

## FUTURE WORKFORCE FOR CRAFTS INDUSTRY For Traditional Craft/design Makers 2020 – 2021 Tbilisi, Georgia

Georgian Arts & Culture Center (GACC) is launching *FUTURE WORKFORCE FOR CRAFTS INDUSTRY* program. It is co-funded by USAID Economic Security Program and the *CRAFTING EUROPE* project of Creative Europe Program of the European Commission. The main idea of the two-year project is to establish physical and electronic non-formal educational platforms, which will contribute to the development of the crafts sector workforce via increasing of the competences; practical, theoretical and soft skills. The project methodology incorporates various means such as trainings, workshops, on-job trainings, individual consultations, contests.

The objective of the theoretical part of the program is to give craft/design makers the tools they need to build a successful and sustainable craft business and it covers the following business fundamentals: Business Planning; Marketing Strategies; Market research; Product development; Merchandising; Costing and Pricing work; Access to markets; Access to funding supports and grant applications; Scaling enterprise; Access to international trade events and galleries; Small and large scale production; E-commerce.

### The theoretical courses and programs of the platform are as following:

- Professional Practice Program traditional craft/designer makers;
- iAtelier: technology & innovative practice;
- bookkeeping and taxation for crafts businesses;
- IP rights for crafts businesses;
- Export opportunities for crafts businesses;
- Successful participation in fairs;
- Cultural Products for Tourism Industry.

**Practical courses of the program include:**

- hands-on training for emerging ceramists;
- molding/casting practices;
- product development, design and storytelling.
- crafts project development and implementation

GACC first activities within the frame of the program are announcements of the following two training courses:

- Professional Practice Program traditional craft/designer makers;
- iAtelier: technology & innovative practice.



For additional information, please contact:

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