Guilds have a long history.

Historically, guilds were professional or trade associations bonded by their shared interests in various types of work. Guilds emerged around the 9th century in medieval Europe and became prominent by the 12th to 16th centuries. Merchant guilds and craft guilds made up the main types. Merchant guilds controlled trade, regulated prices, and protected members from outside competition, often holding significant political power. Craft guilds, composed of artisans like blacksmiths and weavers, ensured high standards through structured training programs for apprentices, journeymen, and masters. Both types of guilds provided mutual support, maintained quality control, and influenced local governments.

In modern contexts, the concept of guilds persists in various forms. Trade unions, professional associations, and craft organizations continue the legacy of mutual aid, professional standards, and economic regulation. Additionally, new types of guilds have emerged, such as gaming guilds in online gaming communities and writers' or artists' guilds that protect creators' rights and promote their work. The historical influence of guilds is evident in today's professional and trade organizations, reflecting their enduring role in shaping economic and social structures.

The WPC Team selected this word as a fitting way to support people who want to rethink, or "re/worth" worthy work.