporates the trades of solar panel installers and hybrid car mechanics.

By raising awareness about varied skilled craft professions and highlighting inspiring success stories, the campaign promotes these occupations as viable career paths for young men and women. Again, the new campaign phase was planned, materials developed and staff trained on site in a collaborative effort between the German and Jordanian partners. Overall, the second campaign phase exceeded expectations even greater than the first one, achieving exceptional results across various performance indicators.



Facts and Figures – Second Campaign Phase

	TARGET	REALITY	RATIO
Reach/Users	3,800,000	5,426,672	142.81 %
Impressions	8,000,000	51,198,417	639.98 %
Engagement/Interactions	10,000	1,665,278	16,652.78 %
Video Views	180,000	4,968,903	2,760.50 %
Clicks	20,000	81,721	408.61 %

“We are very satisfied with the results. The German-Jordanian cooperation has really proven fruitful in this project, because it was possible to optimally combine knowledge of the local conditions in Jordan with the great experience of KH in PR work for the skilled crafts sector.”

Frank Tischner



Project Map



CONTACT US!



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