

Laura Miguel Baumann

Asamblea eNEM: Oportunidades a la financiación de las Industrias Culturales y Creativas

Actividad financiada por el Ministerio de Ciencia e Innovación



CRAFTS CODE

Interreg Europe



UNIÓN EUROPEA

Fondo Europeo de
Desarrollo Regional



36 meses (fase 1)

12 meses (fase 2)



1.558.177 EUR

Socios



CRAFTS CODE is the acronym of:

Creative **A**ctions **F**or **T**ailoring **S**mes' **C**ompetitive **D**evelopment



**CRAFTS
CODE**

Acciones creativas para adaptar el desarrollo competitivo de pymes

A photograph of a museum gallery. In the foreground, a large, intricate woven basket sits on a white table. Behind it, two white ceramic vases are displayed on a glass-topped table. The background shows a white wall with several small framed items or plaques. The lighting is bright and even. A large teal triangle is overlaid on the top left corner of the image.

El objetivo de CRAFTSCODE es mejorar la competitividad de las pymes artesanas mediante políticas formativas y programas de desarrollo que impulsen su crecimiento y promuevan la innovación en el sector.

www.interregeurope.eu/craftscode

Temáticas principales

1. Cómo mejorar la innovación aplicada a los procesos y modelos de negocio.
2. Acceso a nuevos mercados y públicos.
3. Cómo renovar el sector artesanal mediante nuevos enfoques y herramientas innovadoras.
4. Cómo apoyar al sector artesanal mediante el acceso a la financiación.

1. Innovación (7)

- Advanced crafts (*Ceràmica Cumella*)
- **Artesanía No Prato - linking crafts to gastronomy**
- Artistic experiences linked to the territory (*Traveria studio*)
- A way of discovering stained glass at the *L'Art del Vitrall* workshop
- Introduction of new technologies in crafts development and production (*Luesma&Vega*)
- Misui, a curator of jewellers
- Seseña: product innovation and marketing channels

2. Nuevos mercados (6)

- #consumeixArtesania Spot – promoting crafts during the pandemic
- Hilandia Challenge. The largest virtual flock of sheep in the world
- JOYA Barcelona – new ways of selling in a fair
- **Talleres abiertos, the mobile app to discover every corner of Spain through its crafts**
- The Hospitality market as a new target market for craft products (*Teixidors*)
- Transforming the fair 'Barcelona Knits' into a virtual event without losing its essence

3. Nuevos enfoques y herramientas innovadoras (5)

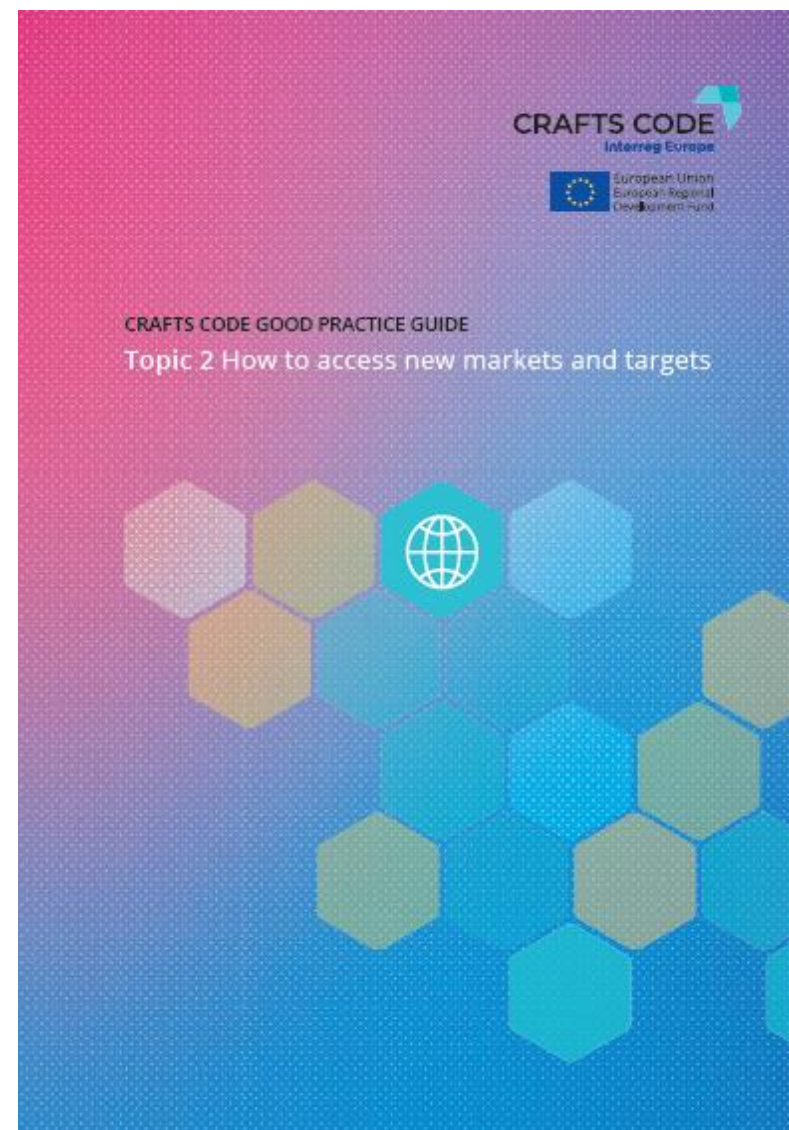
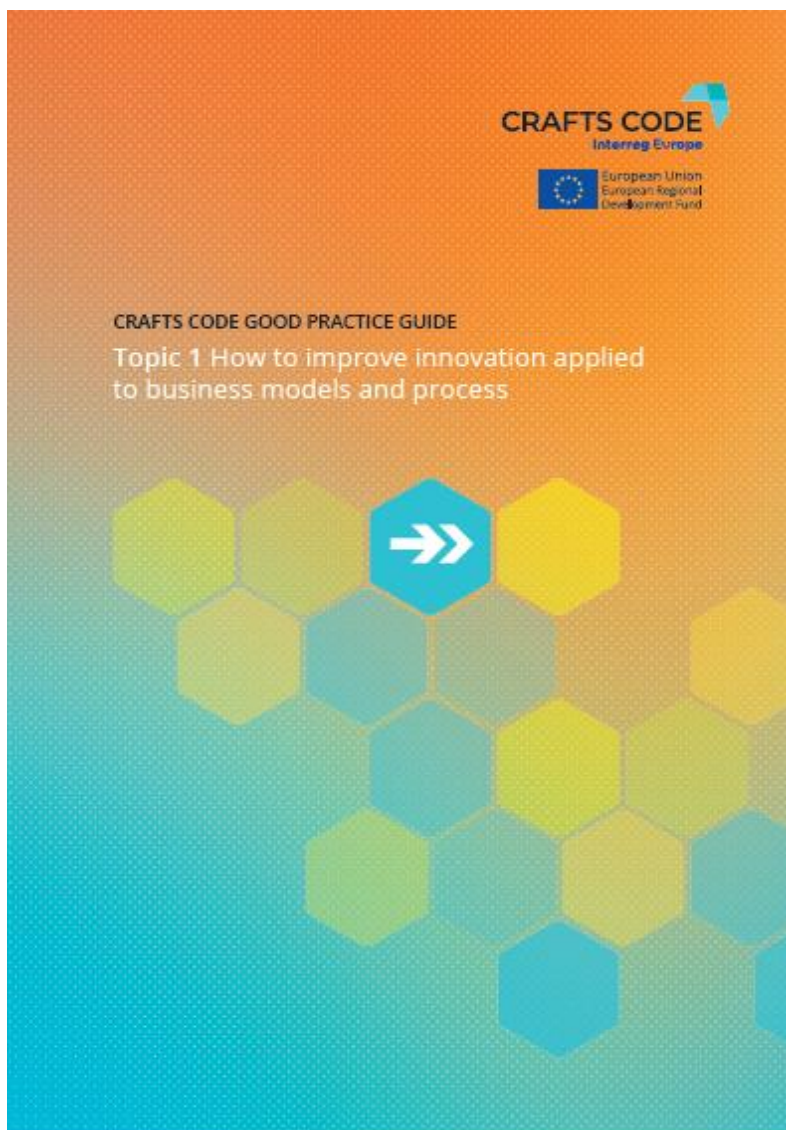
- **D-Tool: to assess the use of design in companies and organizations**
- Improvement and expansion of jewelry education
- **Laboratory of Innovation in Crafts, Design and Contemporary Art (University of Granada and Centro Albayzin)**
- New opportunities for violin making art
- Talent Jove

Buenas prácticas

4. Acceso a financiación (2)

- Coworking spaces & Go-To-Work Programme
- Ayudas a la artesanía en España

Guías de buenas prácticas



CRAFTS CODE GOOD PRACTICE GUIDE



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

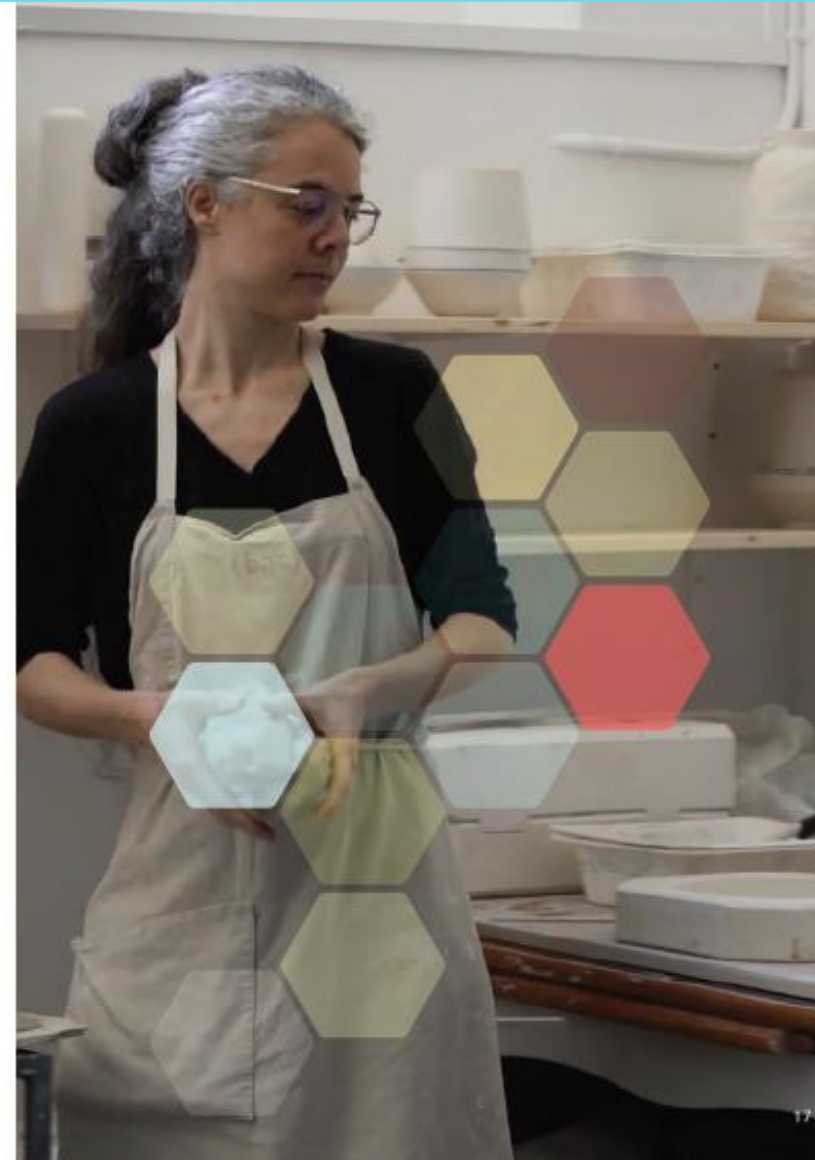
For the first time in Catalonia, a spot has been produced and broadcasted on television to promote the consumption of crafts among the general public.

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.be/M1U1gTT78tY





Good practice: D-Tool: to assess the use of design in companies and organizations

Print | Follow

D-Tool, is a tool for testing the use of design in companies and organizations.

The objective of this tool is to help to determine the level of use of design in companies and organizations, and how they could improve their productivity, positioning or achieve the excellence by using it.

The self-testing is divided into four steps and its completion takes approximately 15 minutes. It is based on the analysis made by three tools:

- the Design Ladder, created by the Danish Design Centre,

developed by the ADCV, and

SHARE | f | t | in

Project	CRAFTS CODE
Main institution	Asociación de diseñadores de la Comunidad Valenciana & Agencia Valenciana de la Innovación
Location	Comunidad Valenciana, Spain (España)
Start Date	March 2020
End Date	Ongoing
Further information	



Financiación

- **Dificultad para el acceso a financiación**
- **Falta habilidades de gestión empresarial**
- **Diversidad de ayudas no solo monetarias**
 - App para gestión empresarial
 - Formación
 - Ayudas a fondo perdido Covid-19



Aprendizajes



Idea



Retos comunes – soluciones conjuntas



Socios



Aprendizaje continuo

CRAFTS CODE

Interreg Europe



European Union
European Regional
Development Fund

¡Gracias!

laura.miguel@eoi.es

www.interregeurope.eu/craftscode/

