

# CRAFTSMANSHIP+

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

### Newsletter #2

September 2017

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 generally for artisans and entrepreneurs.

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

### Craftsmanship+ eLearning Course

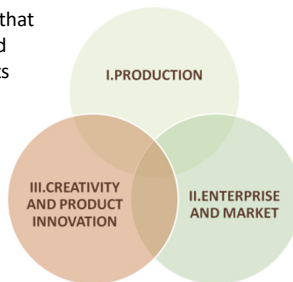
**Are you about to create your crafts business? Or you want to diversify your crafts business? Or even, are you expecting to launch a new innovative crafted product? So, our course is for YOU!**

The Course on Innovation and Competitiveness in the Crafts and Semi-Industrial Activities is an innovative learning programme, based in e-learning, targeted at:

- young adults looking to learn a craft/semi-industrial process and become entrepreneurs and
- established artisans wanting to update and take their businesses to a new level (Are you about to create your activity? Do you want to diversify? Are you expecting to launch a new innovative product? So, this course is the best for you!)

The Course offers 3 independent modules that you can take according to your needs, filled with illustrative business cases on the crafts sector from around Europe.

Along with the Course, we are preparing a Platform to be the meeting point between established artisans, artisans in he making, artists and business people.



The Course and the Platform will be done by the end of 2017 and freely available in the summer of 2018. In the meantime we will be testing it and improving it for you!

### What are we up to?

For the past months we have been working hard producing meaningful digital contents and setting up a comprehensive online platform. In the beginning of September the partnership meet in Perugia (Italy) to discuss the project development and put in motion the activities.

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

### What is next?

In the next few months we will be setting up the free online course and internally testing it. We will also be preparing a pilot testing with people outside the partnership – we want to have the feedback from our target groups.

The pilot testing should happen in the first months of 2018.

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

### Participate & help us reach you!

Contact **Us** and **Participate** in our dissemination and pilot training activities! Email: [contact@craftsmanship-plus.eu](mailto:contact@craftsmanship-plus.eu)

### Who are we?



[www.craftsmanship-plus.eu](http://www.craftsmanship-plus.eu) | [www.facebook.com/Craftsmanshipplus/](https://www.facebook.com/Craftsmanshipplus/)

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