



We promote active ageing and support skills development among disadvantaged groups, through educational programmes based on ICT and digital skills. **Italy**

We enhance organisations' social and human capital through social innovation projects, good practices transfer and dissemination. **Portugal**



We foster social integration and improve the life conditions of vulnerable groups through education and work. **Romania**

We provide consultancy services, technical support and project materialisation in the sectors of education and training, ICT, research and technological development, and international relations. **Bulgaria**

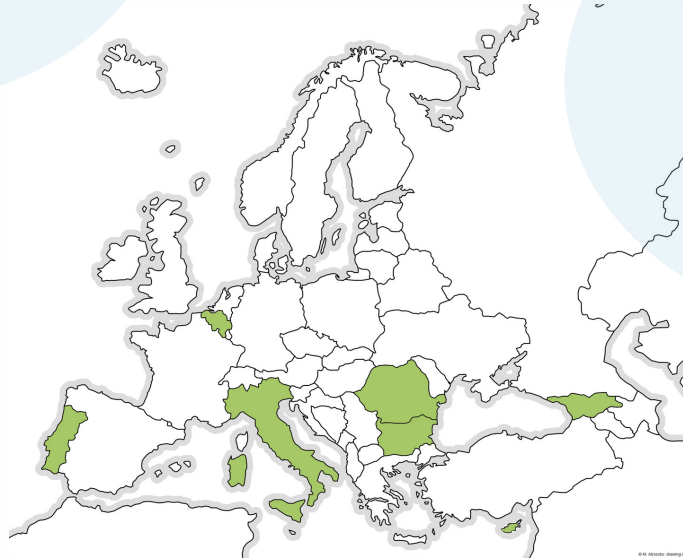


We are one of the leading NGOs in Georgia working on the preservation, promotion and sustainable use of Georgian culture and cultural heritage. **Georgia**

We contribute to the valorisation, the safeguard and the transmission of know-how and expertise in the field of traditional and fine crafts. **Belgium**



Our main activities revolve around national and EU co-funded projects in numerous sectors of economy and development. **Cyprus**



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<https://madineurope.eu/Craft50plus>

Craft 50+

Digital enabler for aging craftspeople's business



A European project to improve entrepreneurial skills of European professional craftspeople ageing 50 years or more and to accompany them in the digital transition.

THE CONTEXT

Crafts professions matter !

Rooted in European territories as part of local cultures, traditional crafts are human-centred professions that involve people from diverse groups and contribute to circular economies and social cohesion.



As a consequence of the post economic and health crisis the sector is facing dangerous threats :

- **Small production** = less competitiveness
- **Ageing professionals** = lack of digital skills to ensure promotion and revenues
- **Fragmented sector & local production** = not connected with the global market.
- **Economic and health crises** = loss of income and unemployment

THE PROJECT

Crafting 50 & beyond.

An educational programme that will analyse the competences of crafts professionals from seven **partner countries** across Europe, and equip them with entrepreneurial and **digital skills** to enhance their business and creativity.



Providing ageing craftspeople with new tools to promote skills and products on the global market

Keeping crafts know-how alive

Conciliating tradition with innovation thanks to the digital transition.



THE OUTCOMES

Desk research about the requirements and existing support mechanisms for craftspeople to create and manage craft businesses

Needs analysis of the crafts sector through testimonials and interviews

Training courses to equip craftspeople with skills to boost their business, creativity, and digital readiness

Downloadable guidebook and toolkits for all stakeholders of the craft sector

Mapping of crafts professions and collecting best practices in partners' countries.

Dissemination of outcomes and multiplier events

