







# Corporate Social Responsibility Sustainable Corporate Governance in the Skilled Crafts Sector



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Photo: Tan Kulali



Photo: Tan Kulali

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## Introduction

The skilled crafts companies in the region covered by the Chamber of Skilled Crafts Frankfurt Rhein-Main demonstrate a continued commitment to a better and sustainable society. Beyond their regular business activities, they offer up their time and effort for a better co-existence – be it in providing dual vocational education to young people or volunteering in the local volunteer fire company or sports association. Moreover, in the committees of the skilled crafts organisations both employers and employees assume responsibility together for the skilled crafts industry sector as part of the self-administration. The members of the plenary meeting of the Skilled Crafts Chamber, like the members of the countless committees in the Skilled Crafts Chamber, carry out these activities on an honorary basis, and do so in addition to their professional activities. In the committees of the Chamber of Skilled Crafts Frankfurt-Rhein-Main alone, more than 800 people are actively working as volunteers and filling honorary positions, not to mention the numerous honorary activities of the district craft trade associations, guilds and professional associations. This already demonstrates the manifold commitments of the skilled crafts companies in the Frankfurt-Rhein-Main metropolitan region.

Charitable activities of companies are commonly combined under the term “corporate social responsibility”. In Europe, the European Commission dealt intensively with the term corporate social responsibility (CSR) for the first time as part of a green paper in 2001. In this paper, the Commission defined corporate social responsibility as “a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.”<sup>1</sup> The German government approved this definition in a “National Action Plan” in 2010<sup>2</sup>.

During the following years the term CSR continued to develop. In October 2011 the European Commission presented a CSR strategy, according to which CSR is “the responsibility of enterprises for their impacts on society”<sup>3</sup>. The term has also continued to develop internationally. Instead of voluntarily taking on social responsibility, the focus of the United Nations is increasingly on the corporate obligation of “due diligence” in protecting human rights<sup>4</sup>. The Organisation for Economic Cooperation and Development (OECD) in contrast is shifting its focus to the overall due diligence for combating negative impacts of companies<sup>5</sup>. Companies are called upon to develop procedures to detect, prevent and remedy possible negative impacts of their business or business relationships. In Germany, the term nachhaltige Unternehmensführung (sustainable corporate governance) is also commonly used as a synonym for corporate social responsibility.

The term corporate citizenship is also occasionally used in the debate about corporate responsibility. These terms are used to describe the commitment of a company to work on behalf of civil society going beyond its actual business activity. As responsible participants of the market, companies make an active commitment to civil society and take on social responsibility. Corporate citizenship is essentially limited to sponsoring,

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<sup>1</sup> Cf. European Commission, 2001: Green Paper of the Commission “Promoting a European framework for Corporate Social Responsibility”, 2001, KOM (2001) 366. <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52001DCo366&from=DE>

<sup>2</sup> Cf. German Federal Government, 2010: National Strategy for Corporate Social Responsibility – Action Plan for CSR – of the German Federal Government. [http://www.bmas.de/SharedDocs/Downloads/EN/PDF-Publikationen/a398-csr-action-plan-englisch.pdf?\\_\\_blob=publicationFile](http://www.bmas.de/SharedDocs/Downloads/EN/PDF-Publikationen/a398-csr-action-plan-englisch.pdf?__blob=publicationFile)

<sup>3</sup> European Commission, 2011: Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions. A renewed EU strategy (2011-14) for Corporate Social Responsibility.

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0681:FIN:en:PDF>

<sup>4</sup> Cf. United Nations, 2011 UN Guiding Principles on Business and Human Rights.

[http://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR\\_EN.pdf](http://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf)

<sup>5</sup> Cf. OECD, 2011: OECD Guidelines for Multinational Enterprises – 2011 edition.

<http://www.oecd.org/daf/inv/mne/48004323.pdf>

donating and endowment activities<sup>6</sup>. Further terms occasionally used in this context are corporate volunteering and corporate giving, whereby corporate volunteering describes the commitment of companies to temporarily give employees time off for social and ecological projects. Corporate giving, in contrast, is the designation for classic financial and material donations of a company to a donation recipient without receiving something in return<sup>7</sup>.

For several years the usage of the term social entrepreneurship has become more and more common. The European Commission understands this term to include companies whose positive social impacts are given more weight than the distribution of profits to owners or shareholders. Profits are mainly used to achieve social goals. In doing so, attention is paid to including employees, customers and the interest groups affected by the company's work. And with that, the management of the company is also oriented towards social justice. An entrepreneur who runs such a company is also called a social entrepreneur<sup>8</sup>.

For the sake of completeness, at this point we should also briefly refer to international guidelines and voluntary commitments. For example, the International Labour Organisation (ILO), a special agency of the United Nations, published Fundamental Principles and Rights at Work<sup>9</sup>. Moreover, the International Standardization Organisation created ISO 26000 as an extensive guideline including orientation and recommendations on how organisations can be viewed as socially responsible<sup>10</sup>. This guideline is, however, particularly difficult for small companies to comprehend. Therefore the European Office of Crafts, Trades and Small and Medium sized Enterprises for Standardisation (NORMAPME) published a user guide for European SMEs on the ISO 26000 guideline<sup>11</sup>. In addition to the international guidelines and voluntary commitments already mentioned, there are a multitude of further recommendations.

Whether it is on an international, a European or a regional level, the social discussion on good corporate action is being continuously carried out. For example, the EU Commission is planning to present a new CSR strategy in 2016. With this new CSR strategy, the Commission wants to continue to support the implementation and application of international principles, and to create globally equal competitive conditions in the area of CSR. In Germany, moreover, the implementation of the guidelines on the reporting of non-financial information is being worked on. The Chamber of Skilled Crafts Frankfurt-Rhein-Main would like to make a contribution to the debate and in particular portray the diversity of the honorary work done by Hessen's skilled crafts companies. At the same time, we want to make it easier for our skilled crafts companies to get started with this issue and encourage involvement with the topic. Therefore starting with the Chapter "Talking about social and ecological commitment" you can find extensive information and suggestions for skilled crafts enterprises. 🌐

<sup>6</sup> Cf. German Federal Government, 2010: National Strategy for Corporate Social Responsibility – Action Plan for CSR – of the German Federal Government. [http://www.bmas.de/SharedDocs/Downloads/EN/PDF-Publikationen/a398-csr-action-plan-englisch.pdf?\\_\\_blob=publicationFile](http://www.bmas.de/SharedDocs/Downloads/EN/PDF-Publikationen/a398-csr-action-plan-englisch.pdf?__blob=publicationFile)

<sup>7</sup> Cf. Hessen State Government (2015): Corporate Citizenship: Companies commit to being good citizens. <http://www.gemeinsam-aktiv.de/dynasite.cfm?dsid=8390> (Not available in English)

<sup>8</sup> European Commission (2014): The Social Business Initiative of the European Commission. [http://ec.europa.eu/internal\\_market/publications/docs/sbi-brochure/sbi-brochure-web\\_en.pdf](http://ec.europa.eu/internal_market/publications/docs/sbi-brochure/sbi-brochure-web_en.pdf)

<sup>9</sup> Cf. International Labour Organisation (1998): ILO Declaration on Fundamental Principles and Rights at Work and its Follow-up. [http://www.ilo.org/wcmsp5/groups/public/---ed\\_norm/---declaration/documents/publication/wcms\\_467653.pdf](http://www.ilo.org/wcmsp5/groups/public/---ed_norm/---declaration/documents/publication/wcms_467653.pdf)

<sup>10</sup> Cf. International Organization for Standardization (2010): ISO 26000:2010 – Guidance on social responsibility. <http://www.iso.org/iso/home/standards/management-standards/iso26000.htm>

<sup>11</sup> Cf. NORMAPME (2011): NORMAPME User Guide for European SMEs on ISO 26000 Guidance on Social Responsibility. [http://www.26k-estimation.com/User\\_guide\\_ISO26000\\_version\\_EN\\_final\\_22072011.pdf](http://www.26k-estimation.com/User_guide_ISO26000_version_EN_final_22072011.pdf)

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## Interview

**“Social commitment is an essential part of how we view skilled crafts”**

A strong team: Bernd Ehinger, President of the Chamber of Skilled Crafts Frankfurt-Rhein-Main, and Dr. Christof Riess, Managing Director, on social responsibility, honorary commitments and the role of skilled crafts in society.

### What does corporate social responsibility in the skilled crafts sector mean to you?

**Ehinger:** Many elements and principles which skilled craftsmen are all too familiar with come together in the term corporate social responsibility (CSR). Ultimately the term is really nothing more than the corporate responsibility for society and the associated responsibility for subsequent generations. These are old virtues that have been firmly rooted in the skilled crafts sector for centuries. Many skilled crafts companies volunteer at clubs and associations, not to mention the administration of our own skilled crafts sector. Other companies are active on behalf of protecting the environment or volunteer with their local fire company. Matter-of-factly committing time and effort to a better society is something that unites all skilled craftsmen. They simply do it. That is our view of skilled crafts.

**Dr. Riess:** CSR can also be seen in the area of education. Every year the skilled craftsmen in the region covered by the Chamber of Skilled Crafts Frankfurt-Rhein-Main give approximately 10,000 young people the chance for a successful start to a career. Combining elements of school with on-the-job practice gives young people with learning disabilities in particular a perspective for professional success – especially since personal successes that frequently don't appear at school can often be seen at the companies.

### Is there a difference between skilled crafts and other sectors of the economy?

**Ehinger:** The greatest difference can be found in the small-company structure of our skilled crafts companies. Let's take a look at a typical skilled crafts company: The classic skilled crafts company is owner-run and employs around five employees. Many companies have been in the family for generations and were passed on from father to son or daughter. The company headquarters has been in the same

location or same city for many years. With that, the family owning the company is a part of public life there. An additional family member is often employed by the company and does the accounting and the administrative work.

The personality of the entrepreneur is of central importance. The owners are responsible for the success of their company and their employees, day in, day out. Moreover, the constant responsibility for other people shapes one's own personality – skilled craftsmen are people who tackle and solve problems.

**Dr. Riess:** If the next church festival or the football team's party celebrating its promotion to the next league require several hundred rolls and bratwursts, then the local bakery and butcher shop often donate them. When helping hands are sought to help put up the Christmas market, the skilled craftsmen of the region are



*To me, a personal commitment always involves a voluntary nature.*



**Bernd Ehinger**



Photo: HWK



Photo: HWK

» *The economic self-administration makes a considerable contribution to relieving the financial burden of the government.* «

Dr. Christof Riess

happy to provide assistance. What is important to me here is the voluntary nature – none of these skilled craftsmen have to do this.

#### What are the consequences of this?

**Ehinger:** Large companies have their own departments for CSR or they hire people for the PR or communications department. Due to its size, this is utterly unrealistic for a skilled crafts firm.

It gets difficult for small companies when voluntary services become obligatory measures. What comes to mind here are documentation obligations or the recurrent idea of obligating companies to contribute a minimum financial limit to a social commitment – no matter what size it is. To me, a personal commitment always involves a voluntary nature.

**The skilled crafts sector enjoys a long-standing tradition of economic self-administration.**

**Ehinger:** It's true, the economic self-administration reaches back very far. As part of the economic self-administration, the chambers of skilled crafts take over some of the government's public administration responsibilities. For example, our Chamber of Skilled Crafts administers the Craftsmen's Register and regulates the dual education system. Many of the central tasks are carried out on a volunteer basis by the skilled crafts community. For instance, the examining boards are filled by members in honorary positions. In the Chamber of Skilled Crafts Frankfurt-Rhein-Main alone, more than 800 people fill honorary positions. Basically it can be broken down to the motto "the economy decides by itself, does it itself and pays for it itself".

I myself am an entrepreneur and I have the honorary position of the President of the Chamber of Skilled Crafts Frankfurt-Rhein-Main. I represent the issues of the skilled crafts sector at several hundred appointments a year. It is an unbelievably exciting and diverse job, but also demands many sacrifices in my private life. Yet I can only encourage others to make a commitment to filling an honorary position. With a lot of effort and persistence one can solve society's problems.

» *The refugee crisis can only be solved by working together* «

Bernd Ehinger

**Dr. Riess:** It is becoming clear particularly in the area of dual vocational education: The entire conduct and organisation of vocational education takes place independently via the economic sector. With that, the economic self-administration makes a considerable contribution to relieving the financial burden of the government. At the same time, the di-

rect proximity to the skilled crafts companies contributes to the training regulations being oriented towards the needs of the companies. With this, young people are given the opportunity to have a high-quality vocational dual education. What's also clear is that all of this would not be possible without the energetic and untiring help of the skilled craftsmen who donate their time and effort.

### How is the skilled crafts sector reacting to the current refugee crisis?

**Ehinger:** Hundreds of thousands of people are currently seeking protection in Germany from war and displacement. Many of these people will stay here in Germany for a longer time or forever. Naturally one of the tasks of the skilled crafts sector is to provide assistance in such a difficult situation to society as a whole. This is why many of our companies dedicate themselves and invest great effort in helping the successful integration of young refugees. We as the Chamber of Skilled Crafts Frankfurt-Rhein-Main try to support this in the best way possible. We tackle this project together as well with a multitude of initiatives and programmes. Of course this costs money, but I think it is well-invested in the future of young people.

**Dr. Riess:** The efforts of the skilled crafts sector extend beyond the German borders. For many years already, the skilled crafts sector and the Chamber of Skilled Crafts Frankfurt-Rhein-Main have been involved in the area of international cooperation. Together with our international partners, we make a valuable contribution to building up dual education structures. The goal is always to guide the local partners to self-determined self-help.

At the same time, five years ago we started dedicating ourselves to dual vocational education on a European level, with our own office of the Chamber of Skilled Crafts Frankfurt-Rhein-Main. For example, we joined the Eu-

ropean Alliance for Apprenticeships and we inform the European member countries on how dual vocational education works. With that, we want to make a contribution to fighting unemployment among young people. Because education is still the best weapon against poverty and unemployment. That applies to Germany as well as Europe and the rest of the world. 🌐

» *Education is still the best weapon against poverty and unemployment.* «

Dr. Christof Riess

**Bernd Ehinger** (born in 1944) has been the President of the Chamber of Skilled Crafts Frankfurt-Rhein-Main since 2005 and the President of the Hessian Skilled Crafts Association since 2006. The Master Electrician has fulfilled honorary positions for decades in guilds and professional associations on city, state and national levels, and was awarded the Order of Merit of the Federal Republic of Germany (1st class) in 2010.

**Dr. Christof Riess** (born in 1963) studied law in Tübingen and Munich. He then worked for the Ulm Chamber of Skilled Crafts, starting in 2001 as Deputy Managing Director and Corporate Counsel. The attorney with a Doctorate in Law has been the Managing Director of the Chamber of Skilled Crafts Frankfurt-Rhein-Main since 2004.

## Comments of the regional skilled crafts sector on corporate social responsibility



Photo: Tan Kulali

The German skilled crafts sector is traditionally marked by small-business, family structures and great diversity. Many of the German skilled crafts enterprises are small and medium-sized family companies, which have been successfully operated for generations. Among other things, the small-business structure can be seen in the average company size, comprising 4.4 employees in Hessen's skilled crafts companies in 2012<sup>12</sup>. The diversity is expressed among other things in more than 130 highly different vocational professions across Germany. In the region covered by the Chamber of Skilled Crafts Frankfurt-Rhein-Main alone there are around 33,000 entrepreneurs and around 136,500 skilled craftsmen working in the different trades<sup>13</sup>. The skilled crafts sector is accordingly diverse and varied in the Frankfurt-Rhein-Main metropolitan region.

The portrayal of the diversity in the skilled crafts sector already shows that the demands on skilled crafts companies in terms of corporate social responsibility can sometimes fundamentally differ from those of other economic sectors. Especially due to the small-business structures, custom-fit and individual solutions are needed for small and medium-sized enterprises. At the same time, the bureaucratic challenges cannot be too excessive for the skilled crafts enterprises.



Photo: Tan Kulali

### Skilled crafts companies do not plan their CSR activities strategically

The typical skilled crafts company in the region covered by the Chamber of Skilled Crafts Frankfurt-Rhein-Main is an owner-run family company, rooted in the region for generations. The companies are marked by a corporate culture in which social and ecological commitments are held dear and perceived as matter-of-fact. The company owners are moreover down-to-earth and rarely talk about their diverse CSR activities. They are often not even aware of their extraordinary social commitments. Only few companies publicly advertise their variety of volunteer efforts. At the same time, many companies are not even aware of the concept of corporate social responsibility, or they associate it with major, multinational groups. Thus no strate-

<sup>12</sup> Cf. Hessian Skilled Crafts Association (2015): Structural Data of Hessen's Skilled Crafts Sector 2004 – 2014.

<http://www.handwerk-hessen.de/artikel/strukturdaten-des-hessischen-handwerks-2004-2014-5006,16,262.html> (Not available in English)

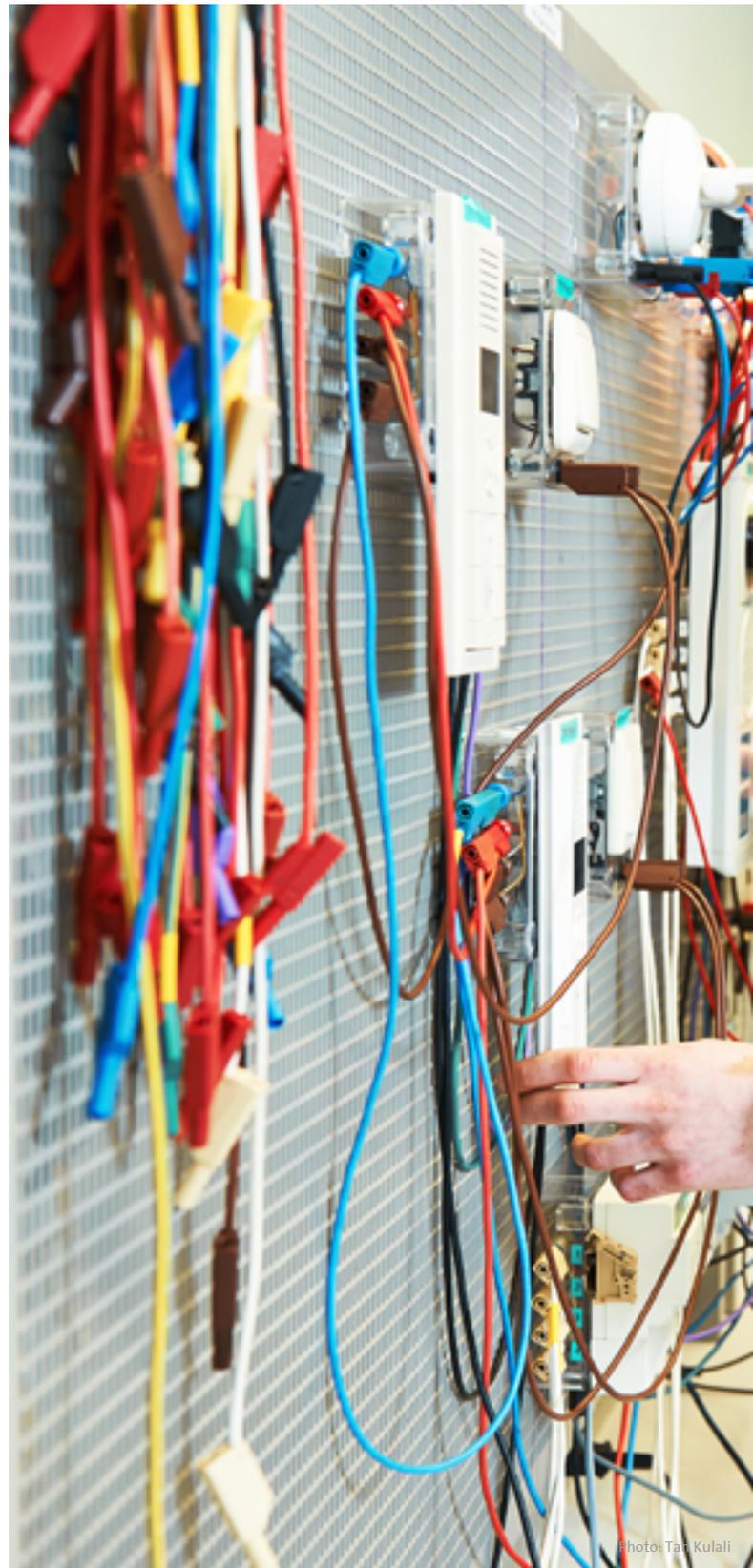
<sup>13</sup> Cf. Chamber of Skilled Crafts Frankfurt-Rhein-Main (2016): Region covered by the Frankfurt-Rhein-Main Chamber of Skilled Crafts – figures on the skilled crafts region and the Chamber. <http://www.hwk-rhein-main.de/de/uber-uns/kammerbezirk-in-zahlen> (Not available in English)

gic corporate involvement with the topic takes place. Corresponding CSR strategies are therefore scarce or non-existent in SMEs. But this has nothing to do with a lack of awareness or ignorance. Instead, social commitment and protecting the environment are a part of the entrepreneurial self-image and are perceived as a given.

### Portraying commitment effectively to the public

In the past years there was an enormous increase in standards and certification measures all around the topic of CSR, the implementation of which damages the diversity of the commitment in SMEs. In lieu of regulations, obligations and the introduction of standards, the focus of the political work should be on good social and ecological actions. It is necessary to publicly honour exemplary entrepreneurial actions and position them in the midst of the public debate. At the same time, the awareness among companies on talking about their exemplary and often unknowingly performed social and ecological commitment must be intensified. Thus additional political measures should aim at increasing the visibility of CSR and supporting entrepreneurs by publishing orientation assistance on the topic of CSR. The situation simultaneously requires a general upvaluation of voluntary and honorary commitments within society. Such personal commitment is viewed far too often as a matter-of-fact and not sufficiently appreciated.

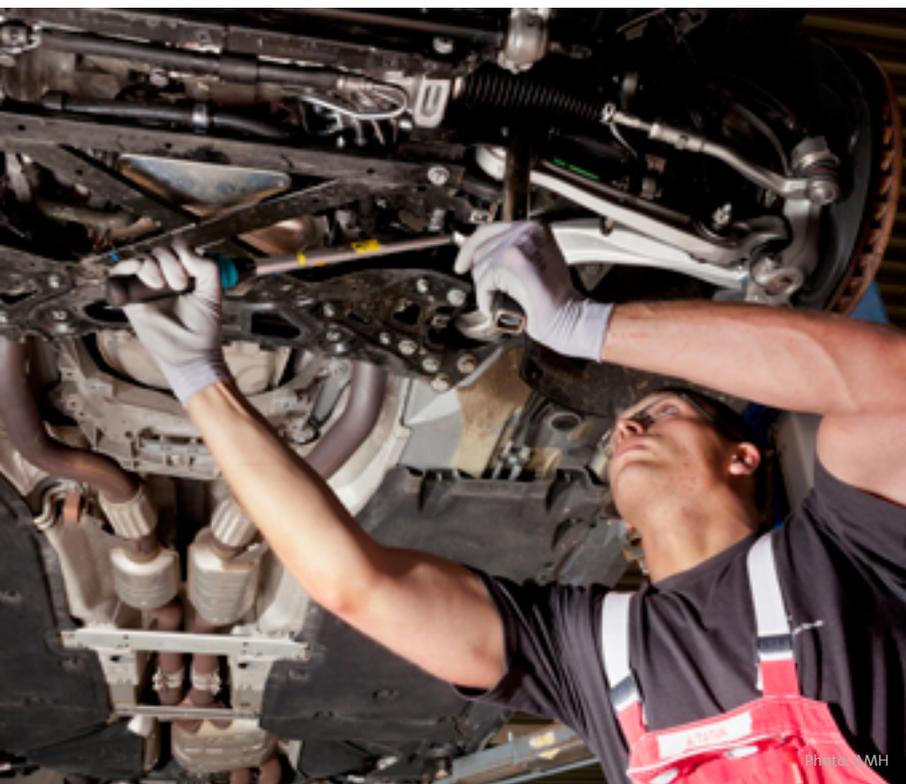
With its CSR strategy and the related national CSR action plan, the Federal Government has the right priorities<sup>14</sup>. It does not rate the quality or the type of commitment; instead it plans to support the companies with consulting and coaching programmes, the development of networks and round tables, and the bundling of CSR-relevant information. It clearly rejects approaches that force the diverse CSR activities of German companies into artificial constraints and standardisation. This position is also exemplary for the debate on CSR on international and European levels. Moreover, we welcome measures like the annual awarding of the European CSR Awards and the EU stakeholder



Photos: Tan Kulali

<sup>14</sup> Cf. German Federal Government, 2010: National Strategy for Corporate Social Responsibility – Action Plan for CSR – of the German Federal Government. [http://www.bmas.de/SharedDocs/Downloads/EN/PDF-Publikationen/a398-csr-action-plan-englisch.pdf?\\_\\_blob=publicationFile](http://www.bmas.de/SharedDocs/Downloads/EN/PDF-Publikationen/a398-csr-action-plan-englisch.pdf?__blob=publicationFile)

platforms. They supplement measures already established in Germany like the Federal Government's CSR Award and the competition "My Good Example", awarded by the Bertelsmann Foundation and the association "Companies for the Region", which also addresses



skilled crafts companies in a targeted manner. Further, thematically-oriented awards like the "Hessen Integration Award" and the "Hessen state award for exemplary efforts to offer employment to and integration of severely disabled people" are considered sensible. The website [www.csrgermany.de](http://www.csrgermany.de) of the four umbrella organisations of the German economy – BDA (Confederation of German Employers' Associations), BDI (Confederation of German Industry), DIHK (The Association of German Chambers of Commerce and Industry) and ZDH (The German Confederation of Skilled Crafts) fun-

ctions as an example of how to increase the visibility of the topic of CSR. In this context, the Federal Government's website [www.csr-in-deutschland.de](http://www.csr-in-deutschland.de) also deserves a mention.

### Legal obligations are counterproductive

A survey by the European Commission on the motivation for social commitments among SMEs that received a lot of attention came to the conclusion that over 55% of entrepreneurs make an effort for altruistic reasons. The inclination towards purely altruistic motivation drops with increasing company size, according to the survey. The larger a company is, the more the focus of the motivation for the commitment shifts to economic reasons<sup>15</sup>. The personal attitude of the entrepreneur is particularly important for the social commitment in the skilled crafts sector. In practical CSR activities, the owner and the employees make a considerable commitment to the cohesion of society in the region. The diversity and broadness of the commitments are complex. From the viewpoint of the Chamber of Skilled Crafts Frankfurt-Rhein-Main, no institution can presume to decide what is a part of such a commitment and what is not, and how "valuable" the respective activities are. Thus we reject any form of obligatory CSR activities whatsoever.

New regulations would contribute to downgrading CSR to a mandatory programme, instead of promoting and rewarding responsible economic activity. CSR would be perceived as a regulation and burden, and not as a task to be carried out in daily corporate practices. Companies of all dimensions and economic sectors would be restricted in their creative freedom. And with that a creative competition to find the optimal solution would also be prevented. Companies need latitude to be able to determine for themselves how to integrate the topic of CSR.

<sup>15</sup> Cf. European Commission (2002): European SMEs and social and environmental responsibility. <http://bookshop.europa.eu/en/european-smes-and-social-and-environmental-responsibility-pbNB1401004/>

## Avoid unnecessary CSR regulations and bureaucracy

SMEs are the backbone of the European economy. Protecting and supporting SMEs and retaining their efficient structures all possess a high level of significance. The European Commission recognises this circumstance in the form of its Small Business Acts<sup>16</sup>. The establishment of the “Think Small First” principle can be viewed as a crucial milestone in European SME policy. The Federal Government consistently continues this concept in its action programme “Future of the German Mittelstand”,<sup>17</sup> among other things. The challenges specific to the skilled crafts sector are accommodated as part of the “Branchendialog Handwerk” (Skilled Crafts Industry Dialogue) and in the development of the “Masterplan Handwerk” (Master Plan for Skilled Crafts) of the Federal Ministry for Economic Affairs and Energy<sup>18</sup>. The measures of the European Commission 2015 on deconstructing bureaucratic barriers as part of the communication “Better regulation for better results - An EU agenda” are also welcomed<sup>19</sup>. Due to the measures of the Commission, the sensitivity to bureaucratic burdens of SMEs has fortunately also clearly increased in the German Federal Government in recent years. It is undisputed that new regulatory measures would lead to considerable increases in organisational effort and costs particularly among SMEs.

Thus plans for further regulations on CSR should be refrained from. The social responsibility of companies is complex and differentiated. A multinational corporation competing internationally is faced with very different challenges than a skilled crafts enterprise. The type and extent of the social commitment of a company depend on the company size and the industries and markets in which it operates. The focus of a company on ecological and social activities is oriented towards the needs of the respective stakeholders. New regu-

lations and the associated additional bureaucratic burdens would jeopardise the companies’ own voluntary commitments and thus counteract the efforts to increase their social commitment. At the same time, the goal of reducing bureaucracy for more competitiveness would also be reduced to absurdity. Measures like the guidelines on the reporting of non-financial information therefore fundamentally go in the wrong direction, even if to date they have targeted companies with more than 500 employees<sup>20</sup>.

## Preventing extraneous criteria in the awarding of contracts

As part of the revision of the EU’s public procurement laws, and also their implementation on federal and national levels, increasingly integrating social and ecological considerations in procurement procedures was under deliberation. The goals of environmental conservation and acting in a socially responsible manner are to fundamentally be advocated. However, the primary goal of public procurement is fulfilment of the needs that is as profitable as possible. Secondary goals should not interfere with this and should not be pursued using the vehicle of awarding contracts in public procurement. Instead, they should be taken into account in the context of their respective policy areas. It is important to ensure that possible additional generally political criteria in the public procurement segment are directly related to the subject of the project.

Particularly the argument that an extensive consideration of additional aspects could take place without additional administrative investments does not appear realistic. The consideration of new regulations means a considerable additional investment above all for small skilled crafts companies.

<sup>16</sup> Cf. European Commission (2008): Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions – ‘Think Small First’ – A ‘Small Business Act’ for Europe. <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:52008DC0394>

<sup>17</sup> Cf. Federal Ministry for Economic Affairs and Energy (2015): Action programme “Future of German Mittelstand”.

<https://www.bmwi.de/English/Redaktion/Pdf/future-of-the-german-mittelstand,property=pdf,bereich=bmwi2012,sprache=en,rwb=true.pdf>

<sup>18</sup> Cf. Federal Ministry for Economic Affairs and Energy (2016): Skilled Crafts.

<http://www.bmwi.de/DE/Themen/Mittelstand/Mittelstandspolitik/handwerk.html> (Not available in English)

<sup>19</sup> Cf. European Commission (2015): Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions - Better regulation for better results - An EU agenda.

[http://ec.europa.eu/smart-regulation/better\\_regulation/documents/com\\_2015\\_215\\_en.pdf](http://ec.europa.eu/smart-regulation/better_regulation/documents/com_2015_215_en.pdf)

<sup>20</sup> Cf. European Commission (2014): Directive 2014/95/EU of the European Parliament and of the Council of 22 October 2014 amending Directive 2013/34/EU as regards disclosure of non-financial and diversity information by certain large undertakings and groups. Text with EEA relevance.

<http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32014L0095>



The Chamber of Skilled Crafts Frankfurt-Rhein-Main rejects these criteria as extraneous aspects, since they represent additional bureaucracy for small skilled crafts enterprises and deter them from participating in public contracts. The present legislation of the current EU procurement law already offers possibilities to take both environmental and social aspects into account when awarding contracts. The intention of procurement laws that are friendly to SMEs, simple and unbureaucratic would thus be counteracted. Therefore no additional regulations that add the burden of additional investment to administrative departments and companies should be added to procurement laws.

This alone does not require government intervention. But it becomes difficult when the bigger party to the contract attempts to impose all of the supporting document obligations in the area of CSR on the smaller party to the contract within the value-added chain, or demands extensive mandatory documentation. The result of this can easily lead to the demands being too excessive for SMEs. In the latter case it comes to a discrimination of SMEs in the economic cycle. It is necessary to prevent such actions on behalf of the economic sector of SMEs. 🌐

### Including the skilled crafts sector in supply and value-added chains



Already at present a higher sensitivity in the area of CSR can be observed in several major and internationally operating companies in part. Non-financial (and financial) social and ecological activities are marketed at great expense. To some extent, financial market investors also demand corresponding information on these commitments. To do so, in part extensive questionnaires must be completed and/or documents made available. Further, many companies have developed codes of conduct or corresponding corporate guidelines. Many smaller and medium-sized companies are included in the value-added chain of larger companies as part of the supply chain, or regularly carry out jobs. There is frequently an imbalance between the parties to the contract. The more powerful contract partner can usually assert their interests.

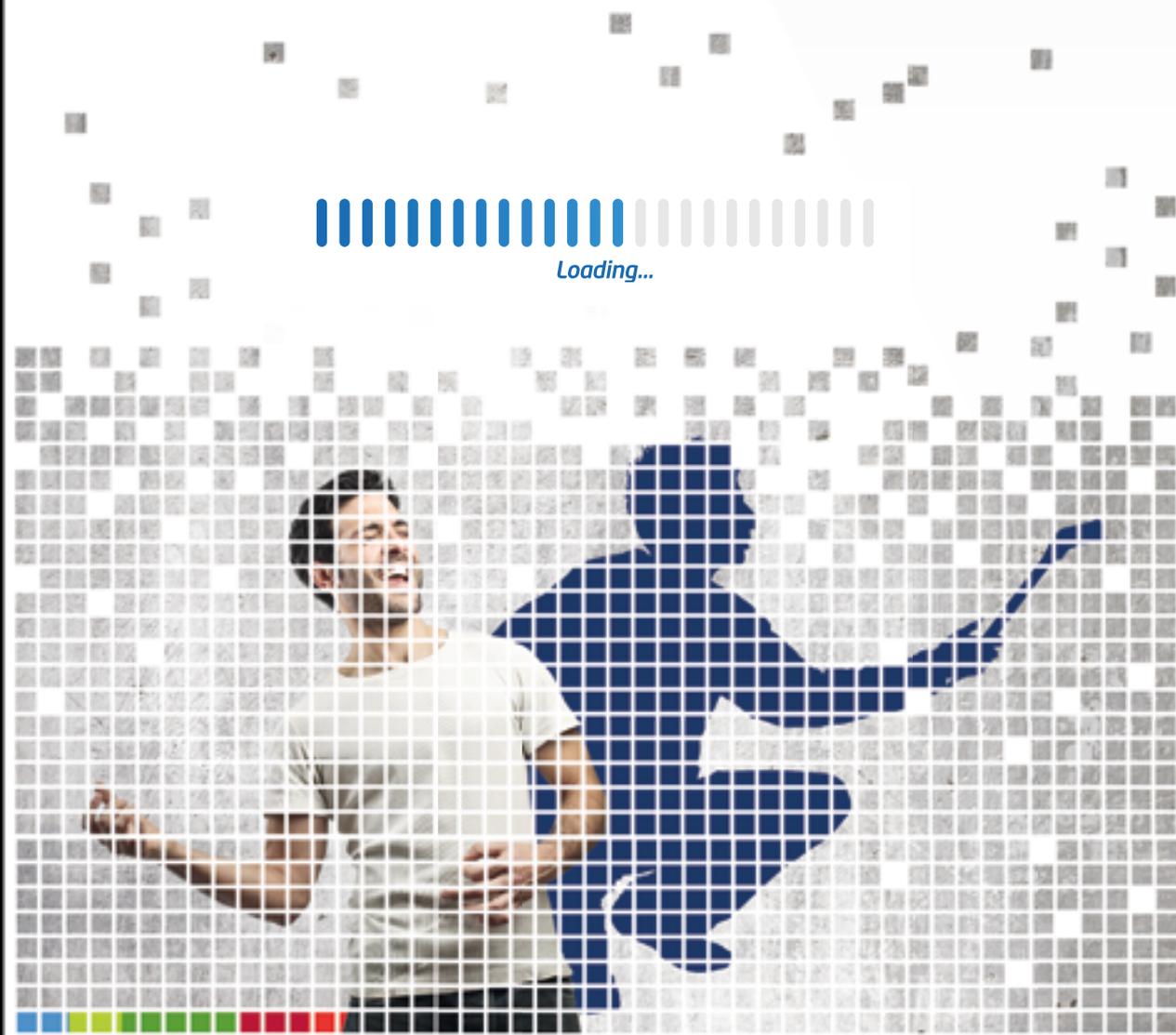


Der neue Rhein Main Campus startet mit vielseitigem  
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# Summary

- A social commitment and environmental protection are a part of the entrepreneurial self-image in the skilled crafts sector and perceived as being matter-of-fact, therefore there is no CSR strategy, and no need for one.
- The sensitivity of companies to the portrayal of their social and ecological commitment must be increased. At the same time, there is a need for an upvaluation of voluntary and honorary commitments in society in general.
- Small and medium-sized companies primarily make a commitment for altruistic reasons. Every form of mandatory CSR activity is rejected. New regulations would contribute to downgrading CSR to a purely mandatory programme instead of promoting and rewarding responsible economic activity.
- CSR documentation obligations lead to unjustified bureaucratic burdens particularly among SMEs and are thus rejected.
- The primary goal of public procurement is fulfilment of the needs that is as profitable as possible. Including extraneous criteria – social or ecological aspects, for example – increases the complexity of the awarding of contracts and lean and SME-friendly procurement laws.
- As part of value-added and supply chains there cannot be any transfer of the accountabilities and the responsibilities of large companies to SMEs. This leads to the discrimination of SMEs in the economic cycle.

## The social and ecological commitment of skilled crafts enterprises

# Being a good example for a better society

The social and ecological commitment of the skilled crafts sector is broad and diverse – just like the ten skilled craftsmen and their companies portrayed in the following. For many years, in the most different forms, these skilled craftsmen have been donating their time and effort to good causes and for a better society. These skilled crafts companies represent the variety of the skilled crafts sector's commitments in the region covered by the Chamber of Skilled Crafts Frankfurt-Rhein-Main.

### For the sake of the environment and subsequent generations – environmental protection and sustainability in the carpentry firm Bellut

This year **Jürgen Bellut's** ecologically sustainable carpentry firm already celebrates its thirtieth anniversary. But let's start at the beginning: What started in 1986 in facilities in the urban area of Heppenheim that were too small and not very practical, continued in 1990 in the industrial section of Heppenheim in a spacious, newly built facility with an attached showroom, and has changed even more in the meantime. In 2008 the ecology-minded carpenter fulfilled a dream of his, to live and work in the country. He purchased an old farm in the Airlenbach section of Beerfelden. After tearing down an old barn, a new workshop was built on the farm using sustainable timber frame construction. An additional barn was converted into

their home. The new wood chip heating system provides both the workshop and home with heat. If the carpenter shop's leftovers are not enough to heat everything, Mr. Bellut buys wood chips from local forests in a neighbouring village. Further, to keep the energy consumption to a minimum, the workshop was fully insulated.

Aside from its sustainable corporate governance, the carpentry business is also a successful example of the most modern technologies and environmental protection complementing one another. In 2003 the entrepreneur already invested in the most modern CNC technology. Thanks to the new production facility, the specialist for stairs and built-in furniture is able to produce his products even faster, more precisely, and as inexpensively as possible. The building's own photovoltaic system provides the electricity for the machines. If the 30

KW solar collector should occasionally happen to not provide enough, 100% green electricity from hydro-electric power is additionally purchased. This electricity also provides energy to the two electric vehicles used for visiting customers.

The fact that the topic of protection of the environment is close to the heart for the entrepreneur and his four employees is also visible in their daily work. Exclusively domestic woods are used for all jobs. Doing without tropical woods protects the rainforest against illegal deforestation. Moreover, domestic woods exhibit a better ecological footprint. Sustainable products are also used in the surface treatment of the materials. Only in exceptional cases and at the express wish of the customer are lacquers used. Apart from that, this social entrepreneur focuses on the usage of natural oils, which maintain the natural grain of the wood at the same time.

Together with a partner from Austria, the ecology-minded entrepreneur also sells natural bed systems, produced free of pollutants and free of metal. To do so, natural materials are treated gently and carefully processed in this Master Craftsman's workshop,

making the beds particularly suitable for those with allergies. Once a year on open day, one can get a personal impression of the farm and the skills of this skilled craftsman. As part of an artisan market, the carpentry workshop opens its gates to visitors. 📍



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Photo: Haus & Haus GbR,  
Malermeister & Restaurator

### Outstanding education that leads to success – the painting firm Haus is forging up-and-coming skilled craftsmen

Together with her father, Master Painter Susanne Haus is already running the family business **Norbert & Susanne Haus GbR** in Bischofsheim “with heart and hand” in the third generation. In the meantime, the company has experienced an eventful history. In 1933 her grandfather Josef Haus founded the painting company in Bischofsheim, focusing on artistic design work. After difficult times during the war, her grandfather had to start from the beginning again and rebuild the company. In the 70s his son Norbert took over the company. Among other things, the new company headquarters in Darmstädter Straße are due to him. The Master Painter bought an old carpentry shop and converted the accompanying barn into a workshop with a restoration studio. At the same time, he combined the workshop and the office facilities in a central location in the heart of Bischofsheim. Since 2005, Susanne Haus, a restorer with a degree in business studies, has been a part of the company as the managing director. Together with her father, who is “busily retired”, she runs the company’s affairs. At present, the company includes eight employees and two apprentices. In addition to classic painting tasks like wallpapering, painting and lacquering, the company specialises in preservation of historic buildings.

Occupying the honorary position of Head of the Painting and Varnishing Guild Groß-Gerau for many years,

Susanne Haus worked on behalf of vocational training for young people. In the more than eighty-year history of the company, around a hundred young people have completed their vocational training at the painting firm Haus – all of them successfully, with few exceptions. Since 1994 the company has been a member of the “Action Group Outstanding Companies in Vocational Training” of the “Verband Farbe Gestaltung Bautenschutz Hessen” (Colour Design Building Preservation Association of Hessen). As members of this action group, the companies pledge to offer the apprentices a high-quality dual education that goes beyond the generally recognised standards. At the start of the vocational training, the young people receive a booklet of coupons for special services all around the vocational training to become a painter and varnisher.

When beginning their vocational training, every apprentice receives an extensive information packet containing trade literature, including helpful tips on their apprenticeship and the painting profession. Above all, it includes a multitude of instructions of painting techniques and information on materials. At the same time, the company makes it possible for every apprentice to attend the major trade show “Farbe, Ausbau und Fassade” for facade design & interior architecture and makes a financial contribution for purchasing trade journals. Additionally, Master Painter Haus also takes the time to further educate the apprentices in internal practical training sessions. In the company’s workshop, moreover, the company has its own examination booth available to the apprentices, where they can intensively

prepare for the final examination and learn the necessary process techniques. And naturally every apprentice has a right to their own toolbox.

Additionally, the young people can participate in the extensive continuing education seminars of the Colour Design Building Preservation Association of Hessen. For example, there is a basic course in which the young apprentices are provided with basic knowledge such as proper wallpapering, mixing colour shades and assistance in filling out their report booklets. Further, the association checks whether the companies offering outstanding vocational training actually fulfil the requirements of the seal of approval. For example, the companies have to produce an annual report and submit the test results of their apprentices to the association for quality control purposes.

The additional efforts as part of the “Action Group Outstanding Companies in Vocational Training” are worth it. In 2005, the Haus painting company trained the national champion of the German national competition for painter and varnisher journeymen, and so the best journeyman painter in Germany comes from this family company in Bischofsheim. In 2008, Hessen’s runner-up came from the company as well.

In 2015, with a heavy heart Master Painter Susanne Haus gave up the office of Head of the Painting and

Varnishing Guild Groß-Gerau to work on behalf of the issues of all skilled crafts businesses in the region as Vice-President of the employer side of the Chamber of Skilled Crafts Frankfurt-Rhein-Main. Moreover, Haus was the head of the Board of Examiners for Journeymen for many years. In this function she constantly sought contact with apprentices and vocational schools to improve the quality of the education on behalf of the apprentices. 🌐



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## Helping people in distress – commitment to the volunteer fire department

Making a personal effort to help people in states of emergency is a given for young start-up **Dennis Kern**. Already at the age of 10, the now 34-year-old plumber and heating installer joined the volunteer fire company. As an active member, he spends his time in the tactical division of the volunteer company of the city of Obertshausen. With a high level of personal investment, he completed the training to become a respiratory equipment carrier and a machinist for fire-fighting vehicles. Together with his fire company colleagues, he is there at the front lines – risking his own life, for example, to save people inside a burning house.

In addition to the operational readiness, the young entrepreneur also supports the fire company in its daily tasks. For example, as far as it is possible to reconcile it with his work, he takes over the city’s compulsory fire protection service for major events. He is of course also actively involved in internal fire company celebrations and events. Moreover, he is playfully introducing his young daughter to volunteering in an exemplary manner. The seven-year-old is already a member of Obertshausen’s fire company children’s corps.

After Kern completed his training to become a systems mechanic in plumbing, heating and ventilation in 2004; just three years later he passed the Master Technician’s exam and the training to become an energy advisor in skilled crafts. Then just a few shorts

years later (2011) the young skilled craftsman took the daring step towards independence and founded Kern Energie- und Wassertechnik. In doing so, he specialised in ecological heating systems and the complete overhauling of bathrooms. Be it pellet heating, solar thermal or condensing boiler technology, ecological and regenerative techniques are the focus of his company's activities. After only five years, this young start-up has already considerably expanded his company and now employs ten people.

In addition to the various efforts that go hand-in-hand with running a company and being an active member of the volunteer fire company, plumber and heating installer Kern still finds time to help out the junior skilled craftsmen of Offenbach. The network of young skilled craftsmen serves the exchanging of experiences and making of new contacts. In doing so, the focus is on the routine continuing of education. At the same time, the entrepreneur also wants to make a personal contribution to lowering unemployment in Spain. In addition to his participation in the Spain Project of

the Chamber of Skilled Crafts Frankfurt-Rhein-Main, the goal of which is the dual vocational education of young Spaniards in the Rhine-Main region, he offers the opportunity for a Spanish person who has been unemployed in the long-term to have a three-month internship at his company. 🌐



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## Always ready and willing to help, in Germany and around the world –involvement with the Federal Agency for Technical Relief

In what is now the second generation, Marcus Zörb runs **Elektrofachbetrieb Zörb** in Pfungstadt. Thirty years ago, his father founded the company just a few kilometres away in Griesheim. With classic professional electricians, Elektro Zörb works for both private customers and customers in the industry. What is special about the company is its production of tank heaters, which the Master Electrician produces for a local manufacturer that operates internationally. Such heating systems prevent for example the flaking of diesel or heating oil in petrol station tanks at low temperatures, making it no longer usable. Two years ago Marcus Zörb took over the company from his father and is now responsible for four employees.

For almost twenty years Marcus Zörb has been volunteering with the Federal Agency for Technical Relief (THW). After he joined the THW in 1998, he was

already elected Service and Maintenance Technician in 1999. In this function, he is extensively responsible for the preservation, administration and maintenance of the equipment and vehicle fixtures of Pfungstadt's THW chapter. For example, he must ensure that the emergency vehicles and the necessary equipment are always ready-to-go. The acquisition of new vehicles and new equipment also fall within his area of responsibility. At the same time, Marcus Zörb has completed different continuing education and training courses. For instance, he is a respiratory equipment carrier and a truck driver, and as Master Electrician among other things he is responsible for the operation and maintenance of the emergency backup generators. Together with other THW volunteers, Electrician Zörb helped to restore electricity for example after the devastating storm Lothar in Troyes in Northern France and in the flooding of the Elbe and Oder rivers. The THW is also active in its own region. Among other things, the entrepreneur helped with the Ironman in Frankfurt am Main and to set up accommodations for refugees. He was also involved in extinguishing straw and tyre warehouse fires, and the containment of a gas explosion. At the same time, he supports Pfungstadt's fire company as a special consultant for electrical systems. In this function, Marcus Zörb is involved in training the firemen in using emergency backup generators.

The Master Electrician invests his time in the THW on countless days during his free time and his working time. In the year 2015 alone he spent a total of around 861 hours volunteering. Plus every Thursday after work he has a shift at his local chapter in Pfungstadt from 7.00 pm to 10.15 pm. 🌐



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**ELEKTRO-ZÖRB**  
Meisterbetrieb  
Werkskundendienst für Tankheizungen der  
Firma ELTRA GmbH



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## Union dedication in the company and in the skilled crafts sector

Skilled craftsman, union member and Vice-President of the workers' side, **Rainer Mangler-van Klev**, on the current situation and the future of commitments to the union in the skilled crafts sector.

**Mr. Mangler-van Klev: For many years you have been active in different positions in union organisation IG Metall. What originally moved you to join the union and invest your time?**

In 1973 I started my apprenticeship as an electrical machine engineer. At this time it was totally normal to join the respective union when starting your apprenticeship. For me back then it was *Industriegewerkschaft Metall* (IG Metall). I quickly got along with the other apprentices relatively well, and many of them trusted me as a person. When it was time to elect the youth representative at the company, I was asked whether I would like to take the position. So I was already elected youth representative in my second year of apprenticeship. From that point on, I worked on behalf of the issues of other apprentices. For example, I dealt with adherence to the working times or occupational safety. We intensively dedicated ourselves to the topic of vocational training and thought about how we could improve the quality of the education at the company. In addition to such rather general issues, of course I also took care of the daily concerns, emergencies and fears of the other trainees. It occasionally happened that an apprentice had problems with the vocational training supervisor. Then I mediated between the parties to the conflict. Major problems were discussed with the works council and presented to management. If you will, my election as youth representative was a bit of a starting point for my union commitment. From then on it went further, bit by bit.

**What motivates you to stay involved and invest your energy in social commitments?**

Union work and efforts for a better society can be strenuous. They demand continuous personal commitment, sometimes also a few personal sacrifices. In the end, many appointments take place in the evening or on weekends. And ultimately that is deducted

from my free time. But I wouldn't say anything about frustration. That appears to be the wrong expression to me. The union work is basically fun in all of its facets. Sometimes a certain disappointment perhaps resonates. Above all when, despite intensive work, concrete wishes and ideas cannot be realised to the extent one would have perhaps personally wanted.

»» *Anyone who wants to change something needs to roll up their sleeves.* ««

Rainer Mangler van Klev

But particularly in social commitments one needs great staying power. Anyone who wants to change something needs to roll up their sleeves. It also does not suit me to get discouraged. If you take a proper look, there are many successes that spur you on. Sometimes that can also be very small things.

**The skilled crafts sector and the unions have long years of tradition together. The central organ of skilled crafts self-administration, the plenary meeting of the Chamber of Skilled Crafts, is comprised of one-third workers and two-thirds employers. How does union work look in the skilled crafts sector?**

Unfortunately not all of the individual unions are involved or active there, so several of our skilled crafts professions are not represented there union-wise. Yet all of the workers' representatives equally work on behalf of the entire skilled crafts sector in the plenary meeting. This point is very important to me. We are a big skilled crafts family and our work benefits all of the people working in the skilled crafts sector.

The plenary meeting of the Chamber of Skilled Crafts offers an excellent opportunity to exercise a direct influence on the matters of the Chamber. With the active participation of the workers' representatives in the plenary meeting, the interests of the workers are covered in all work areas relevant for the skilled crafts sector and skilled crafts policy as well. That

**Rainer Mangler van Klev** (born in 1957) has been the Vice-President of the workers' side of the Chamber of Skilled Crafts Frankfurt-Rhein-Main since 2013. The electrical machine engineer has been investing his time in IG Metall for decades and is on the works council of the Rud. Otto Meyer Technik Ltd. & Co. KG in Frankfurt.

only one-third of the members of the plenary meeting belong on the workers' side is something many people find unjust in a democratic method. I can understand that. However, I also noticed that there won't be any legal changes in the short-term here. Therefore I consider it more sensible to dedicate ourselves to the urgent issues in the skilled crafts sector and discuss them together. It must be clear to everyone in the end that only together with the employers can we further the sector of skilled crafts.

An additional central point in union work outside of the Chamber is collective bargaining policy. The people employed in the skilled crafts sector work hard for the companies' success day in and day out and make a substantial contribution. Thus it is more than justified when good work is also rewarded with fair wages. When the union, for example, works against the abandonment of bargaining agreements, ultimately all skilled crafts workers profit from it. It's exactly the same with the topic of vocational education. Everyone in the skilled crafts sector profits from improving the quality of the vocational education offered.

First of all, working with others and for other people is fun. Even after many years of union work one still comes into contact with a lot of interesting people. That alone is already a reason for me to make a commitment. The reasons for a decline in honorary positions and volunteering do indeed differ greatly. That can certainly also be traced back to the fact that one has to spend personal time for a social commitment. The value of personal free time is unfortunately given more weight nowadays than investing time on behalf of the union or the skilled crafts sector. I personally regret that. However, sometimes I also perceive the lack of appreciation by society as a problem. Today in our society many things are considered self-evident. It is rarely clear to people what major efforts just a few people put in and take the time to further our society. But in the end it's always true – it's worth it to make an effort on behalf of a better co-existence.

**The current refugee crisis and also the proceeding digitalisation continuously change the world of labour. How do you think honorary and voluntary commitments will develop in the coming years in a changed world of labour?**

The social changes and upheavals take place faster and faster. This affects civil society and the working world. The unions and the skilled crafts organisations have to be instrumental in structuring these changes. It is about developing comprehensible and understandable solutions to complex problems. We have to bring as many people along on this path as we can. Whether we are successful in doing so is extensively up to us. People must be included in the search for solutions to urgent social problems. We have to start listening to people again more, and taking their problems seriously. That means a lot of

»» *A lack of appreciation in society is a problem.* ««

Rainer Mangler van Klev

**Commitments to honorary positions and volunteering are declining slightly in skilled crafts sector as well as in the unions. The reasons for this differ greatly. Why should young people continue to spend their free time on social projects?**

»» *We have to start listening to people again more, and taking their problems seriously.*



Rainer Mangler van Klev

work, and it also requires a lot of staying power. But if we are not successful at it, many people will perceive the unstoppable changes as a threat. It basically does not matter there whether one is talking about the refugee crisis or the topic of digitalisation. People have to be brought along and convinced.

I am basically not concerned about the future of volunteering. People have worked and will continue to work for a better society in the future. A high degree of civic commitment and solidarity has been exhibited especially in the course of the refugee crisis. It is up to the unions and also the skilled crafts sector to inspire people once again to make a stronger commitment to the organisations. All I can do is personally encourage everyone to do so. 🌐

### Helping people help themselves – carpentry firm and electrical engineering company work together in Zambia

In the more than fifty-year history of the company, the carpentry shop of founder Heinz Herglotz has continuously developed. Today traditional carpentry meets the most modern industrial manufacturing at **Herglotz GmbH & Co. Holzwerkstätten KG**. The family company, being run by the second generation in the meantime, specialises in the building of measuring stations and control rooms. As a full-service provider, the company designs and produces equipment of control rooms, for example for power plants or industrial facilities, in the Rhine-Main region. In doing so, the



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carpentry shop with 25 employees offers highly individual service from one source, from the initial planning stages to the final inspection. In addition to control rooms, the skilled crafts company also offers personally designed furnishings for banks and other buildings as well. The company has also been operating internationally for many years.

What started over a hundred years ago on January 1, 1906 with the founding of the “Spezialgeschäft für elektrische Anlagen und Stark- und Schwachstrom” by

Wilhelm Stefan Ehinger in Frankfurt has now grown into a modern, medium-sized company in the heart of Frankfurt am Main. In the early 80s, around 25 people worked at the company, a number which has now become approx. 150. Already in its fourth generation, the company Elektro Ehinger offers a broad spectrum in the area of electrical, lighting, safety and network technology. The consulting, planning and execution of electrical systems of every dimension take place from one source and are always adapted to the needs of the individual customers. In doing to, the family company, which operates both nationally and internationally, has consistently remained faithful to its company's location in the heart of downtown Frankfurt.

True to the credo used in development aid, "help them to help themselves", the two companies make a considerable contribution to the people in Zambia being able to structure their lives in a self-determined and self-dependent manner. Since April 2013, the two skilled crafts companies have been supporting an energy provider in Kitwe, Zambia, which operates all over Southern Africa, in the modernisation of its network control unit. The distributing centre is meant to stabilise the energy provision in the region and optimise the distribution of energy, contributing to an economic upswing. As part of the project, both companies have sent experts to this African country. The skilled crafts experts instruct and train the local unskilled workers in how to handle the technical equipment, and are collaborating on building the new control centre. After the installation has been concluded, the trained wor-

kers will be able to apply their acquired knowledge for maintenance and repairs in these areas. The machines, tools and materials that were flown in will remain in Zambia after the installation is concluded. 🌐

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## Career perspectives in skilled crafts – a chance for a new life in roofing

Master Roofer **Horst Sichert** went into business for himself in 2005 on the grounds of an old homestead in the heart of Groß-Gerau Berkach. In the meantime he employs eleven people. Since the first of September 2015, young Eritrean refugee Tedros Ghebrekidan Beraki (now 19 years old) is completing a three-year apprenticeship at Dachdeckerbetrieb Sichert. With that, Tedros Ghebrekidan Beraki is provided with the necessary basis for a successful professional career in the skilled crafts sector and personal perspectives in Germany.

### **Mr Sichert: How did you and Tedros Ghebrekidan Beraki actually find each other?**

I was looking for an apprentice for my roofing company. So I got in touch with the employment agency to ask for some help in finding a suitable trainee. In my talks with them, I offered to gladly provide the opportunity for vocational education to a young refugee. Due to the barriers in the bureaucratic jungle, this was first put on the back burner by the employment agency.

A few weeks later I received an unsolicited application from Tedros. He has been in Germany since late 2013 and has the recognised status as a refugee. In the Merton school in Frankfurt he took an InteA course, received his qualified 'Hauptschule' degree and learned German as a second language.

I agreed on a date for a job interview at my company with him. His positive manner immediately impressed me. At first I actually wanted to hire him for a year as a roofing assistant, but his bright and hands-on manner already lastingly impressed me on his first trial work day. After talking with his supervisor at the Youth Welfare Office, I directly offered him an apprenticeship. Since September 1, 2015 Tedros is completing an apprenticeship to become a roofer at my company.

»» *Tedros' bright and hands-on manner lastingly impressed me.*

Horst Sichert



**In Germany the lack of skilled workers is being discussed everywhere. Did the lack of qualified specialists play a role in filling the apprenticeship position?**

The lack of skilled workers did not really play a role in the decision. At my company we are a relatively young team. Thankfully, to date we have not had any problems in filling our apprenticeship positions. In the last year we were fortunate to receive a few active applications. Unfortunately, so far we have not been able to offer all of the young people the chance for apprenticeship positions. Tedros completely convinced me with his personality. At the same time, it is a challenge for me personally as an entrepreneur and as a person. It is an exciting task, the end of which will hopefully include the successfully passed journeyman's exam for Tedros.

**»» We are very proud of Tedros! ««**

Horst Sichert

**Language issues are mentioned again and again as an obstacle to the successful integration of refugees. How does the regular workday together look at your company? How do you handle language issues?**

I would not want to mention language issues in the narrower sense. Language plays a secondary role in everyday working life. Tedros understands German very well in the meantime. With just speaking it is sometimes a little bit of a weak point, but that will come with practice and as time passes. Further, all of the employees support him as well as they can. He tends to need support in the special skilled crafts vocabulary and in filling out his report booklet for the vocational school. But I don't view that as a problem. Every week we take a look at his report booklet together and support him in working on it. Moreover, starting recently he receives three hours of tutoring from the employment agency on Friday afternoons. During this time, he intensively dedicates himself to the skilled crafts jargon. Overall we are very proud of his accomplishments, especially since his grades at school are very

good. In all of the tasks he is assigned at the construction site he is extremely dedicated and conscientious. Since the first day he has assumed responsibility for exactly the same tasks as all other apprentices and employees at the company.

**When hiring your new apprentice, did you have to overcome any obstacles with the authorities, for example? Did you have to battle any resistance or prejudice?**

Happily there have been no problems at all to date. Just a short period of time passed between the job interview and the signing of the apprenticeship contract. There were no problems at all here. I cannot report any prejudices or resistance. We have been solving problems at our company since aeons every few weeks at a round table. Everything that causes a problem is put on the table and is directly worked out with all of the employees. But here too I can't report anything negative. His co-workers provide support wherever they

**»» I have not regretted the decision. ««**

Horst Sichert

can. Further, we found an apartment for Tedros and got him a bicycle. Either he comes to work by bike or one of his co-workers is kind enough to pick him up. But here as well we are currently trying to help a bit and are approaching the topic of a driver's license with the Youth Welfare Office. There is also nothing negative to report from the construction site or the customers. Many customers and co-workers are, in fact, positively surprised by his drive and dedication.

**What would you advise companies that, like you, want to give young refugees a chance for a vocational education or an internship?**

I have not regretted the decision. In addition to the personal challenge, I am happy to make an active contribution to integration. Integration ultimately has to be driven forward. We are all very proud of Tedros

and hope that he successfully concludes the vocational training. I am, however, very confident of that. My employees and I will try and do everything we can to contribute to that. 🌱

# Sichert

Meisterfachbetrieb

## Working with young people at SV Rot-Weiss Walldorf – hairstylist Wagner as the youth coach

For more than sixty years, the **hairstyling salon Wagner** has been a fixed institution in the centre of downtown Walldorf. Founded in 1954 by his father, Master Hairdresser Klaus Wagner now runs the family company in the second generation. What was solely a men's salon in the beginning now serves both male and female customers. Wagner learned the fundamentals of hairdressing skills in 1969 at a traditional Frankfurt company located nearby, before successfully passing his Master's exam in 1975. When it became clear that the hairdresser would take over his father's business, his father purchased and expanded the store he had been renting to date. The hair salon is still located in the same place in central Walldorf today. Over 90% of the customers he and his four employees take care of are regular customers from the area of Mörfelden-Walldorf. At the same time, his sister, who also dedicated herself to the hairdressing business, is actively involved in the salon. In the course of his professional life the Master Hairdresser has trained around thirty apprentices, two of them best in the guild and one state champion.

Nine-year-old Klaus Wagner already felt right on the football field, and quickly became hooked. It is no wonder that he joined the club SV Rot-Weiss Walldorf e.V., and from that moment on he ran onto the field in a red



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and white jersey. His active football life ended, however, at the age of 16 with his apprenticeship training. His sports commitment was followed by an honorary commitment to the Hairdressers Guild of Groß-Gerau. Already during his apprenticeship he became a member of the Advisory Committee of the Guild and later also the journeymen's member of the Guild's examining board. After successfully passing his Master's exam and making the move towards independence, he had to give up both positions. But his volunteering within the skilled crafts sector did not stop there, it just moved to the employers' side. Among other things, for many years Wagner was Head of the Hairdressers Guild of Groß-Gerau and he was also active in the executive committee of the Hessen State Guild of Hairdressers. At the same time, for many years he has been a member of the plenary meeting and executive board of the Chamber of Skilled Crafts Frankfurt-Rhein-Main. His main focus is on the Chamber's Vocational Training Committee, where his last position was as Chairman.

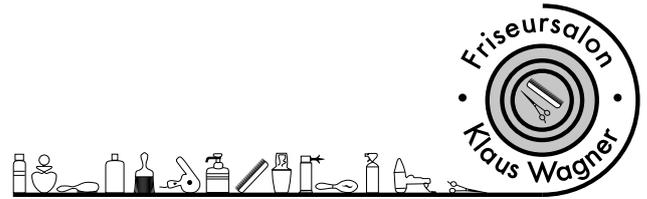
After the birth of his son in 1986, football once again became a focus of his life. Like father, like son – the



passion for football was quickly awakened. Already at the age of three the football career of Wagner's son began at SV Rot-Weiss Walldorf e.V. At this point the club was already urgently looking for a coach for the youth team. After intensively consulting with his son and obtaining his son's express permission, at the age of just about forty the hairdresser went back to school for the love of his son and completed the work to obtain what is now a C-level coaching license. As the coach, he accompanied the team as far as the B-youth segment and volunteered his time and effort in the club's youth sector for more than ten years. His departure from an active coaching career was followed by a direct start in the voluntary work of the club's board. The Master Hairdresser was soon elected head of the football division. He remains particularly focussed on youth work. Until 2015 among other things, he was also active in the club's Youth Committee. The good reputation of the club SV RotWeiss Walldorf e.V. in the youth sector is in part thanks to his efforts.

In addition to football, singing is also a passion of the now 64-year-old. His wife, whom he met over forty ye-

ars ago at the singing club MGV 1867 Schwanheim e.V. in Frankfurt, certainly also plays a role here. The only "requirement" his future mother-in-law had in order to agree to the marriage was that he join the singing club. Wagner was happy to comply with this friendly "invitation" and has also been working in an honorary position on the singing club's board for several years. 🎵



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## Self-determination and participation on equal footing – inclusion at the metal construction company Singler

Coming from a locksmith family, Master Metalworker Anton Singler started his first company in 1998, **Anton Singler Stahl- und Metallbau**. In 2006, it was already followed by the founding of AS Brand- und Rauchschutz – the present focus of the Master Metalworker's activities. He has made a name for himself in the Rhine-Main region as an expert in fire and smoke protection. In the meantime, he employs six people and has consistently continued to develop his company. After acquiring a new property in 2012, that same year the company moved into a building designed according to the company's needs. Further, the first half of 2016 will see the opening of a specialised dealership for fittings, locks and door closers in Griesheim.



Upon moving into the new facilities of the company, in 2012 entrepreneur Singler desperately looked for new staff members. Among others, the job applications included his present-day employee, who suffers severely from diabetes, which is unfortunately accompanied by physical limitations. Due to the illness, the affected

employee suffers for example from concentration difficulties. Thus regular breaks are a necessity and assigned work must be discussed intensively. Master Metalworker Singler accepted the challenge and offered the employee career perspectives at his company. In doing so, he accepted the increased planning efforts needed to support his new staff member. Assistance is also available as part of an aid programme of the Hessian Ministry for Social Affairs and Integration. A coach supports the company and the employee once a week. In this way, the entrepreneur learns, for example, techniques and tactics to be able to actively help his employee in case of concentration difficulties.

Since 15 years, Mr. Singler has also been making an impact as an honorary judge (lay judge), dispensing justice at Darmstadt's Labour Court. Together with a professional judge and another honorary judge from the workers' side, he regularly decides on disputes in labour law. As a member of the plenary meeting of the Chamber of Skilled Crafts Frankfurt-Rhein-Main, the board of the District Skilled Crafts Association Darmstadt-Dieburg and the board of the Metal Guild of Darmstadt, he volunteers his time and effort on behalf of the regional issues in the skilled crafts sec-

tor. Moreover, he is active within the South Hessen Regional Advisory Council of the VhU (Entrepreneurs' Association of Hessen). In 2015 he was awarded the Certificate of Honour of the State of Hessen for his extraordinary volunteer work. 🌟



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## Taking on responsibility for skilled crafts – dedicated volunteering since 1975

For more than forty years, **Master Baker Klaus Nennhuber** has been working on a voluntary basis on behalf of the German skilled crafts sector in a diverse manner, be it in the Hessen's Bakers Association (Bäckerhandwerk) or the Chamber of Skilled Crafts Frankfurt-Rhein-Main. Honorary positions have accompanied the Master Baker for his whole life.

The election to the position of head of the Baker's Guild Dieburg in 1975 was the beginning of Klaus Nennhuber's extraordinary commitment to volunteering. As the head, and later as the deputy head, he has represented the interests of the skilled craft of baking for over forty years in the district of Darmstadt-Dieburg.

After being named to the position of head of the Baker's Guild Dieburg, a year later in 1976 he was already elected to a position on the board of the District Skilled Crafts Association Dieburg. Since then, he has spent his free time there for the good of all skilled craftsmen in the district.

The Master Baker from Groß-Zimmern has also been active for many years in the Baker's Guild of Hessen. In addition to his continuing commitment as a board member of the Baker's Guild of Hessen, among other things he worked on behalf of the issues of his craft as the chairman of the Vocational Training Committee. The Vocational Training Committee is involved in all



Photo: AMH

questions of vocational education preparation, vocational education, continued vocational education and occupational re-training. Together the social partners develop the content of vocational education. With that, one of the core tasks of economic self-administration takes place in the committee.

An additional central organ of self-administration in the skilled crafts sector is the plenary meeting of the Chamber of Skilled Crafts. The panel is comprised of one-third workers and two-thirds employers. The members of the plenary meeting collectively elect the board and the president and vice-presidents. This “parliament” of the regional skilled crafts sector is involved in all important matters of the Chamber of Skilled Crafts, and issues provisions on vocational education. From 1979 to 2015 Klaus Nennhuber consistently belonged to the plenary meeting and, in addition to different committees, from 2005 to 2015 he was the Vice-President of the employers’ side of the Chamber of Skilled Crafts Frankfurt-Rhein-Main. Moreover, the Master Baker was already active in the former Chamber of Skilled Crafts of Darmstadt, which merged with the Frankfurt Chamber of Skilled Crafts in 1979 to form the new Chamber of Skilled Crafts Frankfurt-Rhein-Main. As a founding member, he actively accompanied the merger.

In addition to his extraordinary volunteer activities, Nennhuber runs a successful bakery in Groß-Zimmern near Darmstadt in the fourth generation. The bakery,

founded by his great-grandfather Johannes Poth in 1895, is located in the same place as when it was founded. At present he employs ten people on a permanent basis in the bakery and in sales.

For his diverse volunteering commitments and his extraordinary services on behalf of skilled crafts, on October 9, 2009 Master Baker Klaus Nennhuber was awarded the Cross of Merit on the ribbon of the Order of Merit of the Federal Republic of Germany in Groß-Zimmern. In 2008 he was awarded the Golden Badge of Honour of the Frankfurt-Rhein-Main Chamber of Skilled Crafts. Further, the baker was honoured for volunteering his time and effort from 1976 – 2013 to the Bäcker- und Konditoren-genossenschaft Süd-West (South-West Bakers and Confectioners Cooperative), for which he received the honour of the Raiffeisen-Schulze-Delitzsch Medal in 2013. 🌐



**Klaus Nennhuber**  
EINE FRAGE DER ÄHRE!



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## The social commitment of the Chamber of Skilled Crafts Frankfurt-Rhein-Main

# We take on responsibility

Beyond the extraordinary volunteer commitments and honorary positions filled by skilled crafts enterprises, the Chamber of Skilled Crafts Frankfurt-Rhein-Main also takes on diverse social responsibilities. Among other things, the Chamber's mission statement states: "We take on responsibility in society, support young people in the development of their professional future and support initiatives on the efficient usage of resources". It provides orientation for the daily action of the Chamber's employees, and the many diverse activities and projects of the Chamber are also shaped by this mission statement.

### Making an apprenticeship possible for young people – society's obligation

The dual system of vocational education contributes to covering the need for skilled workers in a manner tailored to suit those needs in Germany. Across Germany just about 371,000 young people were doing skilled crafts apprenticeships in 2015, approx. 25,200 of them in Hessen alone. In the area covered by the Chamber of Skilled Crafts Frankfurt-Rhein-Main, around 10,000 young people completed dual education in 2015. More than 1,600 young skilled craftsmen decide to further their personal education here each year. Of these, 900 alone acquire the title of Master Craftsman each year. The German Master Craftsman's certificate ensures high-quality apprenticeships for young people and moreover guarantees work done by quality skilled

craftsmen. The Master Craftsman's certificate also enables young skilled craftsmen to study at an institution of higher education without having done their Abitur (German matriculation exam).

Both a successfully completed dual vocational education and the passing of the Master Craftsman's exam form the basis for continued professional success. The dual system's high level of practical orientation ensures a smooth transition to the professional life. The combination of working at a company and attending vocational school enables a very practical orientation of the education of apprentices, which is directed at the actual demands of the industry and professional life. The practical side also offers young people with learning difficulties a successful start to their careers. The small-business structure in the skilled crafts sector ensures constant individual supervision. And the skilled crafts sector educates far more young people than necessary to cover its own needs. The apprenticeship quota in the skilled crafts sector, as measured by the total number of employed persons in skilled crafts in Germany, at just about 8% is more than twice as high as in the economy as a whole. In this manner, the high level of training by the skilled crafts sector makes a considerable contribution to ensu-

ring the existence of the next generation of workers in the overall German economy. This above-average contribution in the area of apprenticeships is owed to the extraordinary commitment to society and awareness of the entrepreneurs in the skilled crafts sector.

### National Alliance for Initial and Continuing Training

The skilled crafts sector is aware of this social responsibility and makes an effort to place every young person seeking an apprenticeship. Due to a rising number of young people studying at institutions of higher education and a declining number of school graduates, it is becoming harder and harder for skilled crafts establishments to find apprentices for their vacant apprenticeship positions. At the same time, many young people don't find an apprenticeship. In 2015 alone around 27,000 vacant apprenticeship positions were counted. In order to offer young people career perspectives and to fill vacancies in apprenticeships, the German Federation of Skilled Crafts has joined the Alliance for Initial and Continuing Training. This alliance strives to increase the significance and attractiveness of vocational education. An important objective, however, is a reduction in the number of young people without a school diploma and the supporting of young people interested in vocational education in achieving the earliest possible vocational qualification.

### Hessian Vocational Training Pact

As a member of the German Federation of Skilled Crafts, the Chamber of Skilled Crafts Frankfurt-Rhein-Main additionally participates in the vocational pact of the State of Hessen. The conjoint "Coalition for Vocational Education for 2015-2019" is supported by the industry, the unions, the municipal organisations, the Hessen regional directorate of the Federal Employment Office, and the Hessen State government. One of the objectives here is increasing the attractiveness of vocational education and enabling dual education for young people. For this, the Chamber of Skilled Crafts Frankfurt-Rhein-Main started a number of initiatives to place young people in apprenticeships. Plus there has been an abundance of successful measures being implemented for years already.

### European Alliance for Apprenticeships

The successful dual vocational education is internationally acknowledged. It is an extremely effective weapon in the battle against unemployment among young people. Having a qualification is the central prerequisite to ensure an appropriate income and the best protection against unemployment. This has been acknowledged in the meantime by the European Commission, which also wants to strengthen the dual vocational education system in Europe. To do so, the Commission established the European Alliance for Apprenticeships on July 7, 2013. The Alliance for Apprenticeships is meant to combine the efforts of the EU member countries, social partners, the industry and other stakeholders in the dual education sector. The goal is to establish high-quality vocational educational systems. The Chamber of Skilled Crafts Frankfurt-Rhein-Main was the second German chamber of skilled crafts to join the European Alliance for Apprenticeships in 2015. In a public declaration, it stated its commitment to disseminating professional information on the dual education system on European and international levels, and to improving the image of dual education. Moreover, interested stakeholders are advised in the execution and implementation of dual education. 🌐



Click here to go the European Alliance for Apprenticeships – the pledge of the Chamber of Skilled Crafts Frankfurt-Rhein-Main

<http://ec.europa.eu/social/main.jsp?catId=1149&langId=en&idPledge=133>



Click here for the video "Dual vocational training – That's the future"

<https://www.youtube.com/watch?v=mtBgiosPyE4>



## Selection of activities of the Chamber of Skilled Crafts Frankfurt-Rhein-Main as part of the apprenticeship alliances / the image communication

### Educational guidance

#### Brief information:

The educational advisors of the Chamber of Skilled Crafts Frankfurt-Rhein-Main inform and advise on all aspects of vocational training and retraining, and provide support in case of problems and conflict situations.

#### Objective:

- To provide individual guidance and advice for young people, parents, teachers and businesses on career paths in the skilled crafts sector
- To provide individual information all around the topic of dual vocational education
- To provide support in the transition between school and profession

### Coordination of 'Schools - Skilled Crafts 2.0' (Schule-Handwerk 2.0)

#### Brief information:

Shortly before completing their schooling, many young people have no real idea about their career opportunities, particularly the opportunities to work in the skilled crafts sector. This is where the project 'Schools – Skilled Crafts 2.0' comes in. As part of the cooperation with schools, the Chamber offers schools support in the career orientation of the pupils. For example, combined informational events, company tours and internships are organised.

#### Objective:

- To support and promote the career orientation of pupils
- To optimise the transition of pupils to vocational education and their profession
- To ensure the next generation of skilled workers and management in the skilled crafts sector

### Project yourPUSH – apprenticeship positions for those seeking re-orientation

#### Brief information:

Many students of institutions of higher learning already question their choice after their first semesters, wondering whether studying is the right thing for them and seeking alternatives. To be able to offer young talented people an alternative to studying at an institution of higher learning in one of the more than 130 skilled crafts professions, the Chamber of Skilled Crafts Frankfurt-Rhein-Main founded the project yourPUSH.

#### Objective:

- To advise those questioning their choice to study on the strength of career alternatives in the skilled crafts sector
- To optimise the transition of these students to vocational education and their profession
- To ensure the next generation of skilled workers and management in the skilled crafts sector

The project is being funded by the national initiative "JOBSTARTER plus – Training for the Future" of the Federal Ministry of Education and Research.



Gefördert als JOBSTARTER plus-Projekt aus Mitteln des Bundesministeriums für Bildung und Forschung und des Europäischen Sozialfonds.

### 'Apprenticeship Radar' (Lehrstellenradar)

#### Brief information:

On 'Apprenticeship Radar', interested young people and parents can obtain information on careers requiring vocational training and take a look at vacant apprenticeships/internships. 'Apprenticeship Radar' is available as an app for Android and iOS. The skilled crafts companies, chambers of skilled crafts and the German Federation of Skilled Crafts came together to offer this service: [www.lehrstellen-radar.de](http://www.lehrstellen-radar.de).

#### Objective:

- To inform young people on possible career paths in the skilled crafts sector
- To provide information on vacant apprenticeship positions in the region

### The German skilled craft sector's national image campaign

#### Brief information:

Fewer and fewer people have a correct and specific idea of the everyday work of a company in the skilled crafts sector. A national image campaign was initiated in order to change this. It is essentially about raising the positive image of this sector of industry and increasingly addressing young people, in order to boost the attractiveness of skilled crafts training. The image campaign has already caused a clear improvement in the emotional and positive perception in the broad population.

#### Objective:

- To increase the visibility of skilled crafts among the general public
- To portray the diversity of careers in the skilled crafts sector
- To increase the attractiveness of skilled crafts
- To win over young people to the dual education system
- To gain the next generation of people who will donate their time in honorary positions in the skilled crafts sector

WWW.HWK-RHEIN-MAIN.DE

Anna, Modistin

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## Working and learning in Europe – Mobility advice from the industry in Hessen

### Brief information:

Vocational training faces new challenges from the increasing internationalisation of the economy. In addition to professional and personal competence, acquiring foreign language skills and intercultural experiences are becoming more and more important during and after vocational training. Therefore, the Hessian economy's mobility advising supports vocational trainees and companies in placing young people in internships abroad or also foreign trainees. Moreover, courses in intercultural competence are offered at vocational schools.

### Objective:

- To promote intercultural competence with stays abroad and exchanges in foreign countries in Europe (European agreement)
- To increase the chances for trainees in the labour market
- To increase the attractiveness of companies
- To make a contribution to European collaboration

Financed by funds from the Hessian Ministry of Economics, Energy, Transport and Regional Development and the European Union's European Social Fund



Beyond the projects that have been described, the Chamber of Skilled Crafts Frankfurt-Rhein-Main supports a multitude of additional projects to place young people in dual education vacancies. For example, there are cooperations with additional regional and local organisations, plus informational events, vocational training fairs and open days are also held regularly.



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## Providing a safe place, taking on social responsibility for refugees – the skilled crafts sector in the era of the refugee crisis

Hundreds of thousands of people have been given asylum in Germany in recent weeks and months. In 2016 as well, hundreds of thousands more will likely come to Germany seeking safety from war, displacement and political persecution. Many of these people will stay here for a longer time or forever. In this situation it is also a social responsibility of the skilled crafts sector to make an active contribution to solving the current crisis situation. Officially recognised victims of persecution who remain in Germany must be placed in schools, trainee positions and employment as quickly as possible. That is the best way to ensure lasting integration and a quick end to receiving public assistance. In addition to the diverse initiatives and the overwhelming support of the regional skilled crafts companies, the Chamber of Skilled Crafts Frankfurt-Rhein-Main also tries to do justice to its social responsibility. The President of the Chamber of Skilled Crafts Frankfurt-Rhein-Main and the Hessian Skilled Crafts Association, Bernd Ehinger, also took the chair of the “Labour Market Working Group” as part of the Hessian convention on asylum (Hessischer Asylkonvent). Within the convention on asylum, more than fifty representatives from the political arena and our society discuss the development of measures on the current refugee situation. The goal of the “Labour Market Working Group” is to improve the integration of refugees in the labour market.

### Project: PAuL – Work and quality of life perspectives

For this purpose, the Chamber of Skilled Crafts Frankfurt-Rhein-Main has started a number of projects. The goal of the project “PAuL - work and quality of life perspectives” of the Chamber and its project partner, the District of Bergstraße (Landkreis Bergstraße), is the integration of refugees in the labour market. The central element here is learning the German language. The participants of project PAuL are taken care of by trainers, social educators and teaching staff in the vocational training centre of the Chamber of Skilled Crafts in Bensheim five days a week from 8 am to 3 pm. The programme focuses on four areas: getting to know everyday work life, learning practical skilled crafts abilities, company processes and exercising language competence relevant for everyday life. The professional competence is primarily taught in the areas of colour and interior design, construction, wood and metal.

The project PAuL takes place in cooperation with the Bergstraße District and the Hessian Ministry for Social Affairs and Integration, and is financed by the European Social Fund.



KREIS BERGSTRASSE



Hessisches Ministerium  
für Soziales und Integration

## Project: Skilled crafts perspectives

A project funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and carried out by the Chamber of Skilled Crafts Frankfurt-Rhein-Main in cooperation with the Lernportal association and the Wilhelm-Merton-Schule Frankfurt endeavours to offer young refugees long-term professional perspectives in the Rhein-Main region. The different capabilities of the partner organisations have been combined for this purpose. The Wilhelm-Merton-Schule in Frankfurt teaches pilot groups of refugees in what are called 'InteA-Klassen' and helps them acquire the knowledge necessary to obtain a German Hauptschule degree. The concept of the InteA-Klassen is specifically directed at refugee children, immigrants and ethnic German repatriates with a starting age of 16 or older. The focus of the classes is on language instruction and is possible for up to two years. Following this, the Chamber of Skilled Crafts Frankfurt-Rhein-Main provides the young people with contacts to companies tailored to them. During the entire time period the young people are accompanied socially and educa-

tionally by cooperation partner "Lernportal". Among other things, Lernportal's multi-ethnic staff have pertinent experience in coping with trauma. The goal of the project is the transition to regular vocational education in a skilled crafts enterprise or repatriation to their country of origin with job-related assistance on-site. 

Financed by funds from the German Federal Ministry for Economic Cooperation and Development



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## Offering Spanish young people career perspectives – the Spain Project of the Chamber of Skilled Crafts Frankfurt-Rhein-Main

In the course of the economic and financial crisis, unemployment among young people in Spain reached a level of more than 50%. In order to offer young Spaniards perspectives, in November 2012 the State of Hessen (DE) and the Autonomous Community of Madrid (ES) signed a cooperation agreement in the area of the labour and vocational training market. As part of the cooperation agreement, the Chamber of Skilled Crafts Frankfurt-Rhein-Main makes it possible for young Spaniards to participate in dual vocational education in the professions of plant mechanic, electronics technician and roofer. The practical dual apprenticeship training course provides the young people

with a multitude of career perspectives both in Spain and Germany. After 3 or 3.5 years, they will be awarded a state-approved training qualification, the so-called "Gesellenbrief". The young Spaniards will receive constant professional and social support from staff at the Chamber of Skilled Crafts Frankfurt-Rhein-Main during the project. The goal is the best-possible integration of the young people into companies and society.

After participating in informational events, application interviews and German classes in Madrid and a work placement in Frankfurt with their future employers in April 2013, 43 young Spaniards came to Frankfurt in late August 2013. The first two weeks served



Photo: © panthermedia.net/Detlef

as orientation and for handling the most important formalities. On September 1, 2013 the apprenticeship training began for all participants.

During their entire apprenticeship-training course, German and Spanish trainees complete a rotation of practical phases at the company, industry-wide training courses and blocks of vocational school sessions together. The Spanish trainees attend evening German courses twice a week. Staff constantly provide the young people with social and educational support and offer assistance in case of any problems. The project is listed as a best practice on the European Commission's European Website on Integration.

The project is being financed by funds provided by the Hessian Ministry of Economics, Transport and Regional Development and the European Social Fund. Funding of the language courses, financial support to ensure the living expenses are covered in Germany and two flights a year to their home country come from the Mobi-Pro-EU programme run by the German Federal Ministry of Labour and Social Affairs. 🌐



Best practice on the EU Commission's Website on Integration

<https://ec.europa.eu/migrant-integration/intpract/collaborative-training-for-young-spaniards-in-the-crafts-trade-in-hesse>



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Financed from funds provided by the Hessian Ministry of Economics, Transport and Regional Development and the European Union's European Social Fund.



## A new home in Hessen – the Welcome Centre of Hessen

The mobility of European and international workers has increased enormously in the past years. The reasons for leaving one's home are diverse and differ greatly. Independent of nationality, all of the people who have decided to make the Rhine-Main region their new home are faced with similar problems – finding their way in completely new surroundings.

In order to help these new residents of Hessen, the Welcome Centre of Hessen was established in July of 2013 as the central point of contact and help desk for Hessen. The joint project of the state and the Hessen regional directorate of the Federal Employment Office / Frankfurt am Main Employment Office, in cooperation with the Chamber of Skilled Crafts Frankfurt Rhein-Main, endeavours to make getting a start in Hessen easier for people who are arriving.

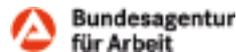
The point of contact equally serves new international residents and employers interested in hiring international qualified specialists. Qualified specialists seeking advice are advised on a case-by-case basis on issues surrounding their new place of residence, the job search and starting work, among other things. The

consultations take place in German, English, Spanish or Arabic, as needed. The advisors inform incoming new residents on the recognition of foreign degrees and certificates, and provide support in the development of job application documents. If needed, the new residents are also placed in welcome and integration classes and assistance is provided in the search for work. Should problems arise on an individual basis, assistance is provided here as well at any time. Companies in Hessen's industry, moreover, receive targeted information on the possibilities of employing an international qualified specialist. 🌐



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Internet: [www.welcomecenterhessen.com](http://www.welcomecenterhessen.com)

A joint project of the Hessian Ministry for Social Affairs and Integration and the Hessen regional directorate of the Federal Employment Office / Frankfurt am Main Employment Office in cooperation with the Chamber of Skilled Crafts Frankfurt-Rhein-Main.



## Taking on global responsibility – development cooperation in the skilled crafts sector

In recent years, a global awareness has developed of the fact that vocational training is a central key to fighting poverty and safeguarding financial and social independence. Thus vocational training is attributed with increasing importance in the international development cooperation community. For many years now, the Chamber of Skilled Crafts Frankfurt-Rhein-Main has already been supporting other European member countries and developing countries in creating dual education structures.

The direct contact at the Chamber for the companies is the 'Development Cooperation Scout' (EZ-Scout). He is the direct contact for all projects of development cooperation with emerging markets. As the liaison of the German Federal Ministry for Economic Cooperation and Development (BMZ), he advises regional skilled crafts companies on site on all issues having to do with the topic of development work. As an advisor, he accompanies the enterprises from concept development to application submission to the implementation of the investment project. Further, he also provides guidance on the conditions of aid programmes and access to international and local networks. In doing so, he is in direct contact with the BMZ and other German development cooperation institutes, such as the Kreditanstalt für Wiederaufbau (KfW Group) or the Gesellschaft für Internationale Zusammenarbeit (German Agency for International Cooperation).

In addition to advising skilled crafts enterprises, the Chamber of Skilled Crafts Frankfurt-Rhein-Main is active in diverse projects in international cooperation. The Chamber is currently involved in projects in Morocco, Zambia and Kenya.

### Morocco

The Chamber of Skilled Crafts in Fès-Boulemane, Morocco has already been working successfully with the

Chamber of Skilled Crafts Frankfurt-Rhein-Main since 1986. The focus of the vocational training partnership is on training the trainers and conducting continuing education for skilled craftsmen in the areas of automobile technology, energy management and solar technology. Together with its project partners, the Chamber of Skilled Crafts Frankfurt-Rhein-Main implemented impact monitoring and evaluation systems that regularly check the status and course of the vocational training projects, ensuring the continued success of the partnership.

### Zambia

Since 2012 the Chamber of Skilled Crafts Frankfurt-Rhein-Main has continuously maintained a chamber and association partnership project with the Zambia Chamber of Commerce and Industry (ZACCI). Together the private sector is to be sustainably strengthened and fragmentation counteracted. The improvement to the business and investment climate is the focus here. The Chamber of Skilled Crafts Frankfurt-Rhein-Main supports the Zambian chamber in developing internal/ external communications strategies and acquiring new members. For example, the chamber's own "ZACCI Journal" was revised and with it the financial situation of the chamber was improved. At the same time, members are provided with relevant information to a stronger degree than before.

### Kenya

Kenya possesses great economic potential, which could not yet be fully utilised due to a lack of specialists. Therefore the Chamber of Skilled Crafts Frankfurt-Rhein-Main, together with the Chamber of Commerce Gießen-Friedberg, has maintained a vocational training partnership with Kenyan associations and vocational training facilities since 2015. The partners

include the Kenya Private Sector Alliance (KEPSA), the Kenya Association of Manufacturers (KAM) and the Kenya Association of Technical Training Institutions (KATTI). The goal is to establish vocational training in pilot projects in selected trades using the dual system as a role model. As part of the project, first a knowledge management system is to be created in the form of a database with already existing providers and possibilities of vocational training in Kenya. Moreover, curricula are to be developed, trainers trained and vocational training carried out as an example for selected occupational profiles.

In addition to the projects already mentioned, in November 2012 the Chamber of Skilled Crafts Frankfurt-Rhein-Main signed a mutual cooperation contract together with the State of Hessen (DE) and the Autonomous Region of Madrid (ES). The goal is the improved cooperation in the employment and training market. The Chamber of Skilled Crafts Frankfurt-Rhein-Main, moreover, joined the European Alliance for Apprenticeships. 🌐



**Chamber of Skilled Crafts Frankfurt-Rhein-Main**

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## School on Saturdays for gifted skilled craftsmen – encouraging committed young skilled craftsmen

In 1816 the citizens of Frankfurt founded the Polytechnische Gesellschaft Foundation. In addition to businesspeople, grammar school teachers, architects and booksellers, the founding members also included skilled craftsmen. The goal of advancing education, technology, science and trade in the city was what brought them together. 26-year-old educator and mathematician Adolph Diesterweg was among the founding members. The idea of a free “Sunday school for skilled craftsmen” is thanks to him. The Sunday school was to supplement the skilled crafts apprenticeship, in order to give the many journeymen immigrating to Frankfurt a broad general education “as a gift from the free city”. 190 years later, the Polytechnische Gesellschaft Foundation and the Chamber of Skilled Crafts Frankfurt-Rhein-Main brought the basic idea of working together across trades back to life and adjusted it to the demands placed on an innovative, modern skilled crafts sector.

The Saturday school for gifted craftsmen is directed at the best journeypersons in their final year of training from all trades from the past three years. Each year, ten to fifteen committed young people who live or work in Frankfurt am Main are invited into the programme as scholarship holders. The intention of the Saturday school is to introduce the skilled craftsmen to their leadership abilities. The scholarship holders learn fundamental key competences and increase their awareness of current developments in skilled crafts. At the same time, what it means to take responsibility for yourself, for your employees, for the industry and thus also for society is communicated to them. The participants are also encouraged to obtain their Master Craftsman’s certificate and later build up and run their own company. The Saturday students complete an intense and compact seminar programme between April and December. The Saturday school

is comprised of six one- to two-day events. In addition to the seminars, the young skilled craftsmen have personal talks with successful people from the skilled crafts sector. These expert discussions offer the opportunity to exchange ideas and help them profit from the many years of experience of the skilled crafts mentors.

The participants of the “Saturday school for gifted skilled craftsmen” are selected by the Chamber of Skilled Crafts Frankfurt-Rhein-Main, which is also responsible for the coordination of the project. The costs for the programme are borne by the Polytechnische Gesellschaft Foundation. 🌐



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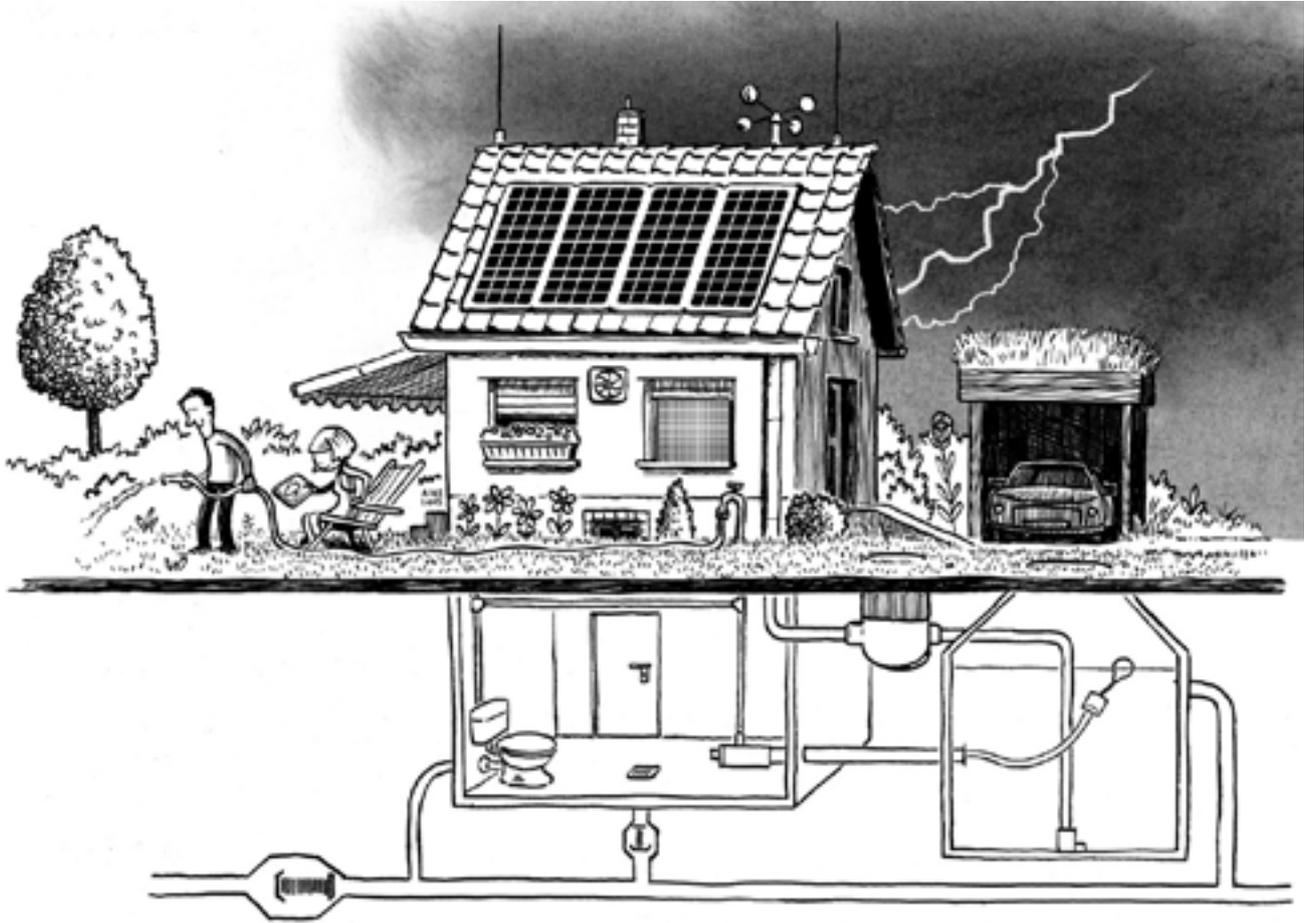
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## Climate-resistant planning and building – reducing the impact of climate change



Be it in the region covered by the Chamber of Skilled Crafts Frankfurt-Rhein-Main or Germany as a whole: People are already experiencing the direct impact of climate change, in the form of rising temperatures or the occurrence of extreme weather events like severe storms and flooding, for example. Many people are not yet prepared for these changes, which will certainly intensify. The climate change will bring about hotter summers and damper winters in Germany. The number of severe storms will increase, with wind, heavy rains, hail and the resulting floods. The impact on existing buildings and their residents will differ depending on their location and robustness. This is where the Chamber of Skilled Crafts Frankfurt-Rhein-Main's concept KLARO comes in.

In collaboration with specialist associations and experts, the Chamber of Skilled Crafts Frankfurt-Rhein-

Main is developing, among other things, offers of continuing education for the more than a thousand business consultants of the German skilled crafts sector. In the specially conceived three-day training sessions, the consultants learn about the regional impacts climate change has on companies and their customers, among other things. Further, they are provided with damage-related and trade-specific instructions and examples on how existing buildings can be protected against climate changes. Legal liability and labour law issues are also addressed as part of the continuing education session, for example the fact that employees working at construction sites are to be protected against strong sun exposure.

After completing the training, the consultants are meant to act as multipliers in the skilled crafts companies. The goal is to sensitise the skilled crafts companies to

adjustment to the climate and the topics surrounding “climate-resistant planning and building” and to increase the skilled crafts competences/ abilities. For skilled crafts workers in construction in particular, the challenges of climate-resistant and climate-friendly construction lie in new materials and techniques. At the same time, the work processes must be adapted to the changed techniques and environmental circumstances.

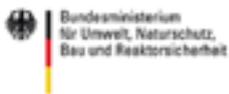
Home-owners and society profit equally from these measures. Already at present in some regions it is only possible to insure against natural hazards to a limited extent without undertaking preventative measures. Society’s costs also drop due to these measures. With the corresponding precautionary measures, the risk of damage in case of an extreme weather situation even can be clearly minimised, lowering macroeconomic

costs as well. Further, a contribution is made to achieving climate protection goals as a task in society as a whole, since most of the measures of climate protection and adaptation can be done in a compatible manner.

In addition to conceiving the continuing education and the corresponding course materials, the project also wants to sensitise the broader public to the topic of climate change and the consequences thereof. Therefore the Chamber of Skilled Crafts Frankfurt-Rhein-Main has had a short film made on the low-threshold sensitisation and an extensive guide in collaboration with the specialist organisations. The film and the guide have been made available to third parties without restriction and free of charge on the internet for usage as they see fit. These products could, for example, also be used by guilds, local trade associations and communities for the purpose of sensitisation. 🌐

Funding information: “Project Klaro – Climate-resistant planning and building – reducing the impact of climate change – a continuing education concept for consultants of skilled crafts organisations” (1.4.2015-30.4.2016) is sponsored by the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety as part of the German Strategy for Adaptation to Climate Change (Project FKZ 03DAS04). The Jülich Research Centre, Berlin is the organisation responsible for the project’s execution.

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[Click here to go the website](http://www.klaro-klimarobustbauen.de/de)

“Climate-resistant planning and building”

<http://www.klaro-klimarobustbauen.de/de>



[Click here for the explanatory video](https://youtu.be/hSaSV6sroXw)

“Climate-resistant planning and building”

<https://youtu.be/hSaSV6sroXw>



## Information for skilled crafts companies

# Talking about social and ecological commitment

Three good reasons why skilled craftsmen should become involved with corporate social responsibility

**Anyone who donates their time to social or ecological issues ...**

**... makes a contribution to a better social co-existence.**

Many customers, business partners, suppliers and employees value this effort. This topic also plays an increasingly important role in winning over new employees. The recognition within society grows; the status of the company is enhanced. Not least, this also entails economic success.

**... distinguishes themselves from their competitors and creates USPs.**

Climate change, the scarcity of raw materials and an ever-increasing ecological awareness and sense of responsibility among customers, business partners and suppliers lead to changed economic conditions. Complex topics like environmental protection, conservation of resources, CO<sub>2</sub> emission reduction and corporate social responsibility consistently gain in importance. Any skilled crafts company that positions themselves within the market early on can develop unique selling propositions and ensure competitive advantages over their competition.

**... improves their work climate and contributes to the motivation of their employees.**

Motivated and productive employees are the basic prerequisite for a company's success. Corporate social responsibility can contribute to this. When a sense of community is experienced within and outside of the company, this inevitably also has a positive influence on the work climate. Good and sustainable company management also motivates the employees to act in the same manner. At the same time, CSR can also play a decisive role in winning over new employees, especially since new networks of people can be developed via corresponding activities.

## Seven suggestions for implementing CSR in companies

### Get informed

Very few skilled craftsmen have heard of the concept of corporate social responsibility at present. What the term entails is only known in rare cases. Further, the term is usually associated with major, internationally operating companies and groups. Thus it is necessary to first get involved with the term and the concept it represents. This brochure communicates a general impression all around the topic of CSR in the skilled crafts sector and makes it possible to get started with the topic. Moreover, in the following chapter, “Background information on the topic of CSR”, you will find a detailed compilation of extensive information that permits widespread involvement with the term CSR and the concept behind it, plus you can utilise existing offers like guides, websites, literature and central points of contact.

### Identify existing activities

Skilled craftsmen are rarely aware of their company’s social or ecological activities. Many companies unknowingly implement CSR principles in their actions. Thus it is first necessary to take stock of company activities. CSR activities appear in the most different facets. The following questions offer starting points for identifying activities:

- Does the company offer apprenticeship positions?
- Are employees or management active in skilled crafts organisations, in the guilds, in district skilled crafts associations or in the Chamber of Skilled Crafts, for example?
- Are employees or members of management active as volunteers or in honorary positions in any way (clubs, fire company, Federal Agency for Technical Relief, etc.)?
- Does the company support clubs, associations, NGOs, food banks or other volunteer projects and initiatives, etc. financially or by providing materials?
- Does the company use environmentally sustainable products and/or production methods?

- Are members of management or employees involved in political, union-related and/or other forms of social commitments?

### Publicize your CSR activities

Entrepreneurs rarely talk about their extraordinary commitment to society and the environment. Only a few customers, business partners and suppliers know of the diverse CSR activities. So talk to your customers and business partners about your involvement or your efforts for a sustainable society. Advertise your activities on your website, Facebook, Twitter and YouTube. Report on your activities at regular intervals. Moreover, many organisations, ministries and foundations award good entrepreneurial actions with prizes and honours. Participate in corresponding competitions and market the awards effectively in your public relations. On the one hand, this raises the degree of awareness of the company and on the other hand, you verify your extraordinary commitment. In the chapter “Competitions and awards in CSR”, we have compiled a corresponding selection of prizes, awards and competitions. An additional possibility to raise the degree of awareness of your company is by cooperating with charitable organisations and facilities. Working together with similar-minded companies may also be a sensible step.

### Get your employees involved

The topic of CSR is not least very dependent on the credibility of the commitment. Customers, business partners, suppliers and employees have to feel that your commitment is serious and is not done in a token manner. Hypocrisy in the area of CSR can especially lead to a negative company image in a digitally linked world. Many companies around the globe have already had this experience, so be sure to avoid this mistake. Include your employees early on in your considerations surrounding the topic of CSR. At the end

of the day, CSR must be demonstrated in all areas of the company, especially since employees are often in direct contact with customers, business partners and suppliers. CSR is always teamwork.

### Include your CSR activities in everyday life

A CSR strategy should not be implemented separately from the regular company processes, but instead integrated in the internal processes. It is helpful if you first envision the different groups you want to reach with the CSR activities.

- Do you primarily want to reach your customers, business partners or suppliers?
- Who profits from your activities and from your actions?
- How have you communicated your activities to date? How do you want to communicate your commitment in the future?
- What do you want to achieve in the future?
- What specifically can you do as a company?

Conduct a targeted search for your key aspects and set realistic, verifiable goals and measures. In doing so, the CSR activities should be directed at or supplement the corporate goals where possible. For example, if you use environmentally sustainable production methods or materials, integrate them in the regular production methods. Reconcile your advertising measures with the environmentally sustainable products and services. When you carry out services for a customer, make it your standard to talk about your commitment. In this way you can increase the perception of your company and strengthen the company's profile with little effort.

### Exchange ideas and experiences with others

Even if the topic of CSR is new and unfamiliar for many entrepreneurs, companies of the most different sizes have been dealing with this topic for many years. Utilise this treasure trove of experience and exchange ideas and thoughts with other entrepreneurs. Approach the topic with colleagues and talk about possibilities and implementation strategies. This exchange

can also contribute to initial mistakes being avoided. The formation of smaller networks can support your personal CSR activities.

### Every company is different

Social commitments, just like environmentally sustainable corporate governance, are extremely diverse and differ greatly. There is something special in this variety, since through this the commitments and the impact possibilities of companies vary significantly. In this way, companies have the chance to become involved in the most different areas and regions. It is necessary to preserve and to protect this variety. There is no one perfect way to do CSR and above all no standardised solutions. Your imagination has no limits. 🌟



Working in guilds, specialist associations and district craft associations offers a good opportunity to exchange ideas and thoughts with other skilled craftsmen and entrepreneurs. Further possibilities for exchanging experiences and ideas are offered, for example, by the Unternehmerfrauen im Handwerk e.V. (Entrepreneurial Women in Skilled Crafts) or the Handwerksjunioren (Junior Skilled Craftsmen).

# Background information

The following websites make it possible to begin and intensify involvement with the topic of CSR. The overview gives an excerpt of the available information, websites, networks, etc.

## Website CSR in Germany

The German Federal Government's central website on the topic of CSR. Here the Federal Ministry of Labour and Social Affairs has provided a good and easy chance to become acquainted with the topic. Further, you can obtain information on the Federal Government's CSR Award.



**Federal Ministry of Labour and Social Affairs**  
Wilhelmstraße 49  
10117 Berlin  
Phone: +49 (30) 18 52 70  
Telefax: +49 (30) 18 52 71 830  
Email: [info@csr.bund.de](mailto:info@csr.bund.de)  
<https://www.csr-in-deutschland.de/>



## Website CSR Germany

The internet portal of the four umbrella organisations of the German economy – BDA (Confederation of German Employers' Associations), BDI (Confederation of German Industry), DIHK (The Association of German Chambers of Commerce and Industry) and ZDH (The German Confederation of Skilled Crafts) – comprehensively shows the social commitment of companies, creates a network and supports the exchange of experiences. There is a multitude of extensive information here.



**German Confederation of Skilled Crafts**  
Mohrenstraße 20/21  
10117 Berlin  
Phone: +49 (30) 20 61 90  
Email: [info@zdh.de](mailto:info@zdh.de)  
<http://www.csrgermany.de>



## Website of the Hessen State Government “Gemeinsam-Aktiv”

Several years ago the Hessen State Government created the volunteer campaign “Gemeinsam Aktiv” (Active Together). On this page you can find a variety of information all about the topic of volunteering and commitment to communities in Hessen.



### National volunteer campaign “Gemeinsam Aktiv” (Active Together)

Konradinallee 9  
65189 Wiesbaden  
Mr Rindsfüsser  
Phone: +49(611) 95 01 78 647  
Telefax: +49 (611) 95 01 75 86 47  
Email: [oliver.rindsfuesser@hessen-agentur.de](mailto:oliver.rindsfuesser@hessen-agentur.de)  
<http://www.gemeinsam-aktiv.de/>



## Hessen’s sustainability strategy

In the year 2008 the Hessen State Government brought “Sustainability in Hessen” into being. The goal: maintaining Hessen’s good quality of life, diverse landscape and strong economic power for future generations as well. The website provides information all around the topic.



### Hessian Ministry of the Environment, Climate Protection, Agriculture and Consumer Protection

Mainzer Straße 80  
65189 Wiesbaden  
Phone: +49 (611) 81 51 120  
Telefax: +49 (611) 32 71 81 947  
Email: [geschaeftsstelle@hessen-nachhaltig.de](mailto:geschaeftsstelle@hessen-nachhaltig.de)  
<https://www.hessen-nachhaltig.de/>



## Responsibility in the skilled crafts sector

The project “Responsibility in the Skilled Crafts Sector” is financed by the Bundesarbeitskreis ARBEIT UND LEBEN e.V. (National Work & Life Working Group), the General German Trade Union Confederation and its educational organisation, the DGB Bildungswerk. The goal is to increase volunteering in the skilled crafts sector. The website provides extensive information all around the topic of volunteering and honorary positions in the skilled crafts sector.



### Bundesarbeitskreis ARBEIT UND LEBEN e.V.

Robertstraße 5a  
42107 Wuppertal  
Mrs Schnier  
Phone: +49 (202) 97 40 419  
Email: [schnier@arbeitundleben.de](mailto:schnier@arbeitundleben.de)  
<http://www.verantwortung-im-handwerk.de/>



## Website CSR Europe

CSR Europe is a leading European network for responsible corporate governance. In addition to multinational companies, its members also include national partner organisations. The network wants to advance the exchange of best practices, and provides very general information on CSR.



### CSR Europe

Rue Victor Oudart 7  
B-1030 Brussels  
Phone: +32 (2) 54 11 610  
Telefax: +32 (2) 50 28 458  
<http://www.csreurope.org/>



## Responsible corporate governance/ UPJ Association

The “Responsible Corporate Governance” campaign is sponsored by the association „Unternehmen: Partner der Jugend e.V.” (UPJ – Companies: Partners of Youth), an alliance of well-known companies and associations. Its goal is to win over companies for a good cause. To do so, examples, information, guides and contact networks are made available to small and medium-sized enterprises.



### UPJ e.V.

Peter Kromminga  
Brunnenstr. 181  
10119 Berlin  
Phone: +49 (30) 27 87 40 60  
Telefax: +49 (30) 27 87 40 619  
Email: [info@upj.de](mailto:info@upj.de)  
<http://www.verantwortliche-unternehmensfuehrung.de>  
<http://www.upj.de>



## Responsible entrepreneurship – a practical guide for small businesses

This guide was developed with the German Confederation of Skilled Crafts (ZDH) and several chambers of skilled crafts as part of a European CSR project. The importance of CSR for a company’s success is illustrated in several case studies. At the same time, tips are given for implementing CSR in the corporate strategy.



### Confederation of Skilled Crafts

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<https://www.zdh.de/themen/arbeitsmarkt-tarifpolitik/initiativen-und-csr.html>  
[http://www.verantwortliche-unternehmensfuehrung.de/am\\_download.php?assetId=115273](http://www.verantwortliche-unternehmensfuehrung.de/am_download.php?assetId=115273)



## NORMAPME User Guide for European SMEs on ISO 26000 Guidance on Social Responsibility

In collaboration with the German Confederation of Skilled Crafts (ZDH), NORMAPME, the European Office of Crafts, Trades and Small and Medium sized Enterprises for Standardisation, developed a brief guide on “ISO 26000 – Guidance on social responsibility”. These usage instructions offer a good place to start using ISO 26000.



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[https://www.zdh.de/fileadmin/user\\_upload/themen/Sozial-und-Tarifpolitik/Rundschreiben\\_2011/rs8311\\_User-guideISO26000.pdf](https://www.zdh.de/fileadmin/user_upload/themen/Sozial-und-Tarifpolitik/Rundschreiben_2011/rs8311_User-guideISO26000.pdf)



WWW.HWK-RHEIN-MAIN.DE

Martin, Tischler

**Erstes Gehalt mit 29?**

**Ich hab was Besseres vor.**

Finde den passenden Beruf für Dich auf [handwerk.de](http://handwerk.de)

**DAS HANDBWERK**  
DIE WIRTSCHAFTSMACHT. VON NEBENAN.

# Competitions and awards

The following overview gives a general impression of the variety and diversity of distinctions and honours awarded for social and ecological commitments. The list is by no means exhaustive.

## The Federal Government's CSR Award

With the Federal Government's CSR Award, it distinguishes exemplary and innovative companies that have set out to structure their entire business operations in a low-impact manner socially, ecologically and economically.



**Federal Government's CSR Award**  
c/o Johanssen + Kretschmer  
Strategische Kommunikation GmbH  
Mrs Nigbur  
Phone: +49 (30) 52 00 05 775  
Email: [info@csr-preis-bund.de](mailto:info@csr-preis-bund.de)  
<http://www.csr-preis-bund.de>



## The National German Sustainability Award

The National German Sustainability Award is the national award for excellence in sustainability in industry, in communities and in the research sector. Since 2008, this award has been presented annually by the German Sustainability Award Foundation in cooperation with the Federal Government, community organisations, business associations, civic organisations and research facilities. The honouring of exemplary stakeholders and projects is meant to support the change towards a sustainable society. It shows how "Sustainability, Made in Germany" is able to successfully meet the challenges of sustainability and simultaneously open up competitive opportunities.



**National German Sustainability Award foundation**  
Neuer Zollhof 3  
40221 Düsseldorf  
Phone: +49 (211) 55 04 55 10  
Telefax: +49 (211) 55 04 55 05  
Email: [buero@nachhaltigkeitspreis.de](mailto:buero@nachhaltigkeitspreis.de)  
<https://www.nachhaltigkeitspreis.de/>



## Company award for a better welcoming culture from the Federal Ministry for Economic Affairs and Energy

The competition „Diversity. Growth. Prosperity. Company Prize“ honours companies that have particularly excelled at winning over and integrating international skilled professionals and have made a contribution to the welcoming culture in their companies and in Germany. The award is presented by the Federal Ministry for Economic Affairs and Energy.



### German Federal Ministry for Economic Affairs and Energy

Scharnhorststr. 34-37

10115 Berlin

Phone: +49 (30) 18 61 56 141

Telefax: +49 (30) 18 61 55 208

Email: [willkommenskultur@bmwi.bund.de](mailto:willkommenskultur@bmwi.bund.de)

<http://www.bmwi.de/DE/Service/wettbewerbe,did=493598.html>



## Competition “My good example”

Once a year, the Bertelsmann Foundation and the association “Companies for the Region” present the company award “My good example”. The award is given in different categories and also directly focuses on skilled crafts enterprises.



### Companies for the Region e.V.

Tina Weber

Leipziger Straße 124

10117 Berlin

Phone: +49 (30) 31 98 70 50 53

Telefax: +49 (30) 31 98 70 50 50

Email: [tina.weber@ufdr.de](mailto:tina.weber@ufdr.de)

<http://mein-gutes-beispiel.de/>



## Committed Companies of Hessen

Numerous companies matter-of-factly make a commitment to being good citizens in Hessen. As part of Hessen’s volunteerism campaign “Gemeinsam Aktiv” (Active Together), every month the Hessen State Government distinguishes the “Company of the Month”.



### State Chancellery Hessen

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<http://www.engagiertes-unternehmen.de>



## Hessen Integration Award

To support the volunteer commitments of countless residents who make an effort on behalf of the integration of people with an immigration background, the Hessen State Government announced the Hessen Integration Award. It is accompanied by prize money in the amount of 20,000 Euro and awarded on an annual basis.



### Hessian Ministry for Social Affairs and Integration

Viola Kron  
 Dostojewskistraße 4  
 65187 Wiesbaden  
 Phone: +49 (611) 81 73 302  
 Telefax: +49 (611) 32 71 93 302  
 Email: [integration@hsm.hessen.de](mailto:integration@hsm.hessen.de)  
<http://www.integrationskompass.de>



## Hessen state award for exemplary efforts to offer employment to and integration of severely disabled people

Suggestions and applications for the Hessen state award for exemplary efforts to offer employment to and integration of severely disabled people can be submitted each year by the 30th of June that year to the Hessian Ministry for Social Affairs and Integration. In addition to a monetary award of 3,000 Euro, the honouree receives a certificate of recognition and the right to publicly mention the award for three years in customer notifications and advertising, for example.



### Hessian Ministry for Social Affairs and Integration

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 Dostojewskistraße 4  
 65187 Wiesbaden  
 Phone: +49 (611) 81 73 212  
 Telefax: +49 (611) 32 71 93 212  
 Email: [landespreis-beschaefigung@hsm.hessen.de](mailto:landespreis-beschaefigung@hsm.hessen.de)  
<https://soziales.hessen.de/>



## Certificate of Honour of the State of Hessen – appreciation for many years of voluntary activity

The Certificate of Honour of the State of Hessen is an award given by the Minister President of Hessen, which is presented for special honorary activity in the area of democratic, social or cultural contributions to society. Since 1998, the heads of the district authorities or the mayors in whose area the parties to be honoured reside decide on the honourees awarded of a Certificate of Honour.



### State Chancellery Hessen

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## Georg August Zinn Medal

The Georg August Zinn Medal has been awarded by the Minister President of Hessen for “services on behalf of the State of Hesse” at irregular intervals as part of a ceremonial act since 1997. It can be awarded to both people and institutions for doing a great service in the advancement of public interests, particularly culture, art, science, education, the environment, social issues or sport.



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