

CRAFTS CODE GOOD PRACTICE GUIDE

Topic 2 How to access new markets and targets





ABOUT CRAFTS CODE

CRAFTS CODE is the acronym of:

Creative **A**ctions **F**or **T**ailoring **S**mes' **C**Ompetitive **D**Evelopment

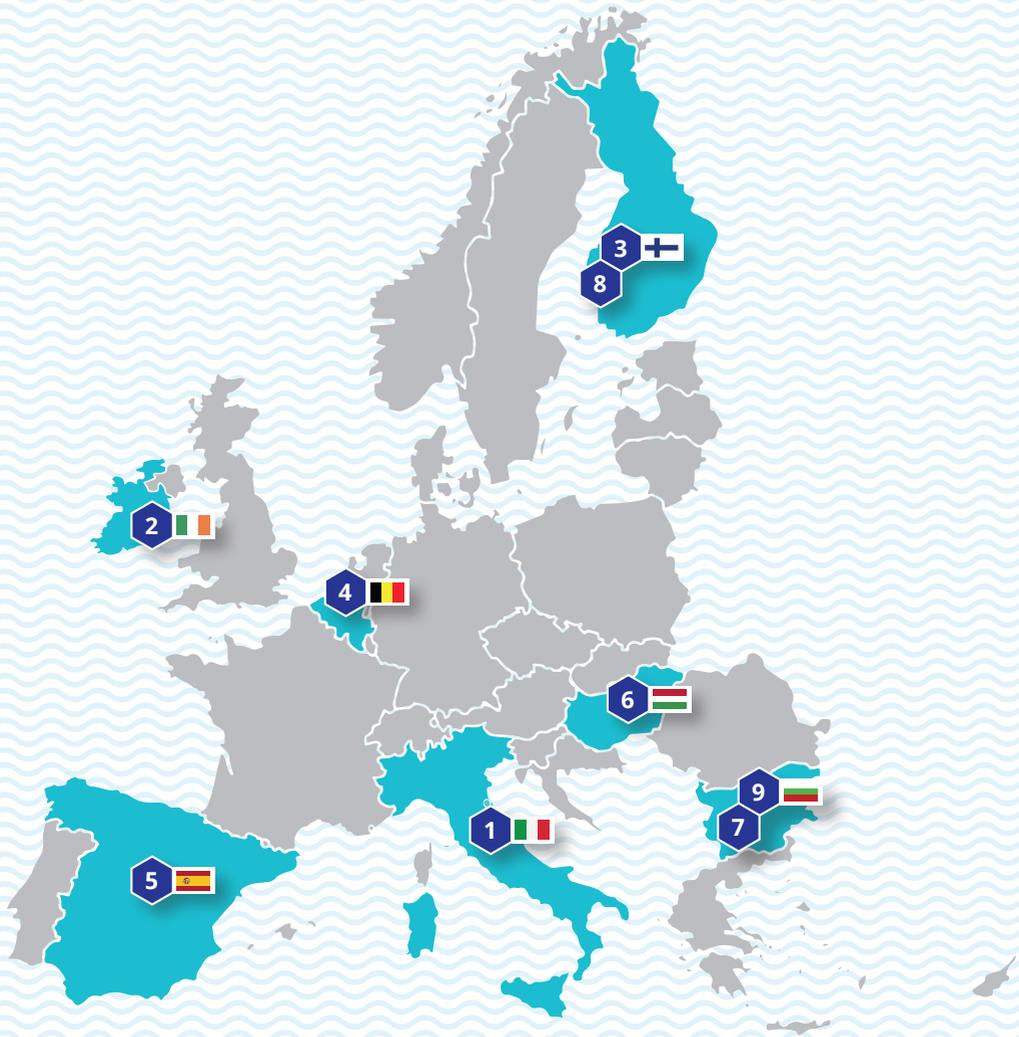


CRAFTS CODE aims to make craft SMEs more competitive.

HOW?

CRAFTS CODE aims to enhance the competitiveness of craft SMEs by developing a framework to stimulate policy learning and build capacity to improve the implementation of regional development policies and programmes. The project will identify the barriers to SMEs working in the craft sector and will improve access to supports for business start-ups, business expansion and higher innovation levels in micro-enterprises.

PARTNERSHIP



1 ITALY



Lead Partner
MUNICIPALITY OF FLORENCE (LP)

The Municipality is directly involved in the support of the local crafts economy providing opportunities and funds for artisans and SMEs.

2 IRELAND



Partner
DESIGN & CRAFTS COUNCIL IRELAND (DCCI)

DCCI is the main champion of the design and craft industry in Ireland, fostering its growth and commercial strength.

3 FINLAND



Partner
VAASA UNIVERSITY OF APPLIED SCIENCES

VAMK is an international University of Applied Sciences which provides high level theoretical & practical oriented education in Finnish & English.

4 BELGIUM



Advisory Partner
ARTESIS PLANTIJN UNIVERSITY COLLEGE ANTWERP

Artesis Plantijn University of Applied Sciences and Arts Antwerp (AP) is a higher education institution located in Antwerp, Flanders, Belgium.

5 SPAIN



Partner
EOI FOUNDATION

Fundesarte is the leading institution in the promotion and development of Spanish craft enterprises as part of the EOI Foundation.

6 HUNGARY



Partner
BUDAPEST FOUNDATION FOR ENTERPRISE PROMOTION

Budapest Enterprise Agency develops and promotes micro, small and medium enterprises of the Hungarian capital.

7 BULGARIA



Partner
RAM CENTRAL STARA PLANINA

RAM Central Stara Planina recognises culture and creativity as a main driver for sustainable development.

8 FINLAND



Partner
REGIONAL COUNCIL OF OSTROBOTHNIA

The Regional Council aims to build up the necessary conditions for a balanced development & economic growth and serves the welfare of the Ostrobothnian people.

9 BULGARIA



Partner
MINISTRY OF ECONOMY, EUROPEAN FUNDS FOR COMPETITIVENESS DIRECTORATE GENERAL

The main priority of the Ministry of Economy is to create conditions for sustainable economic growth in the Republic of Bulgaria.

CASE STUDIES: Good Practices Identified

CRAFTS CODE partners hosted local stakeholder group meetings to research and find good practices relating to the topic 'How to access new markets and targets' for craft SMEs. These meetings were held online in most partner countries, from August to December 2020 as a result of COVID-19. These meetings and discussions better informed partners and key stakeholders on the good practices available in their country. Particular attention was paid to good practices that could still be effective, despite of and in some cases, because of, the pandemic. Special focus was given to digital and online resources, examples and programmes that can be easily transferred and shared between countries, both during and after COVID-19. The exchanges of experiences and learning were presented in the second two-day Interregional Thematic Seminar (ITS) on the 16 and 17 December 2020.

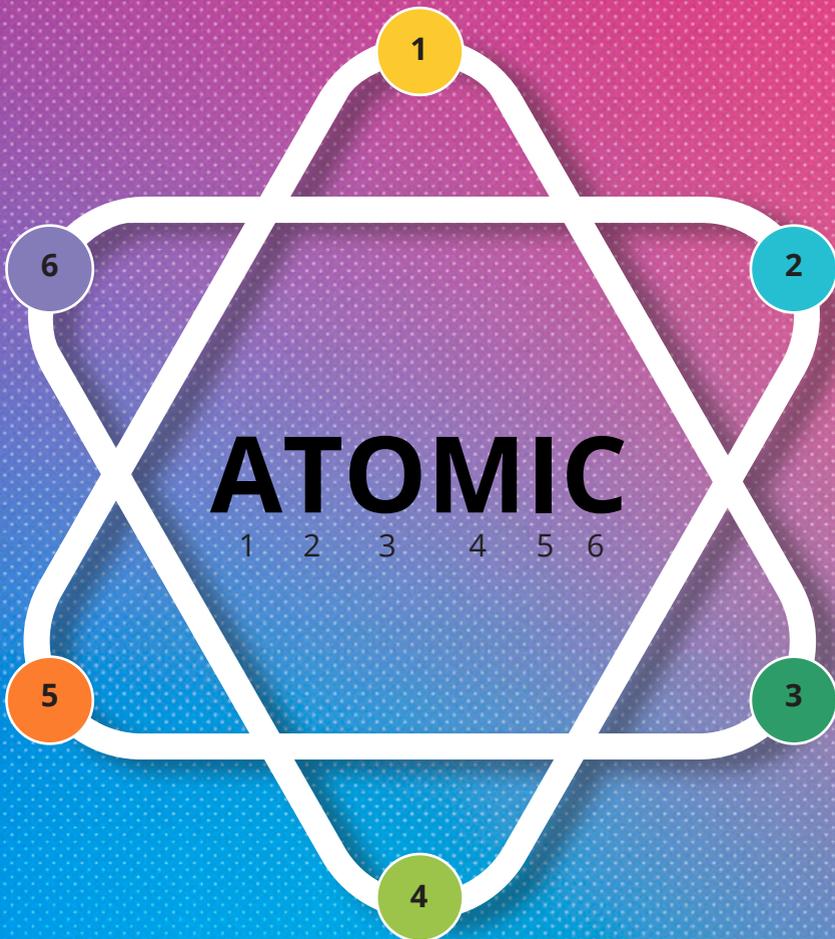
The ITS was recorded and opened up to the public, to allow for greater engagement and feedback on the good practices presented. The ITS was hosted by EOI-Fundesarte, Spain, and had 122 participants on day 1 and a further 91 on day 2. The audience consisted of project partners, stakeholders, craftspeople and the general public with an interest in the craft sector. Three clear common themes arose from the good practices presented. These included:

- 1 **Innovation through digitalisation & e-commerce** (Ireland, Italy, Spain)
- 2 **Tradition** (Hungary, Finland [Himmeli], Bulgaria)
- 3 **Sustainable development** (Finland - sustainability week)

About Topic 2: How to access new markets and targets

We live in a globalised world, where micro, small and medium-sized enterprises need to be able to withstand increasing competition from other economies. The opportunity and need to link into market opportunities, at home and provided by other countries, have become more important than ever, especially due to COVID-19. Internationalisation opens up new markets for SMEs and has the potential to boost SME competitiveness and growth considerably. A direct link can be formed between internationalisation and increased SME performance. For SMEs, including those in the craft sector, activity in the international market can promote growth and employment, enhance competitiveness and support the long-term sustainability and reputation of a brand or company. The CRAFTS CODE project highlighted several 'good practices'

that encourages craft SMEs to access new markets and targets. These good practices included business training supports and mentoring programmes, reaching new audiences through a strong online presence including website and social media. Interestingly, COVID-19 has highlighted new opportunities for makers and craft SMEs. When assessing new markets and asking the question 'who is my audience/buyer/target', COVID-19 has challenged businesses to focus on their local markets. In countries such as Ireland and Spain, campaigns promoting customers to support 'Made Local' and 'Buy Local' have been launched and have become increasingly popular. SMEs are becoming increasingly aware of domestic tourism and the opportunity to tap into not only international markets, but to reinforce their brand at home too.



CRAFTS CODE partners were asked to try and keep their selected good practices in line with the following criteria:

A good practice should be: **ATOMIC**

- 1

AMBASSADOR it functions as a 'forerunner' in its field
- 2

TRANSFERABLE it can be 'translated' to other fields and situations
- 3

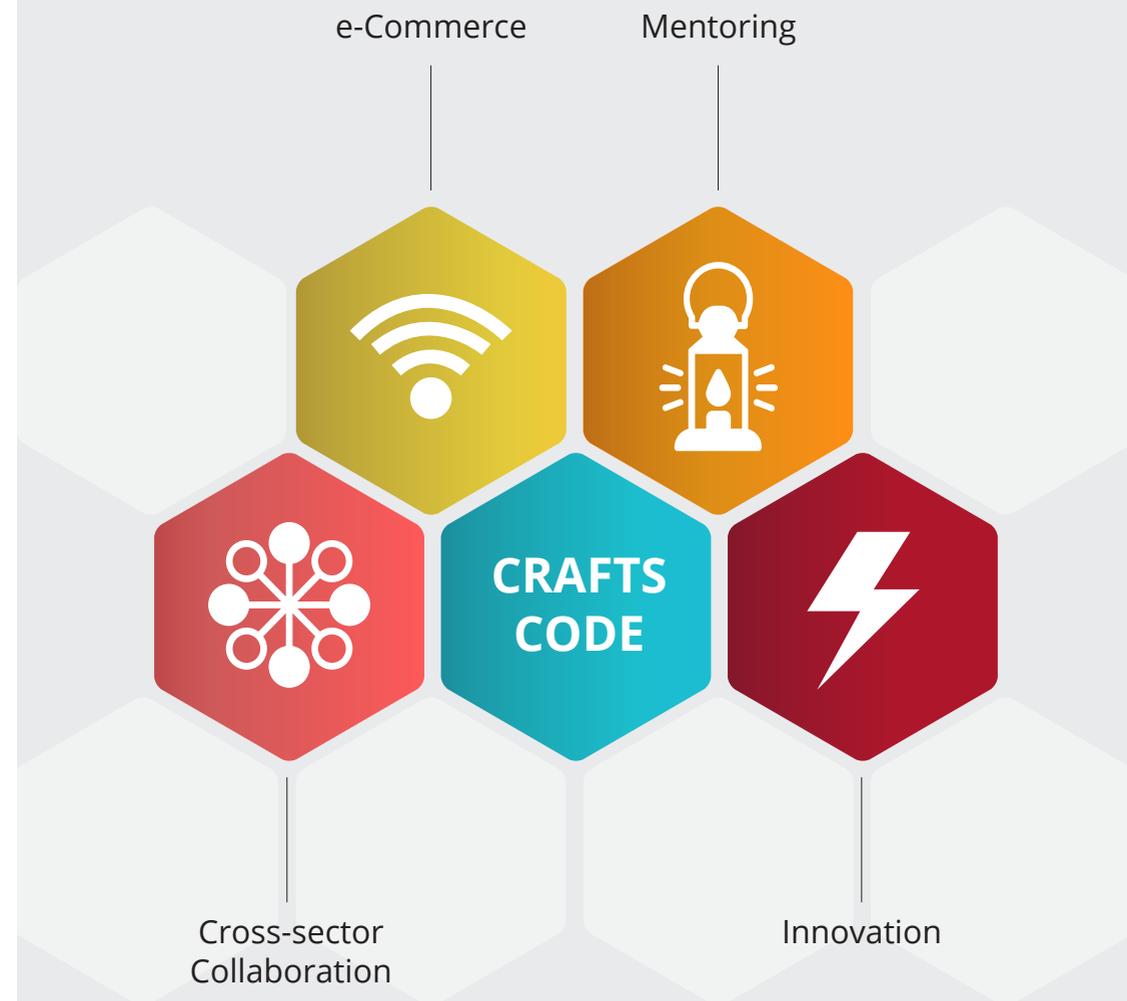
OBJECTIVE-ORIENTED it needs to have a specific and well - described goal
- 4

MEASURABLE it has led to positive results and a clear added value
- 5

INNOVATIVE it differentiates itself from what is currently seen as daily practice
- 6

COMPLETE possible matters of attention and problems are mentioned

Partner	Good Practice	
Design & Crafts Council Ireland	1. Building Craft and Design Enterprise	
	2. Trading Online Voucher Scheme	
EOI Fundesarte, Spain	3. JOYA Barcelona	
	4. #ConsumeixArtesania Spot – promoting crafts during the pandemic	
RAM Central Stara Planina, Ministry of Economy - European Funds for Competitiveness Directorate General, Bulgaria	5. Craft shop in Troyan	
	6. The Vinprom Troyan project	
Municipality of Florence, Italy	7. Firenze Creativa Shop	
	8. Tuscan Collections	
Budapest Foundation for Enterprise Promotion, Hungary	9. The Festival of Folk Arts	
Regional Council of Ostrobothnia and Vaasa University of Applied Sciences, Finland (VAMK)	10. EKoART	
	11. Ostrobothnian Sustainability Week	





PRACTICE 1 Ireland Building Craft and Design Enterprise

Organisation in charge of the good practice

It is an equal partnership between Design & Crafts Council Ireland (DCCI) and the Local Enterprise Offices (LEOs).

Short summary of practice

'Building Craft and Design Enterprise' (BDCE) is a unique development programme using innovation and best practice in product development, digitalisation, research methods and commercialisation to strengthen craft and design enterprises.

The highly successful BCDE programme has been developing and growing over the past 5 years. 300 craft and design enterprises have benefited from this programme,

- 1 bringing business planning and acumen to craft and design enterprises
- 2 through the programme all areas of product and business development are addressed.
- 3 objectives are achieved through pertinent workshops and mentoring to enable them to effectively trade on a global basis.

Evidence of success

Results have seen increased market share, expanded markets and work in an increased number of collections.

Many successful graduates producing batch production work and high-end collectable work, are utilising international markets and exhibiting at international shows. Some graduates have also launched new product ranges and processes.

Find out more

Contact Emer Ferran, DCCI for further information:

emer@dcci.ie

www.localenterprise.ie/DublinCity/Training-Events/Design-Craft/



PRACTICE 2 Ireland The Trading Online Voucher Scheme

Organisation in charge of the good practice

Local Enterprise Offices (LEOs).

Short summary of practice

The Department of Communications, Climate Action & Environment (DCCA) has launched the Trading Online Voucher Scheme and has teamed up with Local Enterprise Offices to deliver this Scheme to Irish businesses at local level.

The Trading Online Voucher Scheme is designed to assist small businesses with up to 10 employees to trade more online, boost sales and reach new markets. Participating in this scheme can make the process of trading online much easier for SMEs.

It offers financial assistance of up to €2,500 with co-funding of 50% from the business along with training and advice to help the business trade online.

The scheme was launched in 2014 and operated on a 50%/50% support basis until 2020 when as a result of the Covid pandemic the rate of aid was changed to 90%/10% which accelerated the level of interest and applications in the scheme.

The foundation of the scheme was based on the fact that SME's were not active on line and numerous research showed same and following a pilot it was found that:

- A small grant scheme was required to animate SME's to bring their business online
- 7 out of 10 companies said that the voucher application process has already helped them in determining how online trading would fit into their business.
- 70% of companies see more customer inquiries
- 55% have had more sales.
- Most companies are primarily trading domestically, but export expectations have increased with business expecting to get 30% of sales from export markets within 6 months. UK is by far the most important export market initially.
- Business owners and staff are devoting more time to trading online.
- 60% expect to need to recruit within 12 months.

As a result of COVID-19, the Trading Online Voucher Scheme offered small businesses the opportunity to develop their website or digital marketing strategy by availing of vouchers of up to €2,500 or up to 90% of eligible expenditure (net of VAT).

Evidence of success

Multiple times in the past six months the government has expanded the Trading Online Voucher Scheme, making tens of millions more in funding available to keep up with the demand.

Other changes have involved making a second voucher available to those who had already used one, and changing the co-funding threshold so that businesses can claim 90% of the cost of a project, up to €2,500 total.

The first step in getting the voucher is taking part in an online webinar organised through the LEO, which not only provides information on the application process, but also contains a helpful primer on why it is so important for any business to have an online presence, and a few simple steps that can be taken to increase visibility.

Even before the COVID-19 crisis kicked off, Irish consumers were expected to spend €21.4 billion online. But despite this massive potential, only 32% of Irish businesses were engaged in any kind of e-commerce before the pandemic.

The TOV scheme has not only enabled Irish businesses to tap into the domestic market, but as online retail goes beyond national borders, 3 in 5 businesses that have made use of the scheme have reported exporting overseas for the first time as a result.

Find out more

www.localenterprise.ie/carlow
www.localenterprise.ie/Discover-Business-Supports/Trading-Online-Voucher-Scheme/



PRACTICE 3 Spain JOYA Barcelona

Organisation in charge of the good practice

JOYA Barcelona

Short summary of practice

Since its first edition, JOYA Barcelona's main goal has been to promote art jewellery. The 12th edition of JOYA focused on the incorporation of new technologies in traditional crafts, however, the current global pandemic situation made the organisers rethink its goals and commitment to the artistic community.

This commitment led them to reinvent some elements, in order to continue being an exhibition space and meeting point for artists. Almost all contemporary jewellery fairs in Europe had to cancel their 2020 edition. But JOYA Barcelona was not cancelled. It changed the format and offered a service to exhibitors in an unprecedented way. The impossibility of presenting jewellery pieces in person in Barcelona, made the organisers change the traditional fair format, to that of an exhibition. They combined this with a commercial element, selling the pieces to professionals, together with an online sale and auction for the public.

Evidence of success

The creativity and flexibility of the JOYA team has allowed them not only to adapt to the situation but even to take advantage of it, with the advance sale and the online auction, thus making this exceptional edition of the fair profitable for the participants and the organisation.

The creators sent the pieces from their home country: 215 pieces were selected for the exhibition. 130 of those have been previously selected or acquired by national and international galleries or museums and 10 pieces were sold online at a later stage. A total of 140 pieces sold out of a total of the 215 exhibited pieces.

Find out more

www.joyabarcelona.com



PRACTICE 4 Spain **#ConsumeixArtesania Spot –** **promoting crafts during the pandemic**

Organisation in charge of the good practice

Consorci de Comerç, Artesania i Moda de Catalunya (CCAM) - Consortium of Commerce, Crafts and Fashion of Catalonia

Short summary of practice

Given the situation generated by the health crisis of COVID-19, the Government of Catalonia, through the CCAM, has launched different promotion and supporting actions for the crafts sector.

An advertising campaign under the #consumeixArtesania (consume crafts) has been made, both to be broadcasted on TV3 (regional TV channel) and social networks, in order to help the crafts sector to be recognised and help the post-marketing of the production made during lockdown and stored in the workshops. Having noted that 70% of the turnover of craft workshops is related to sales to tourists, that were not able to visit this year, prompted the opportunity to make locals aware of the rich variety and quality of craft products and services.

Evidence of success

For the first time in Catalonia, a spot has been produced and broadcasted on television to promote the consumption of crafts among the general public.

Although the impact on the economy of the sector will never be accurately measured, it is undoubtedly an action that provides an unprecedented massive visibility to crafts on television, which allows it to compete with larger brands, when it comes to positioning and accessing new markets.

The spot reached 250,000 people through social networks and it was broadcasted on public television (TV3) for 3 weeks with two daily broadcasts. TV3 is the most watched tv channel in Catalonia with 13% of viewer audiences.

Find out more

www.youtube.com/watch?v=M1U1gTT78tY





PRACTICE 5 Bulgaria Craft shop in Troyan

Organisation in charge of the good practice

Union of master artisans of folk and arts crafts – branch Troyan

Short summary of practice

For almost 30 years in the town of Troyan, no shop sold the famous local handicrafts. To overcome this deficit, in 2019, the Municipal Council - Troyan decided to provide municipal premises to the local branch of the Union of master artisans of folk and arts crafts. The members of the union took the responsibility to repair and furnish the premises by themselves and to transform it into a shop. The necessary funds were raised by a raffle organised on 12th of December 2019 – the Day of Saint Spyridon (in Bulgaria St. Spyridon is celebrated as the patron of the craftsmen).

The craftspeople's shop in Troyan was officially opened on 26th of August 2020. It is located in a good visible location, not far from the city centre. The empty space is intended to be transformed into an attractive zone, where the master artisans can demonstrate their skills and various cultural events can take place. The

next step to reach new customers, is to create an online store, which will allow the artists to jointly present their products to national and international markets.

Evidence of success

Local authorities, artists and a municipal cultural institute have combined efforts and resources to create an exciting space for a sale of handicrafts and demonstrations. This space attracts tourists and different audiences, enabling access to new customers and contributing to the overall sustainability (economic and social) of the city. It also improves the standard of living for the artisans.

The personal commitment of the Mayor of the Municipality of Troyan, contributes to the success of this good practice. She personally opened the store, promoted it on her Facebook page, in interviews and press conferences.

Find out more

www.rso-csp.org





PRACTICE 6 Bulgaria The Vinprom Troyan project

Organisation in charge of the good practice

VINPROM Troyan AD

Short summary of practice

The municipality of Troyan (member of RAM Central Stara Planina) is well known due to its pottery and plum brandy. The innovative idea of VINPROM Troyan AD (Bulgarian brandy producer) to combine these two traditional pillars of the local economy resulted in a gift box named 'Aged Troyan plum rakia with ceramic tumblers'. The product was launched in October 2020.

To validate the idea, VINPROM Troyan collected information about gift box sales in Bulgaria and abroad, did market research through its network, identified the target groups (Bulgarian and Balkan Region communities abroad) and attracted as partners METRO – Bulgaria and small Bulgarian enterprises in Germany, UK, Spain, France and Malta.

According to the concept, the tumblers in the gift box must be handmade pieces with aesthetic design including the famous and more than a century old pattern of Troyan pottery called 'Droplet'.

VINPROM Troyan organised a tender to select a potter. The winner ET 'RADILINA' made the best prototype of a tumbler in accordance with the requirements set out by VINPROM Troyan for colours and patterns.

Evidence of success

The gift box, which consists of a bottle with 7-year-old plum rakia from Troyan and two handmade tumblers, has benefits for both the brandy producer and the ceramic producer. As a result of the successful marketing strategy, which includes online promotions, the products have been sold in both physical and online stores. It has attracted new customers and allowed access to new markets for both suppliers.

Find out more

www.rso-csp.org





PRACTICE 7 Italy Firenze Creativa Shop

Organisation in charge of the good practice

Municipality of Florence, in collaboration with Artex – Center for the Artistic and Traditional Handicraft in Tuscany, Murate Idea Park and the start-up Vudoo.

Short summary of practice

Firenze Creativa Shop is a portal developed from the needs of the craft sector to be present online. The aim is to create and grow opportunities for artisans to find new clients by opening the first virtual dedicated shop of the Florentine craftspeople.

Due to the loss of tourism because of COVID-19, the Municipality of Florence wants to help Florentine craftspeople restore their activities by building up a new platform devoted to crafts. Starting with the network of Firenze Creativa, a community where experiences and the works of thousands of Florentine craftspeople are shared, they developed a dedicated marketplace to overcome the loss of clients in the city.

The value of the platform is that it takes care of everything concerning the sale: the payment, the shipping,

the insurance, and returns. The innovative immediate system helps artisans to sell online. A craftsperson can take a photo of the object with their phone and upload it into the virtual shop in a few seconds.

Evidence of success

Firenze Creativa Shop is a project that is in the early stages. The aim is to develop a solution for Florentine craftspeople who want to join the community to sell their products online. Starting with the craftspeople of Officina Creativa, all artisans of Florence will be invited to join the marketplace. In Florence, there is a large number of micro and SMEs that do not have e-commerce, and the digital transformation is one of the main issues that artisans will face in the future that can be no longer ignored. Thanks to the simplicity of Firenze Creativa Shop and the opportunity to join for free, artisans can access this market plans.

Find out more

www.shop.firenzecreativa.it/it/



PRACTICE 8 Italy Tuscan Collections

Organisation in charge of the good practice

Artex – Center for the Artistic and Traditional Handicraft in Tuscany, in collaboration with Region of Tuscany, Confartigianato Toscana and CNA Toscana.

Short summary of practice

Tuscan Collections is a B2B website where companies can promote themselves and foreign buyers can find new sources to buy from. Tuscan Collections is the network for Tuscan artistic productions, the B2B platform that allows operators, buyers, journalists, architects, interior designers, galleries and companies from all over the world to meet and know Tuscan companies.

Products in the website are divided into 7 macro categories: furniture, lighting, contract, home-decoration, table and kitchen, gift and lifestyle ideas, unique and custom made pieces. Each macro category is a container where it's possible to find artistic productions of Tuscan companies. It is focused on showing the know-how and products from SMEs to international specialised buyers who can come into direct

contact with the companies, ask for information and build together with them customised solutions.

Evidence of success

The platform has only been launched in December 2020, already 60 SMEs are in the database. The aim of reaching foreign markets with a different tool than the traditional ones, has been achieved with the creation of a digital platform where both buyers and manufacturers can meet, similar to a physical fair.

Find out more

www.tuscancollections.it/





PRACTICE 9 Hungary The Festival of Folk Arts

Organisation in charge of the good practice

Association of Hungarian Folk Artists – AHFA

Short summary of practice

The Festival of Folk Arts takes place in Budapest, Hungary, for four days in August, for the past 34 years. The event is particularly important for the transfer of folk handicraft traditions to young people and to help them choose careers in the sector. The event also promotes knowledge transfer between countries.

The main purpose of the festival is to carry on and preserve old traditions and to share knowledge across generations. The programme is a platform that brings together different generations, the craft industry itself and helps young people make a career choice. In addition, the organisers want to raise awareness of the importance of community. The event also highlights the importance of these traditional handicrafts to the public and raises the profile of these makers and their skills.

Hundreds of participants can engage with various programmes such as stage events, exhibitions, fashion shows, folk bands' and dance

performances, handicraft markets and workshops. Due to the COVID-19 epidemic restrictions, the event took place in 2020 across various venues and on different days. This included events in the capital as well as seven countryside cities. The festival has a main theme every year and announces a competition for folk handicraft artists in the respected topic. A foreign delegation is introduced annually to share cultural traditions.

Evidence of success

- Approx. 800 traditional craft participants and approx. 70,000 visitors engage each year
- 150 foreign craftspeople from around 10-15 countries take part in the event annually
- the concept has already been introduced as a best practice in Asian countries
- the UNESCO National Heritage List recognised the festival as a good practice for passing on folk crafts

Find out more

<https://www.mestersegekunnepe.hu/information-english/>

<https://nesz.hu/english/>

neszfolk@nesz.hu



PHOTOGRAPHER: PETER LANGE



PRACTICE 10 Finland EKoART

Organisation in charge of the good practice

EKoART (Eija Koski)

Short summary of practice

Himmeli is an old Finnish handicraft product, which for decades has been regarded as outdated and from the past. Eija Koski has renewed the art of himmeli and found new opportunities and markets for it. In this process, she has used her **Six P's Method**.

The Six Ps stands for:

- **PASSION:** Find your passion. This keeps you motivated.
- **PURPOSE:** Have a clear vision and follow your path to reach your purpose.
- **PERSON:** Personalise yourself. Sell with your persona. Be different, be extraordinary!
- **PRODUCT:** Concentrate on one product. You cannot sell everything to everyone.
- **PUBLIC:** Define your public and target group, and contact them directly in multiple ways.

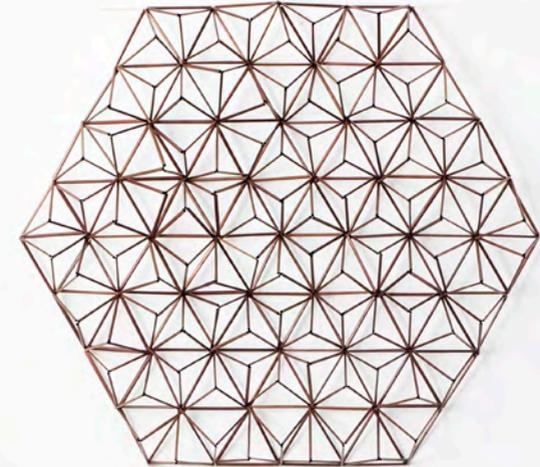
- **PRICE:** Add value to your work. Create a story and brand. Do not undervalue your work by selling your products too cheap.

Evidence of success

Measureable outputs of this practice are:

1. The renewal of himmeli and making it up-to-date.
2. Five himmeli books written by Eija Koski all sold out.
3. All himmelis in exhibitions have been sold out.
4. The artist continues to receive invitations to organise workshops and exhibitions on himmeli.
5. Promoting himmelis globally and transfer to learning in different sectors.

Find out more
www.ekoart.fi/





PRACTICE 10 Finland Ostrobothnian Sustainability Week

Organisation in charge of the good practice

Finlands Svenska 4H

Short summary of practice

Ostrobothnian Sustainability Week highlights the theme of sustainability and good examples of sustainable actions to the wider public. The week is an arena for discussion about current sustainability issues in the region, and to highlight sustainability work that is done in organisations.

Ostrobothnian Sustainability Week addresses the challenge of sustainable development and circular economy in different sectors by:

- Organising a week of sustainability representing responsible actions. The focus is on ecological, social and economical sustainability, for example, recycling, renovation, clothing repairing and using handicrafts for sustainability.
- Inviting and encouraging different sectors, including handicraft, to organise events around the region on sustainability and circular economy bringing forward their own sustainable

and responsible acts. Hence, it provides a platform to market own activities and find new customers, not only to buy products but also for behavioural change and ethics.

Evidence of success

- Ostrobothnian Sustainability Week has been highly appreciated in the Mid-Scandinavian regions of Finland, Sweden and Norway.
- The Midnordic Committee (<https://mittnorden.org/>) awarded the environmental prize Nordens Gröna Bälte to the Ostrobothnian Sustainability Week (<https://mittnorden.org/hallbarhetsveckan-i-osterbotten/>).
- Over 70 enterprises organised events and showed their works across Ostrobothnia and as a result, opened up discussion on sustainability, created networks and inspired new audiences. The week created valuable discussions on sustainability including roles and collaboration between businesses and municipalities.

Find out more

<https://hallbarhetsveckan.fi/english/>

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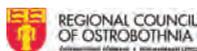


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