



Study on a European Policy for Craftsmanship

12 June 2024

Topics

1. Context and aim of the study
2. Methodology
3. 10 best practices
4. Priorities for craftsmanship
5. Recommendations for a policy on craftsmanship
6. Conclusion

1. Context and aim of the study

Context and aim

Situation



The craft sector in Europe offers many future-oriented opportunities. However, we lack a European framework regarding crafts



Core



Identifying actions and policies that can be taken on European level

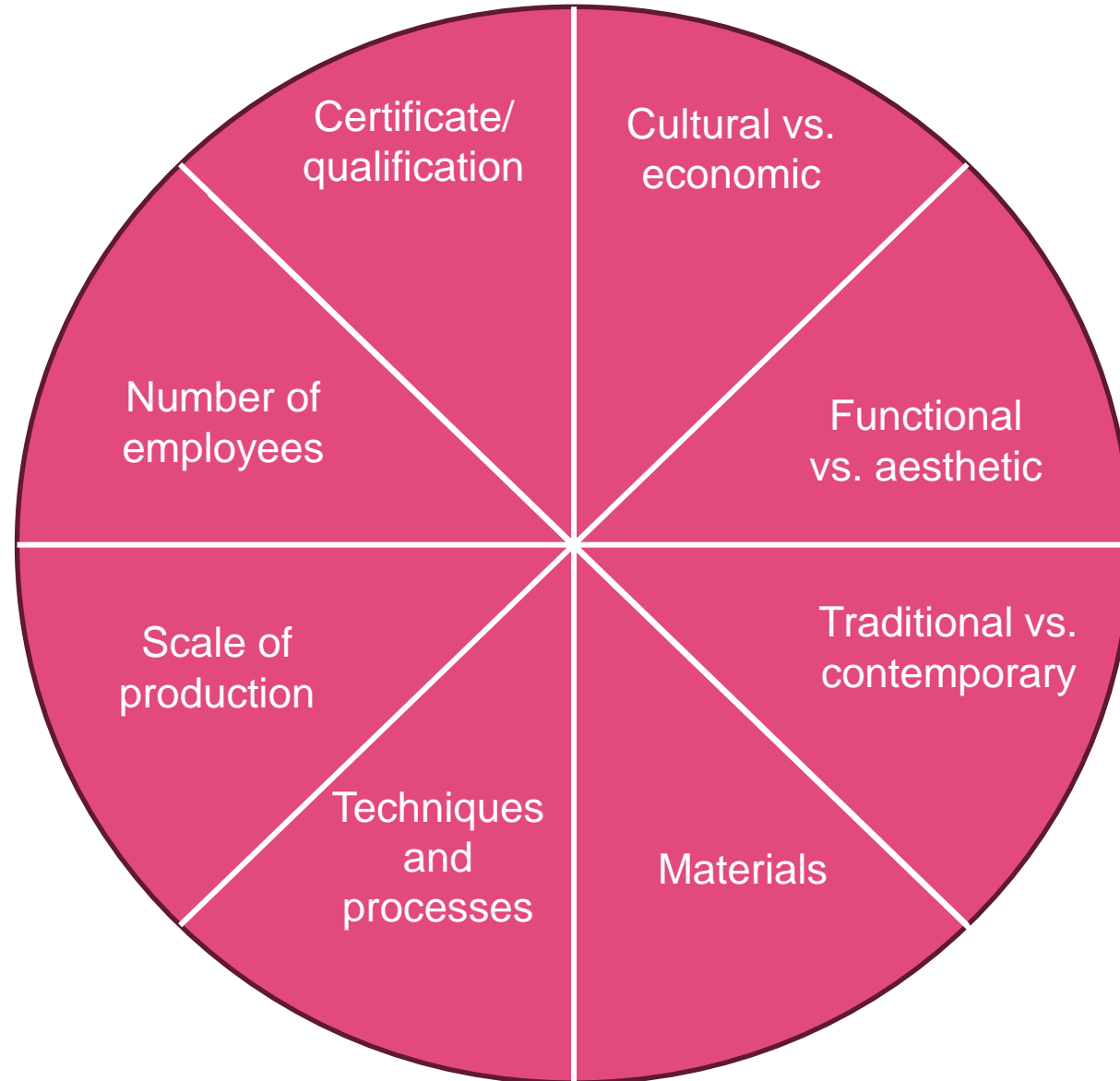


Aim



1. Conduct a study on the best practices in the artisanal sector in the various member states of the European Union;
2. Formulate conclusions and recommendations based on the research findings

Typology of craftsmanship



2. Methodology

Methodology



Desk research

Interviews



1. Literature

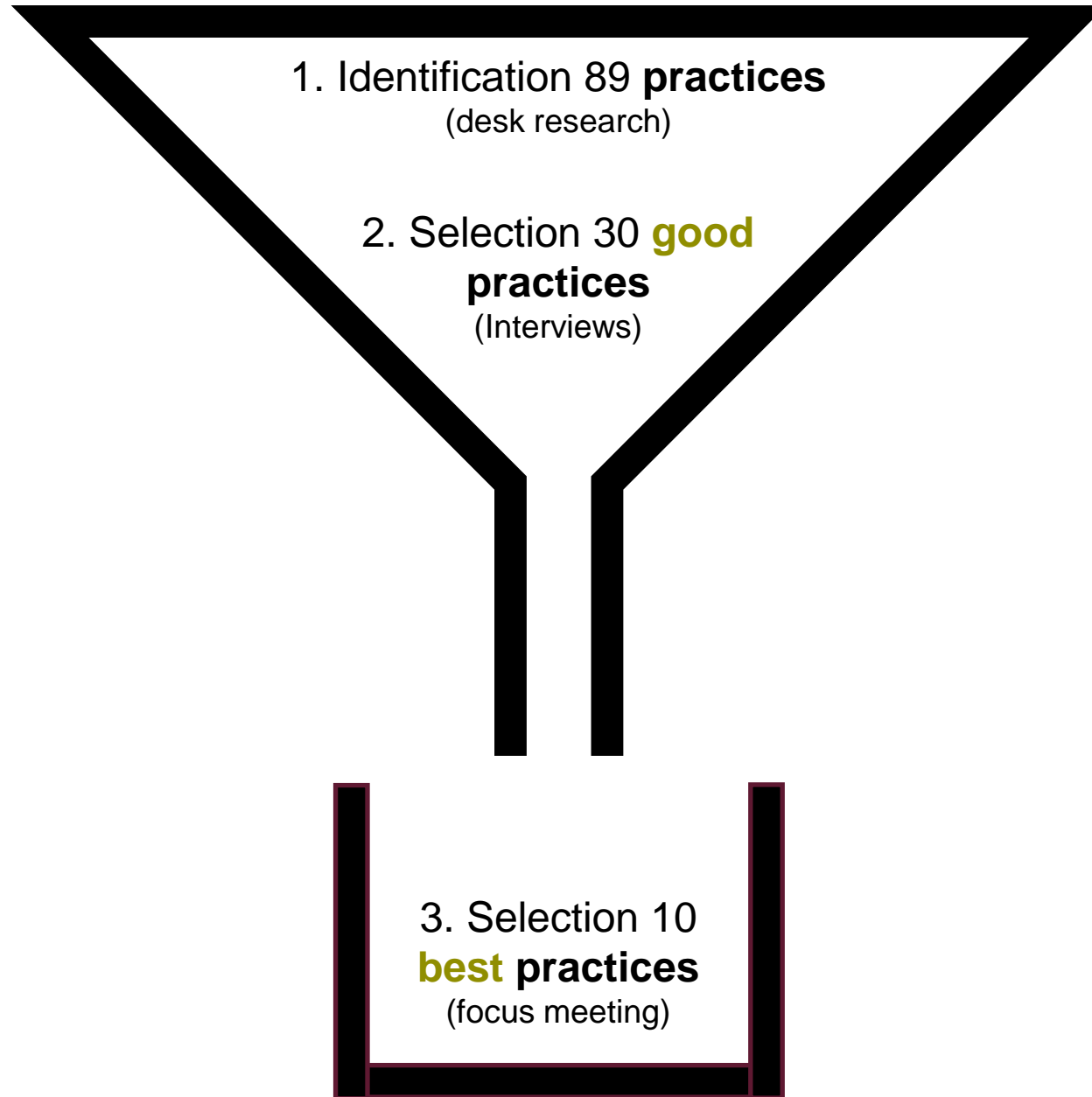


2. Legislation



3. Websites (initiatives)

4. Responsible of the initiatives



Desk research

Desk research
+ Interviews

Step 1

Exploratory desk research



Literature research

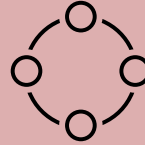


Legislation

March

Step 2

Research best practices in the EU member states



Round 1 – Broad collection of best practices



Round 2 – Selection **good** practices



Round 3 – Selection **best** practices

April - June

Step 3

Conclusions and recommendations



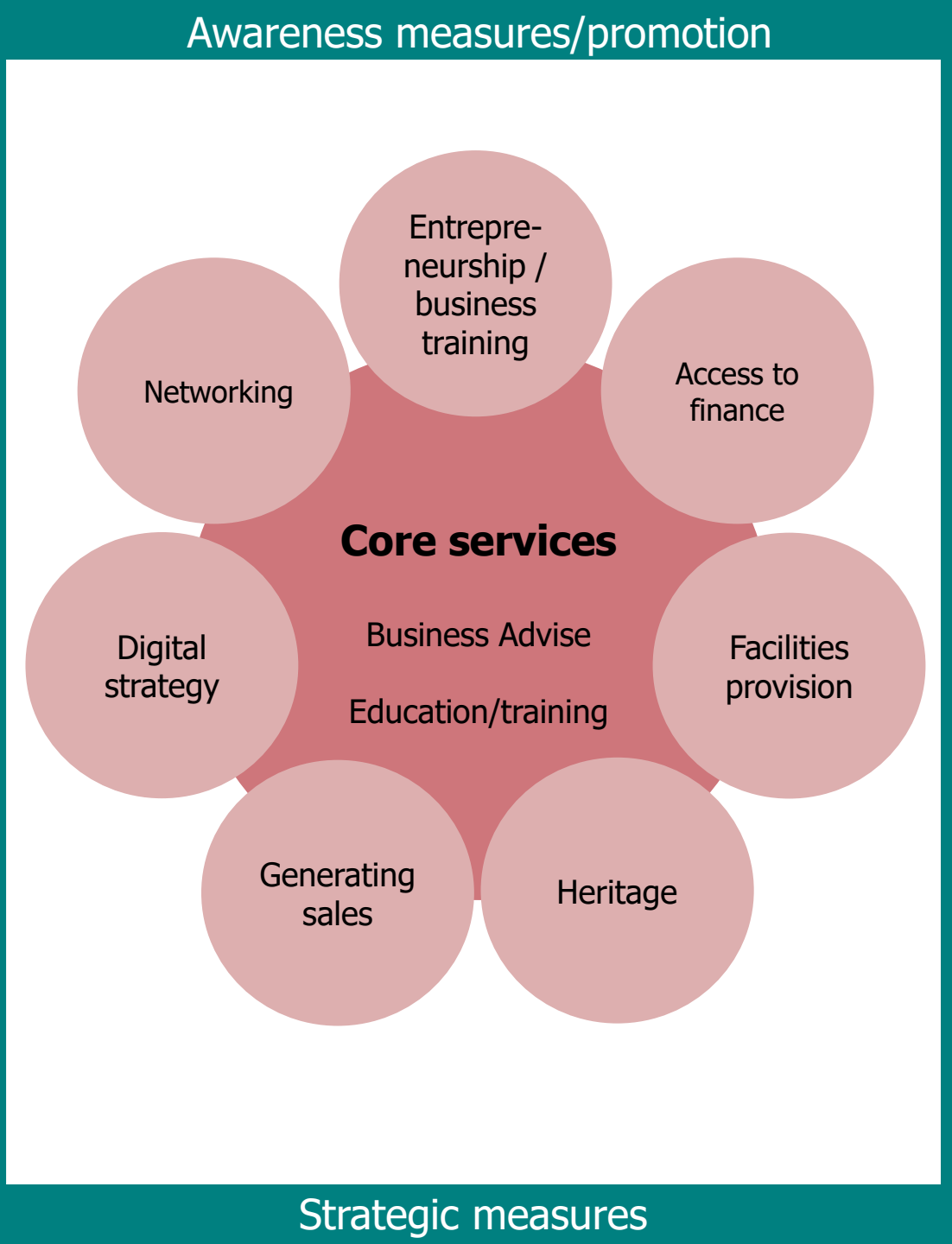
Recommendations for European actions and policies



Report

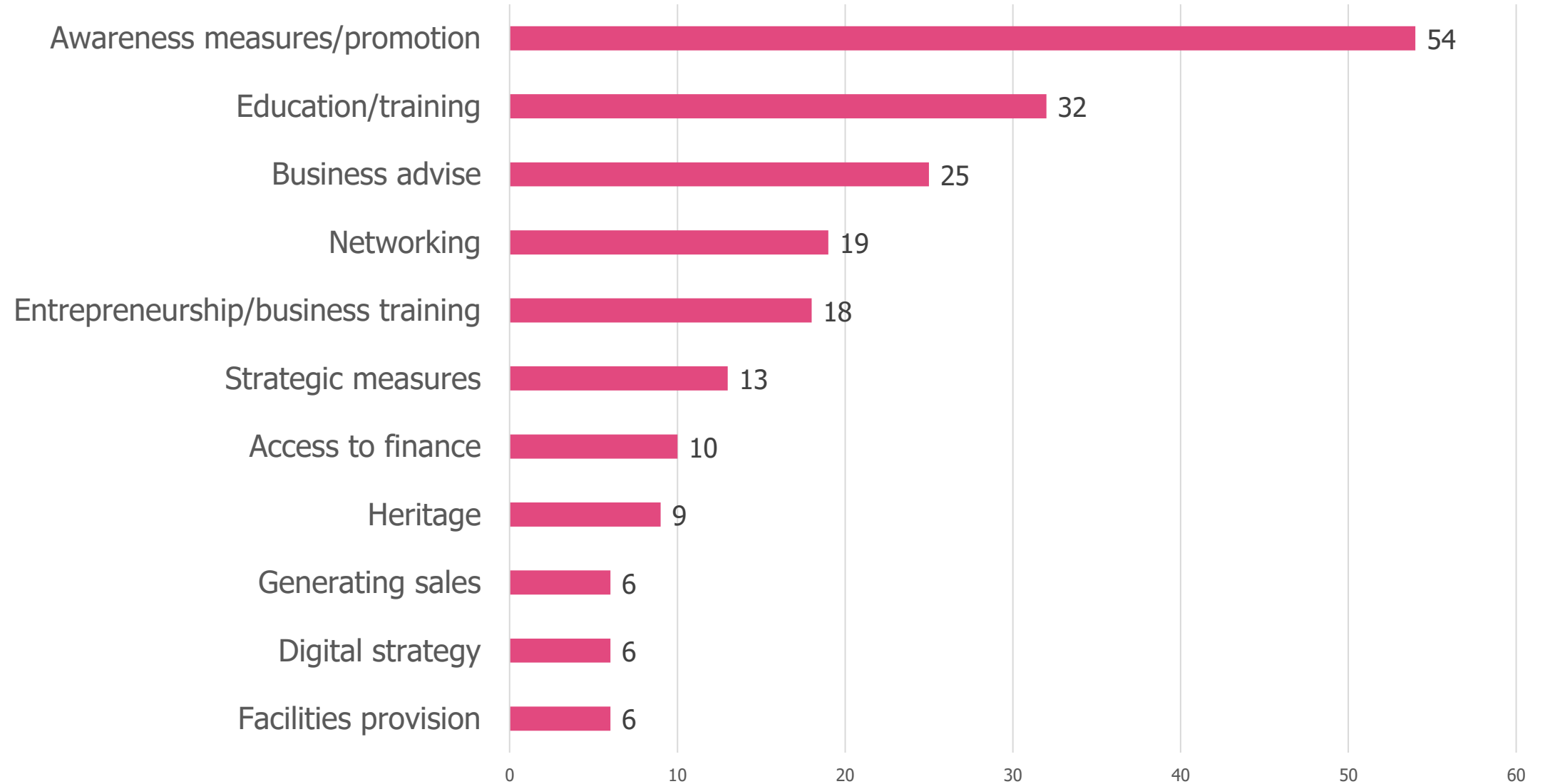
June

Dimensions of support



Source: based on study European Commission (Evaluation of support services for would-be entrepreneurs and newly established businesses, 2018) and adapted by CityD-WES

Dimensions of support



3. 10 best practices



Retuna (Sweden)

Retuna

- World's first re-use gallery / second hand shopping mall



- All items in the shops come from the recycle centre and are repaired and upcycled by craftsmen

Retuna

- Shops:
 - Kids clothing
 - Toys
 - Furniture
 - IT
 - Fashion
 - Plants



- Collaboration with educational institutions/Makerspace (incl. material)



Norsk Håndverkinstitutt (Norway)

Norsk håndverkinstitutt – Young traditional craftsmanship

- Employing graduated crafts students in museums
- 6 months employment
- Win-win
 - Young craftsmen: real practical experience, network
 - Museum: showcase real demonstrations, renovations in the museum
- Craftsmen are bringing the museum to life >> attractive to young visitors and schools





Ambachtshal Twente – crafts hall (Netherlands)

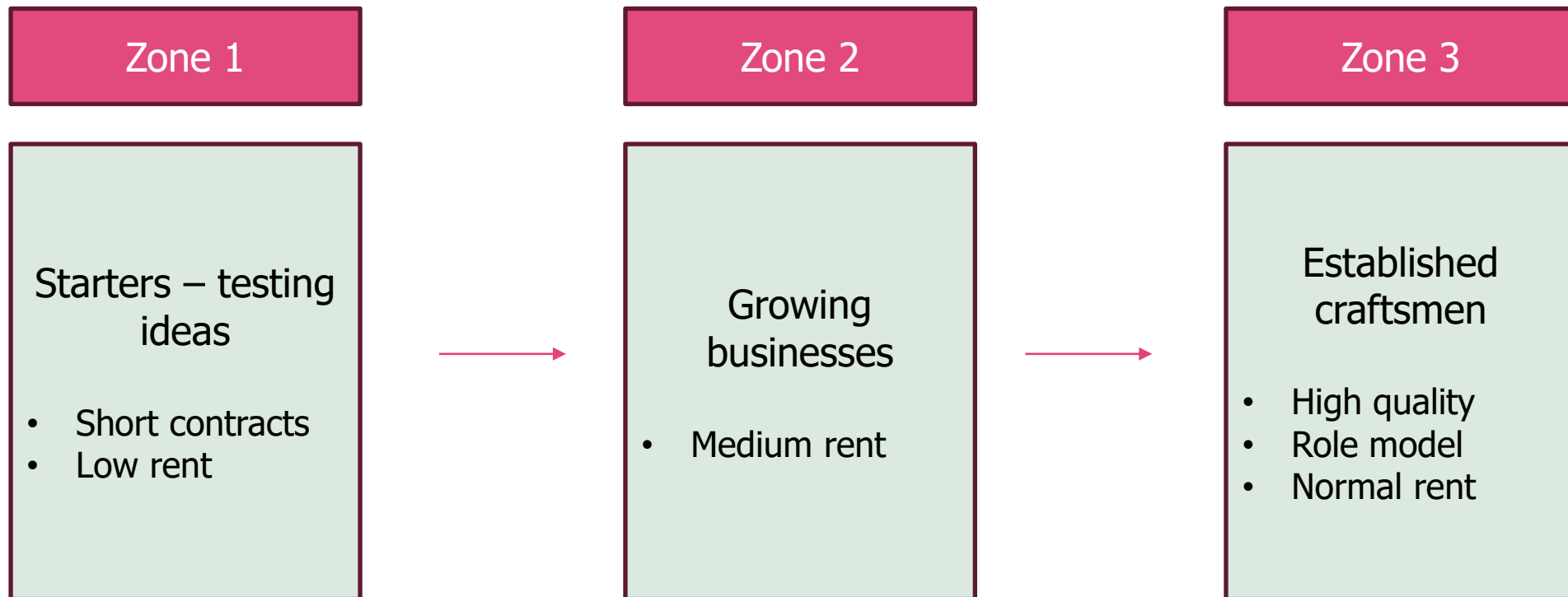
Ambachtshal Twente (crafts hall)

- One-stop-shop for craftsmanship (designing, creating, selling, demonstrating)



Ambachtshal Twente (crafts hall)

- Three zones in the hall





Skills Heroes (Netherlands)

Skills Heroes

- Skills competition in vocational education
- 50 domains (baker, florist, butcher, car mechanic, carpenter, ...)
- Preselection – competition – national final (Skills The Finals)
- Participants perform a selection of task





Mostra dell'Artigianato Vivo (Italy)

Mostra dell'Artigianato Vivo

- Annual crafts fair/exhibition in Cison di Valmarino in Veneto in August



Mostra dell'Artigianato Vivo

- 43rd edition
- 200 exhibitors from all over Italy (and Europe)
- Condition: trades have to be demonstrated during the crafts fair
- Laboratory for children





Via Gastrocarpathia (Romania)

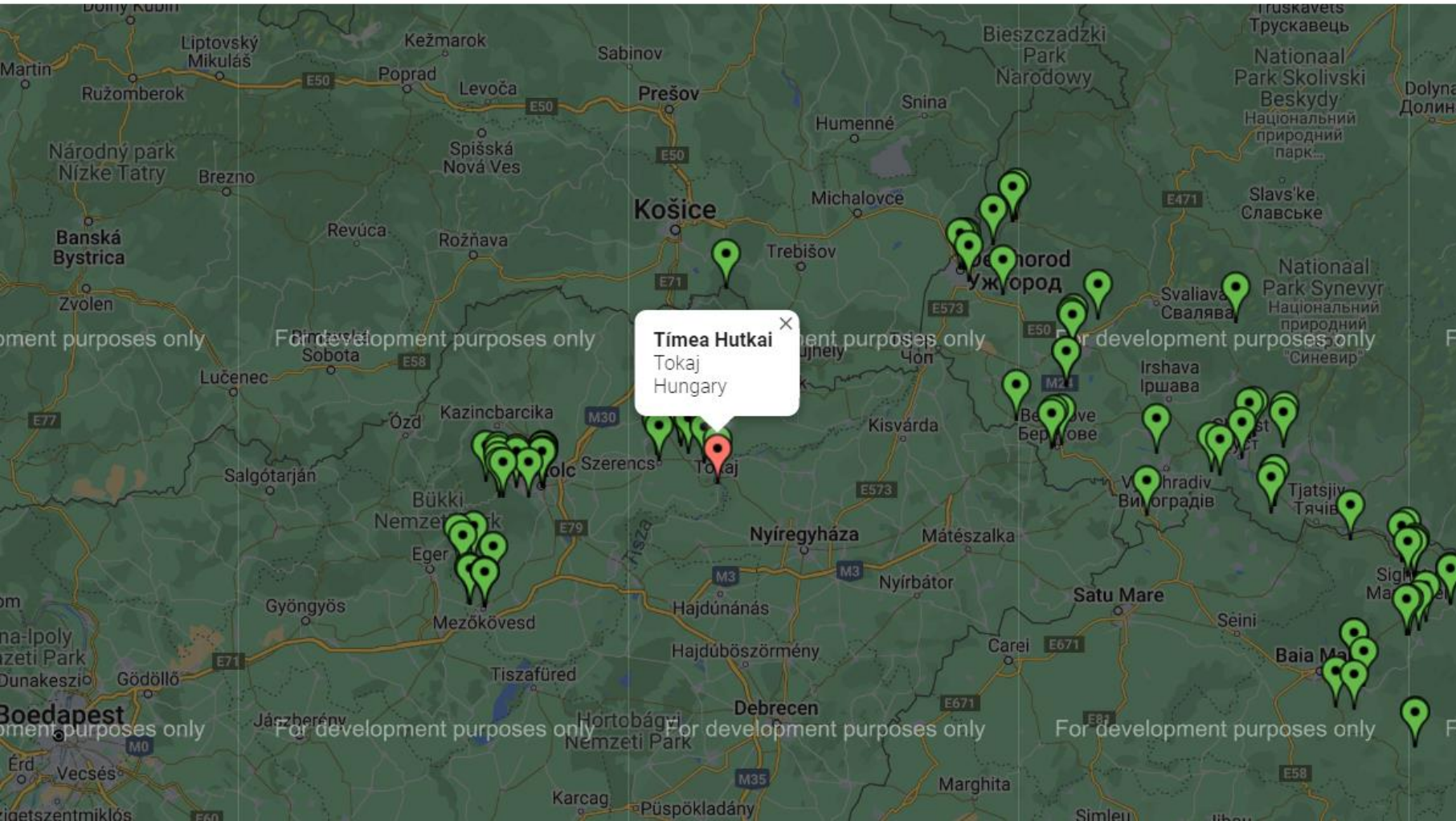
Via Gastrocarpathia

- Crafts route for tourists
- Showing the most precious places, people, food, traditions in the Carpathian Euroregion (Romania, Ukraine and Hungary)



VIA GASTROCARPATHIA
The Carpathian Route of Crafts and Tastes

Via Gastrocarpathia



Tímea Hutkai

Since she was very young, Tímea has been interested in old furniture, the way it was made and its function in the home. Her grandmother...

[Read more](#)



Malta Crafts Foundation (Malta)

Malta Crafts Foundation

- Creating (international) awareness for Maltese crafts and artisans
- Three pillars: promotion, education and innovation
- Range of supporting initiatives:
 - Two artisan villages: Ta' Qali en Ta' Dbiegi
 - Open workshops
 - Documentation of endangered crafts
 - Broadcasting documentaries on national television
 - Promotion of Maltese crafts as corporate gifts
 - Close relationships with national bodies
 - Business training for craftsmen
 - Innovation support (collaboration designer and craftsmen)



- Colab with Cloudigo app
 - Private-owned app
 - Connecting Maltese businesses with customers by giving discounts to the users of the app
 - Special category for Maltese craftsmen
 - Good results





Crafts festival and city game (Poland)

Crafts festival and city game

- Promoting vocational education
- Target audience: kids in primary education (choice in secondary education) and young people

Crafts festival and city game

- City Game: Let's play crafts!
 - 10 teams of 5 people
 - Journey through the city to various crafts businesses
 - Contestants have to execute craft tasks during each stop
 - Prizes for the winning team

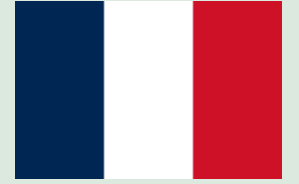


Lesvos Solidarity (Greece)

Lesvos Solidarity

- Teaching crafts skills to refugees and giving them an income and meaning
- Upcycling waste found on the beaches of Lesvos (rubber boats, safety vests, tents, clothing etc.) and turning them into wallets, bags, keychains, etc.
- Large sales network





Wecandoo (France)

Wecandoo

- Workshops in crafts for the general public



Nos ateliers

Idées cadeaux

Groupes

À propos

Tous nos ateliers

Rechercher

FR

Se connecter



VÉGÉTAL

Créez votre couronne florale

40 €

1h30 Tourcoing, Bondues

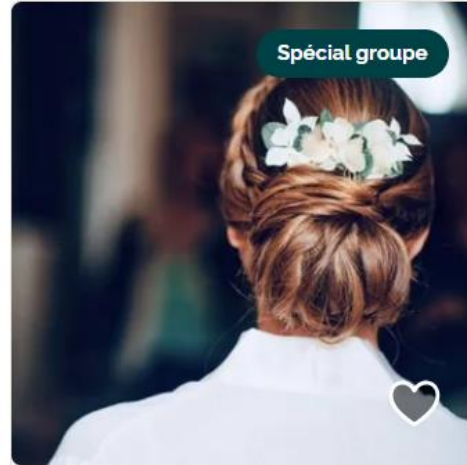


VÉGÉTAL

Confectionnez votre herbier

40 €

1h30 Tourcoing, Bondues

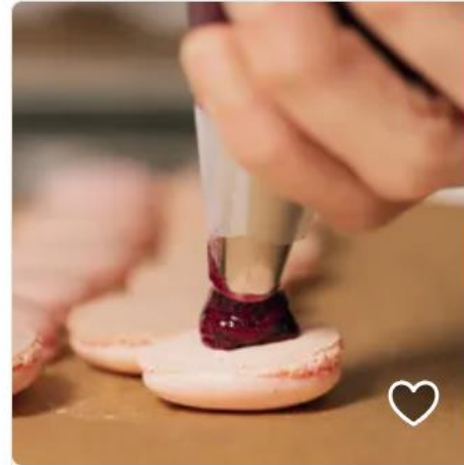


VÉGÉTAL

Réalisez votre peigne en fleurs séchées en groupe

40 €

1h30 Nord (59), Bailleul



A MANGER

Réalisez vos macarons

65 €

2h Bondues, Lille



A MANGER

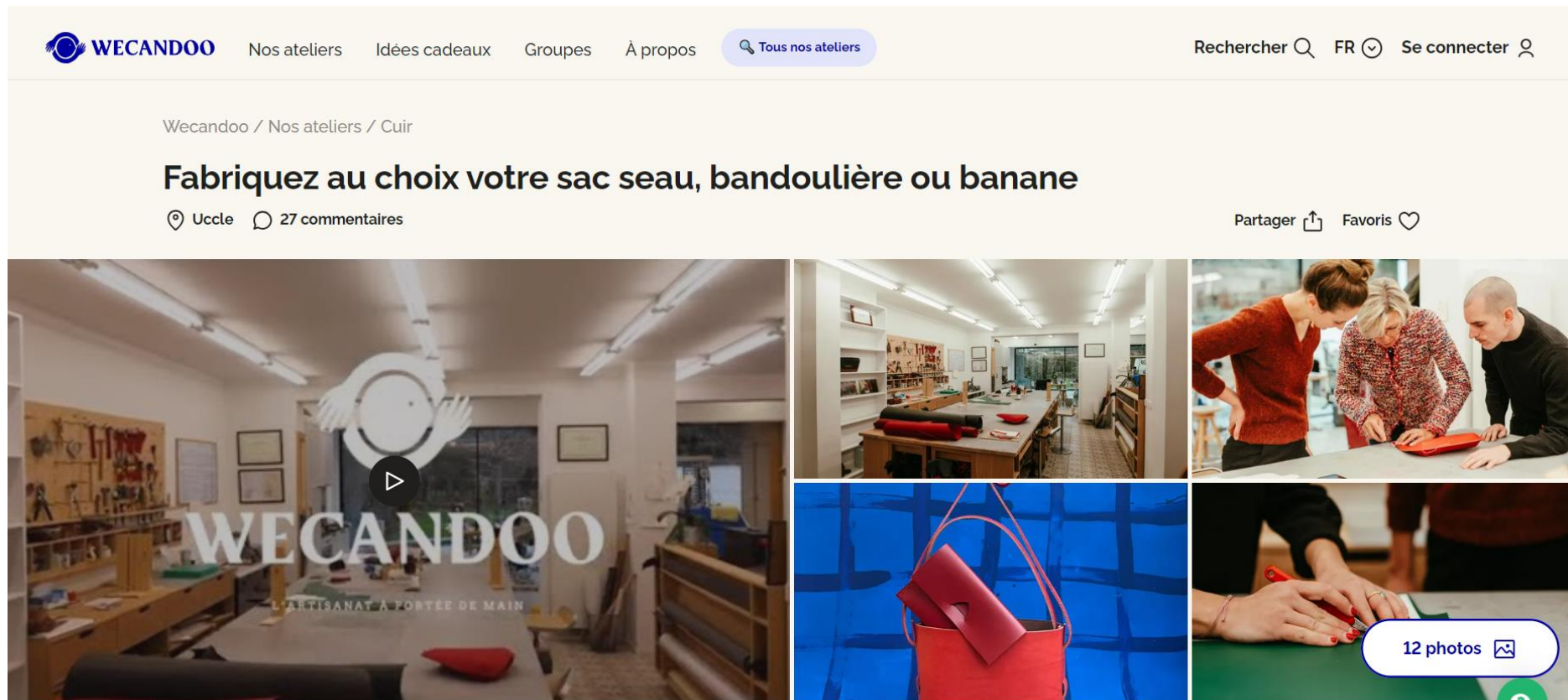
Réalisez vos choux à la crème

70 €

2h30 Bondues, Lille

Wecandoo

- In France, The Netherlands and Belgium
- Showing people what craftsmanship means and providing an income for craftsmen





Boulouki (Greece)

Boulouki

- Interdisciplinary research collective
- Collaboration between craftsmen, engineers, architects, universities
- Focus on traditional building techniques and materials
- Research, education and training on traditional building techniques (promotion and preservation)



Boulouki

- Restoration and contemporary building
- Documenting, studying and spreading traditional techniques



4. Priorities for craftsmanship



Improve image



Crafts as economic sector



Crafts for a sustainable future



Supporting policy



Education



More craft companies/
employees



Keeping crafts alive



Improve image

Issue

- Bad image > old, traditional, expensive, hobby, slow, ...
- Consequences:
 - Low number of customers
 - Low number of students
 - Low number of craftsmen

Plan/to do

- Strive for enhanced perception of crafts > making crafts 'sexy' again
- New/more status, more value, more appreciation for craftsmanship



Crafts as economic sector

Issue

- Crafts are often seen as hobby, art, heritage, tourism and tradition (inferior, unprofitable, leisure activity)
- Craftsmen are seen as hobbyist, artists

Plan/to do

- Crafts are an important economic sector, even more so in the future
- Crafts are not only a cultural sector but also an economic sector
- Craftsmen are entrepreneurs



Crafts for a sustainable future

Issue

Pre IR

Post IR

Craftsmanship and agriculture most important economic activities

Craftsmanship was part of all households everyday life

Industrial revolution

Mass production, industrialisation, consumerism 'throwaway society'

Today

Netherlands



3,3

U.S



4,8

World



1,6



Crafts for a
sustainable future

Plan/to do

- We need a different look on consuming, production, materials
- Craftsmanship is needed in a sustainable future where reuse of materials, repairing, upcycling, local consuming, quality of products, ... is the focus.



Supporting policy

Issue

- Every country has its own definition and legislation
- Lots of initiatives in member states
- Lots of knowledge and skills that can be shared

Plan/to do

- Clear definition in Europe
- Supporting framework



Education

Issue

- 'Artitus' in Latin means 'teaching the arts'
- Fewer and fewer crafts students
 - Vocational education: bad reputation (waterfall effect)
 - Students prefer job security
 - Less and less trades are taught in schools

Plan/to do

- We need more crafts students
- Improving the reputation of vocational training and improving the image of the crafts sector
- More flexibility and choice in vocational education



More craft
companies/
employees

Issue

- Need for skilled craftsmen
- Need for crafts companies
- Skills and knowledge of old techniques are poorly transmitted

Plan/to do

- Making the job attractive (status, financial, administrative)
- Offering support for starters (facilities, finance, advise)



Keeping crafts alive

Issue

- Knowledge and skills are not transmitted to the next generation
- Importance of keeping old crafts alive
 - Heritage
 - Restoration
 - Need of old techniques in future (e.g. sustainable building)

Plan/to do

- Ensuring transmission of knowledge and skills
- Documenting
- Sharing knowledge and skills
- Modernising crafts sector

5. Recommendations

Recommendations

Definition and
legislation

Communication

Innovation

Education

Supporting policy

Definition and
legislation

Communication

Innovation

Education

Supporting policy

- Clear definition of craftsmanship
- Regulatory framework
- Simplification of bureaucracy
- Uniform registration in Europe

Definition and
legislation

Communication

Innovation

Education

Supporting policy

Status

- Need for a better image (craftmanship is a valuable economic sector, not a hobby)
- Uniform quality label in Europe
- Modernising crafts sector
- Collecting statistical data (NACE Codes)
- Crafts as important player in sustainable future

Definition and
legislation

Communication

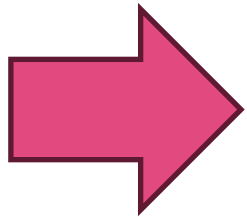
Innovation

Education

Supporting policy

Sensibilizing the consumer

- Consumer must be persuaded to buy local, artisanal, sustainable, quality products



Conscious consumer

Definition and
legislation

Communication

Innovation

Education

Supporting policy

Crafts communication

- Communication is key! (how to communicate effectively about crafts)
- Let people get in touch with crafts
- Promotion of craftsmanship (television, influencers, ambassadors, social media, etc.)

Definition and
legislation

Communication

Innovation

Education

Supporting policy

- Anticipating and innovating skills
- Bring design in crafts
- High tech and new tech
- Collaborations

Definition and
legislation

Communication

Innovation

Education

Supporting policy

- Improving the image of vocational education
- Dual learning + making it easier for trainers to accept a student
- Adapting curriculum to current skills and knowledge (reuse and sustainable production processes)
- Attention to old, valuable trades
- Uniform qualification system in Europe

Definition and
legislation

Communication

Innovation

Education

Supporting policy

- Focus on kids and their parents
- Lifelong learning

Definition and
legislation

Communication

Innovation

Education

Supporting policy

- Exchanging skills and knowledge in Europe > knowledge network
- Exchange programmes in Europe
- Database of skills and knowledge
- European funding
- Increase the competitiveness of artisanal businesses

Definition and
legislation

Communication

Innovation

Education

Supporting policy

- Providing trainings (digital skills, photography, social media, marketing, communication)
- Promotion and information on existing supporting systems
- Networks and platforms
- Supporting endangered crafts
- Fiscal incentives
- Facility support

6. Conclusion

Supporting the crafts sector

Top-down

Combination of measures:

- Legislative
- Financial
- Facilities
- Education
- Communication/status/promotion/visibility
- Platforms/networks

Bottom-up

Consumer has to be persuaded to buy locally and quality products. The consumer decides which products are produced.

Sensibilisation is done by promoting local, artisanal and sustainable products and services and by improving the image of craftsmanship.





Maatschappelijke zetel
CityD-WES NV
Baron Ruzettelaan 27
8310 Brugge
BTW BE 0896.688.912

Kantoor Brugge
Baron Ruzettelaan 27
8310 Brugge
050 36 71 36
info@cityd-wes.be

Kantoor Genk
Bosdel 54/13
3600 Genk