

CRAFTS CODE

Interreg Europe



European Union
European Regional
Development Fund

ACTION IMPLEMENTATION PLAN FOR CRAFT COMPANIES

EOI Foundation



21st June 2022 / Budapest

ACTION IMPLEMENTATION PLAN FOR CRAFT COMPANIES

- **SWOT Analysis**
 - Review of literature
 - Online survey to 55 actors related to the Spanish craft sector
- **Action Plan**
 - Action 1. Crafts Business Programme
 - Action 2. Crafts Observatory



SWOT

STRENGTHS

- High degree of customisation
- Digital channels for the sale of products, training services or promotion
- Diverse range of quality products
- Incorporation of design and new trends
- Well valued at a national and international level
- Singularity, specialisation and differentiation compared to industrial products

SWOT

WEAKNESSES

- Lack of business skills to develop business model, strategy and management
- Insufficient capacity to position Spanish products in foreign markets
- Lack of a common body to unify efforts (decentralisation of power in 19 regional administrations)
- Absence of product qualification and quality standards
- Lack of skills to take advantage of digitalisation

SWOT

OPPORTUNITIES

- Collaboration with other sectors like tourism, culture, hospitality, or general industry
- New trends in consumer habits:
 - more responsible and selective consumption
 - local and sustainable products
 - innovative products
- Possibility of integrating crafts into a "Spain brand"
- Possibility of offering workshops or immersive experiences to the public

SWOT

THREATS

- Ageing of professionals and lack of generational change-over
- Disappearance of small businesses in the cities (change of habits and reduction of local consumption)
- Economic impact because of the pandemic and the war in Ukraine (possible reduction in the demand of non-essential goods and services)

ACTION PLAN FOR CRAFT COMPANIES

Action 1. Craft business creation, consolidation and competitive positioning programme



Action 1. Craft business creation, consolidation and competitive positioning programme

Inspired by: Building Craft and Design Enterprise (BCDE) (Ireland)

Objective: improve the knowledge in business management, marketing and commercialisation, digitalisation, product design, and innovation to improve the competitiveness of Spanish craft SMEs

Description:



Financing: European Social Fund (ESF) + EOI Foundation

ACTION PLAN FOR CRAFT COMPANIES

Action 2. Crafts Observatory



ACTION PLAN FOR CRAFT COMPANIES

Action 2. Crafts Observatory

Inspired by: CreAction (Finland) and MakeX (Italy)

Objective: increase and share knowledge, experiences and collaboration strategies to promote and develop actions that contribute to the competitiveness of the craft sector in Spain

Description:

ACTORS

- EOI Foundation
- Public administrations
- Reference entities
- Organisations and experts

FORMAT

- Plenary sessions (once a year)
- Online work sessions
- Communication actions

FUNCTIONS

- Share and increase **quality knowledge**
- **Collect** artisans and citizens **information**
- **Support access** of craft companies
- Share **good practices** and **successful projects**
- Identify **new ways** to promote the sector
- Promote **collaboration** and **participation**

Financing: Spanish Government's General Budget

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Thank you!

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