

Key drivers and Skills Demand

Georgia

Georgian Arts & Culture Center



Key drivers and trends

Global drivers

- **Globalisation :**
 - affecting the local identity, it may lead to the weakening of traditional bonds
 - increased demand on unique, traditional goods may contribute to the strengthening heritage crafts
- **Circular economy and Environmental sustainability**
 - Need of rethinking of products and offers
 - Traditional knowledge can bring crafts in agenda
- **Digitalization**
 - easier reach of international markets and global visibility of the craftspeople
 - Changes in production processes (elimination of manual labour, increase of productivity)
- **Development of Sustainable tourism**
 - Widening audience for crafts
 - Experiential tourism as additional source for income to crafts
 - Reduce of the touristic flows, necessity to review the channels of marketing and target audience due to **COVID 19** opposing Tourism development

Local drivers

- **Raising awareness on the creative industries and the crafts sector**
 - growth of the local market and scale up the crafts businesses
- **Internal migration from rural to urban areas**
 - Hazard of safeguarding traditions and traditional knowledge



Demand for new skills

- **Entrepreneurial skills**

Including: business management, marketing, taxation, export, product development, etc.

- **Digital skills**

Including: Internet, soft for design and 3D modeling, photography, creation of online presence

- **Technological skills**

including: new technologies and materials

- **Soft skills**

Languages, communication etc. as well as networking within and cross sectors

- **Global thinking**

Understanding of global trends and developments, ability of cross-sectoral partnership

Thank You



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