



CRAFTS CODE

Interreg Europe



European Union
European Regional
Development Fund

Design & Crafts Council Ireland:
Our 'Good Practice' for 'How to
access new markets and targets'
for craft SMEs.

16th December 2020, Interregional Thematic Seminar

Emer Ferran: Design & Crafts Council Ireland

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What we do

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DCCI is the national agency for the commercial development of Irish designers and makers, stimulating innovation, championing design thinking and informing Government policy.

Building Craft and Design Enterprise Programme



Who is it for?

Design and Craft Enterprises more than 18 months in business

Building Craft and Design Enterprise Programme



About the programme:

Boost your products into new markets through design led workshops & mentoring

Due to COVID 19 Restrictions some of these training events will be delivered online. Face-to-face training will resume when restrictions are eased.

Building a Craft & Design Enterprise Programme 2020



DCCol and Cork LEOs supporting ambitious, creative enterprises, trading for at least 18 months, that wish to inject new ideas and approaches to product development into their practice.

Boost your product into new markets through a series of design-led workshops!

////////// PLEASE NOTE NEW DATES BELOW //////////

Over 7 months...

7 days training

5 one-to-one Mentoring Sessions

London Trade Show Research Trip

- You Will**
- Enhance your design and product
 - Develop your branding
 - Cost and promote your product in the market
 - Research future markets

Workshops include: //////////////////////////////////////

Programme



5 Mar
2020

1. My Business Structure & Organisation

- 10 steps to good business practice with *Marian McDonald*

Training Days

6 Mar
2020

2. Costing & Pricing my design & production

- Achieving accuracy for profitability.
- Defining how much your customer is willing to pay?
- Getting your margins right

With *Marian McDonald*

Ongoing

Website Audit & Optimisation

Day 1 – One-to-one website audits offering each business mentoring in this area. With *Mentor Mark Sobczyk*.

Zoom / Skype Mentoring

Ongoing

Business, design & brand

- Defining my business brand
- Generating a PR campaign?
- How can you get the media to take notice?
- What's your strategy, have you carefully considered export?
- Do you have room for growth - Online, direct retail, wholesale, internationally?
- Positive steps to building relations with retail stores

With mentors *Kate Hickey, Marian McDonald & Mark Sobczyk*.

3 Sept
2020

3. Current Design & Business Trends

Topics covered include:

- How marketing principles apply to a creative business.
- The value of research
- Is there demand existing /growing for what you make?
- Developing new routes to new markets
- Who and where are your competitors?
- How can you keep visible in a busy market place?
- Are you in tune with Design trends for 2020 & beyond?

With *Suzanne May*

Training Day

4 Sept
2020

4. Product Development: Part 1

- How do you approach making - do you think design, function, form?
- Building on your successes
- Who are your customers?
- How do you present your work?
- Production planning /Time management

With *Suzanne May*

Training Days

16 Sept
2020

5. Website Audit & Optimisation

Day 2 - Workshop with critical analysis of your website, working on web optimization strategies. Each business will have had an additional mentoring session in this area. Plus 1-to-1 website audits.

With *Mark Sobczyk*

13 & 14
Oct 2020

Product Development: Part 2

These 1-2-1 clinics build on the product development Part 1 segment of the programme.

The clinics are a focussed one-to-one session and include an audit and review of current product offerings and provide the opportunity to engage and discuss new and developing work. Thereby generating an individual action plan of key achievable tasks to be undertaken to improve the viability of product or R&D of alternative products.

Each participant will have one mentoring session with *Suzanne May*.

Mentoring

4 & 5
Nov 2020

6. Effective Use of Social Media – PR & Sales

4 Nov (10:30 – 12:00) The Designers Perspective - A positive approach to the future, focusing on what we can control - *Adrianne Doyle*

4 Nov (13:30 – 15:00) Making an Impact to Drive Sales Online - *Emma Dwyer*

5 Nov (10:30 – 16:00) Driving Export with *Kate Hickey*

Online Training

Spring
2021

London Research Visit - Spring 2021

An accompanied Research Trip to London with on the ground retail focus suitable to business profiles. Opportunity to network with craft and design business from other LEOs.



Selection Criteria

The selection panel will select participants based on the following criteria. The max percentage of marks allocated to each area is indicated below.

Commercial Potential	of product or offering, potential for growth & development	10%
Relevance to Market	where product fits within the market, your market awareness	10%
Quality of Online Marketing	web / social media presence & how you engage with target market	10%
Trading Level	the stage the business is at and its potential for development	10%
Quality of Work	quality of design, presentation and finish of the product	40%
Quality of Proposal	how you propose to use the programme to support and benefit your business skills and business development	10%
Programme Suitability	evidence that the programme will create immediate benefit to your business	10%

What can I expect from this programme?

- Awareness of future trends
- A move towards new products / ranges for growth
- Tools you can use for future product development
- Strategies for getting your product to new markets & increasing market share

Scheduling

- Participants can email emer@dccoi.ie in confidence with any questions.

N.B. This programme is heavily subsidised - fees to participate are €250 per participant. The cost of the **London Research Trip** is in addition to this fee. Participants are advised to apply for a **TAME Grant** to cover the cost of the Research Trip. **Dates** may be subject to slight change and venues will be confirmed before the programme commences. **Workshops** are delivered over 1 day - 6hrs plus 1hr lunch break. **Mentoring** sessions are approx. 45 – 60mins per participant and time slots are allocated by DCCol.

Building Craft and Design Enterprise Programme



Who?

Partnership project with the Local Enterprise Offices nationally

Building Craft and Design Enterprise Programme



Impacts:

Over the past five years

300 craft and design enterprises have benefited from this programme.

Resulting in:

Launching new product ranges and processes.
Exhibiting at International Shows & increased Market share.

Emmet Bosonnet Kopper Kreation

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Thank you!

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