

CRAFTSMANSHIP+

FOSTERING A NEW AND COMPETITIVE APPROACH TO CRAFTS AND SEMI INDUSTRIAL HIGH ADDED-VALUE SECTORS

Newsletter #1

November 2016

This Newsletter is intended for organisations active in the Crafts & Semi-Industrial High Added-Value sectors – training centres, business chambers, public authorities and companies – and for artisans and entrepreneurs in general.

In it, we will be sharing the major developments in **Project Craftsmanship+**.

About Project Craftsmanship+

Craftsmanship+ *Fostering A New And Competitive Approach To Crafts And Semi-Industrial High Added-Value Sectors* is an European co-funded project whose goal is to promote new and creative businesses in traditional crafts and semi-industrial business areas anchored on high added-value production techniques.

The Crafts sector represents a high potential for:

- Economic value creation
- Job creation, in particular youth employment
- Urban, social and economic revitalization of degraded city areas

Whereas, at the same time, this sector faces challenges such as the:

- Lack of vision, entrepreneurial attitude and innovation
- Lack of craftsmen that can pass-on their knowledge and technical skills, enabling new businesses to be created
- Cost and high requirements of the apprenticeship system

Craftsmanship+ intends to develop an innovative **learning solution** for the **younger adults entering the labour market** and for the **existing craftsman**, and make it available to the general public.

Who are we?



Project Craftsmanship+ is for YOU

Project Craftsmanship+ is for:

- People looking to create their own businesses in the Crafts & Semi-Industrial High Added-Value sectors.
- Artisans looking to take their activity to another level and are lacking business skills.
- All the organisations supporting the Crafts & Semi-Industrial High Added-Value sectors which can benefit from the tools and materials we are developing and making available for free.

What are we up to?

The project started in late 2015. During this time we have been learning from you. We went looking for good examples in the Crafts & Semi-Industrial High Added-Value sectors, we have been studying learning approaches that best suit the needs of artisans and entrepreneurs, and we have selected and documented artisanal techniques. You can already watch some of our videos in our Facebook page!

This is all part of our development process to deliver by the end of 2017 a free online a training course featuring 3 modules: production; enterprise & market; creativity & product innovation.

What is next?

In the next months we will be engaged in the development of digital materials and in setting up the free online course. Once it is ready you can be the first to try it – just contact us if you want to make part of our test group!

Also follow our Facebook page to get news on coming events, new materials available, etc.!

Participate!

Contact **Us** and **Participate** in our research and training activities! Email: contact@craftsmanship-plus.eu

www.craftsmanship-plus.eu | www.facebook.com/Craftsmanshipplus/



Co-funded by the
Erasmus+ Programme
of the European Union

PROJ. Nº 2015-1-PT01-KA204-012891

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.