

AGENDA

Craftsmanship and skills for the future

28 February- 1 March 2023

Venue: Cometa Formazione, Como, Italy

BACKGROUND INFORMATION:

The crafts sector combines tradition, heritage, culture, skills and design. The term ‘craft’ encompasses a wide range of disciplines that reflect a country’s cultural identity, individual artistic and creative abilities. From an economic perspective the crafts sector shows above-average growth and creates jobs particularly for young people and women while strengthening social cohesion.

Several international organisations have focused their attention on this specific sector.

Over the past two years, the **European Training Foundation (ETF)**, in cooperation with the Michelangelo Foundation, has implemented a study on the future of the crafts sector. The study reviewed in particular how current (global) trends affect innovation in crafts design, production, sales and organisation, and the extent to which this has led to changes in the skills that crafts companies search for in their employees.

The Michelangelo Foundation for Creativity and Craftsmanship is a non-profit institution based in Geneva which champions contemporary craftspeople worldwide with the aim of promoting a more human, inclusive and sustainable future. The foundation seeks to highlight the connections between craft, the wider arts and the design world. Its mission is to both celebrate and preserve craftsmanship and its diversity of makers, materials and techniques, by increasing craft’s everyday recognition and its viability as a professional path for the next generations. From engaging educational programmes such as the summer schools to its signature digital project the Homo Faber Guide and international exhibition the Homo Faber Event, the foundation is fostering a cultural movement centred on master artisans and rising stars.

The **Union for the Mediterranean (UfM) Secretariat**, aware of the job-creating potential of the Creative Sector (crafts included) and its growing contribution to the region’s GDP, organised 3 editions of Creative Forum Ljubljana with the Slovenian Ministry of Foreign Affairs, with a fourth planned in 2024.

The United Nations Educational, Scientific, and Cultural Organization (UNESCO), as the only United Nations Agency with a core mandate in education and in culture, heritage, arts and creativity,

provides a unique setting for an intersectoral initiative on culture and education to support Member States in harnessing the nexus between the two in line with the 2030 Agenda for Sustainable Development. The synergies between culture and education inform and contribute to the achievement of several SDGs transversally. Within this framework, UNESCO is in a strong position to provide a holistic and intersectoral response to some of the most pressing and complex global challenges, which are increasingly requiring innovative and coordinated approaches

The **United Nations Industrial Development Organisation (UNIDO)** supports its member states in further developing its creative industries in several technical assistance projects all over the world. UNIDO supports the growth of creative industries by creating an eco-system where such enterprises can thrive. UNIDO's support may relate to establishing a conducive policy framework, or capacity building for enterprises as well as service providers in areas such as design and product development, but also business skills, technology transfer, and supporting marketing activities. Often such support is channelled through the establishment of creative hubs.

This event brings together stakeholders from regional and international organizations, the crafts sectors, the practitioners and policy-makers.

The objective of this event is threefold. In specific, it aims at:

- sharing and growing knowledge, by giving value to existing studies developed and by building up together a feasible vision on the future of crafts, with a focus on skills.
- keeping a global perspective on the sector, identifying upcoming opportunities for crafts in EU neighbouring countries and beyond
- identifying actionable based proposals for crafts to promote skills development in the sector.

The output of this event is to draw highlights for a joint publication presenting a vision on the sector.

The target group of the event are international organisations active in the field, as well as selected crafts' associations, VET providers, artisans and policy makers, for a total of about 30 participants. Each organization will select 2/3 key stakeholders from their networks to participate and contribute to the event.

In order to get into the context of crafts, the event will include a joint reflection on the available knowledge on the sector, based on projects run by different organisations in the field. The discussion will be complemented with the critical inputs of stakeholders from different countries, who will bring their own direct experience in relation to the challenges and the opportunities existing in the different contexts, and with a visit to Contrada degli Artigiani (social cooperative with textile and wood workshops). The rest of the event will be devoted to a future-oriented participatory discussion on crafts through a foresight process. Guiding questions will be addressed to draw on knowledge from all participants and interconnect the crafts sector, Academia, the labour market and regional aspects. This process will lead participants to jointly define a vision for the development of the sector, with the identification of actionable proposals. The output will be reflected into a joint publication, to be published after summer 2023 and widely disseminated through different channels.

| Time | Agenda Item | Owner and place |
|-------------------------|---|---|
| 28 February 2023 | | |
| 08:25 | Departure from the hotel by bus | |
| 08:40 -08:55 | Registration | Cometa Formazione, Aula Magna |
| 08:55 – 09:05 | Opening and welcome | Erasmus Figini, Founder of Cometa Manuela Prina, Head of Skills Identification and Development Unit, ETF |
| 09:05 – 09:20 | Ice breaker and introduction of participants Presentation of the activities | Floriana Folisi, Human Capital Development Expert, ETF Oleksandra Nych, Trainee, ETF |
| 09:20 – 09:45 | Building a vision for the craft sector: Crafts in 2050 Introduction to indicators & data available Video interviews from Homo Faber event 2022 | Francesca Rosso, Coordinator for Skills Demand, ETF Claudia Pompa, UNESCO |
| 09:45 – 10:45 | Clustering a vision for craft: work in 4 parallel groups | Introduced by Francesca Rosso, ETF |
| 10:45 – 13:00 | Field visit: Contrada degli Artigiani (social cooperative with textile and wood workshops) | Oliver Twist School |
| 13:00 - 14:15 | Lunch | Cometa Formazione |
| 14:15 – 14:20 | Video on Creative Industries - UNIDO | Cometa Formazione, Aula Magna |
| 14:20 - 15:20 | Foresight on crafts – discussion in groups | Introduced by Cristiano Cagnin, Strategic Development Officer, ETF |
| 15:20 - 15:30 | Coffee break | |
| 15:30 -16:30 | Getting to 2050 vision: group work | Introduced by Cristiano Cagnin, ETF |
| 16:30 – 17:30 | Foresight on crafts: presentation from the working groups | Moderated by Floriana Folisi and Cristiano Cagnin, ETF |
| 17:45 – 18:45 | Transfer by bus and visit to Museo della Seta | |
| 20:00 – 21:30 | Dinner | Ristorante “In Teatro”, Como |
| 1 March 2023 | | |
| 8:30 | Departure from the hotel by bus | |
| 9:00 – 09:15 | Interactive wrap-up from day 1 | Aula Magna, Cometa Formazione Facilitated by Francesca Rosso, ETF |
| 9:15 – 9:30 | Keynote speech: The need for beauty | Alberto Cavalli, Executive Director of Michelangelo Foundation |
| 9:30 - 10:30 | From vision to actions: defining priorities to make craft THE priority: discussion in groups | Introduced by Floriana Folisi, ETF |
| 10:30 – 10:45 | Coffee break | |
| 10:45 - 12:00 | Discussion in plenary Integration of actions: toward a vision with concrete measures | Moderated by Francesca Rosso and Cristiano Cagnin, ETF |
| 12:00 – 12:30 | Key takeaways and conclusions from organising partners | Moderated by Manuela Prina, ETF |
| 12:30 - 14:00 | Lunch or brown bag and departure | Cometa |