

# Craftsmanship and Skills for the Future

Phase 1

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Presentation of Country Findings

## Crafts Sector in Albania

- Defined and regulated by “The Law on Craftsmanship”.
- Based on family businesses and self-employed.
- Limited education in the crafts sector, but: skills recognition!
- Support from the government and international organisations.
- COVID-19 affected the sector due to lockdowns and no tourist activities.

# Crafts Sector in Armenia

- No definition for the crafts sector.
- Craftsmen mostly work in micro enterprises or as self-employed, with a growing presence of online sales.
- Presence of formal institutions which prepare individuals for crafts industries.
- Some support from government and international organisations.
- COVID-19 negative impact on the crafts sector's financial position due to the reliance on tourism.

# Crafts Sector in Azerbaijan

- Lack of definition for the crafts sector.
- Craftsmen work individually or in organizations.
- Presence of state and private vocational institutions along with international partners.
- Heavy presence of institutions designed to support the countries crafts.
- Pandemic pushed craftsmen to transition towards the digital sphere.

# Crafts Sector in Georgia

- Problems identifying the crafts sector.
- Two types of registration entrepreneur natural person and LLC.
- Education in the crafts sector is conducted through TVET and higher educational institutions with growing popularity of non formal education platforms.
- Funding and support is not efficient for rapid development.
- Visible negative effect of the pandemic.

## Crafts Sector in Kyrgyzstan

- Crafts sector should see regulation soon.
- Forms of registration include private entrepreneur, LLC, non-commercial organisation.
- Educational institutions exist in the form of vocational and art schools, colleges and private training courses.
- Limited identification of the crafts sector severely limits the support it receives.
- COVID 19 impacted the sector.

# Crafts Sector in Turkey

- Defined by “*Law on Professional Organisations of Craftsmen and Tradesmen*”.
- Most common type of business in the crafts sector are small scale family owned.
- Training in crafts provided by vocational high schools and vocational training centers.
- State provides various benefits to people working in the crafts sector in the forms of credits, support and development programs.
- No information on the effect of the pandemic.

## Crafts Sector in Ukraine

- Crafts sector is defined by the law *“On folk arts and crafts”*.
- Craftsmen work independently or in companies.
- Formal education is provided by VET schools and higher education institutions.
- Support systems exist from the state and international partners.
- The pandemic affected the incomes of craftsmen, who sought out digital platforms.

# Crafts Sector in Uzbekistan

- No definition of crafts sector.
- Craftsmen act as sole proprietors.
- Formal education in crafts is given across a wide range of official institutions.
- Generous government support to artisans and involvement of international institutions.
- Pandemic affected craftsmen due to reduced tourism.

# Key trends and drivers affecting the crafts sector

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# Key drivers and trends

- **The COVID-19 pandemic**
  - drop in tourism and sales to tourists
  - looking for alternative (potentially online) platforms to showcase and sell the goods produced
- **Tourism**
  - increasing tourism (before the pandemic) accelerated the demand for crafts
- **Globalisation**
  - allows for the world to connect and buy handmade goods from any country in the world
  - may be affecting the local identity and lead to the weakening of traditional bonds
  - may increase competition domestically by offering more cost-effective alternatives
- **Growing internationalisation of the sector**
  - increasing opportunities to participate in fairs and exhibitions abroad

# Key drivers and trends

- **Lack of skills**, caused by:
  - internal migration from rural to urban areas
  - professions in crafts lacking attractiveness for young people
- **Technological innovation**
  - technology and automation can change the production process
  - technology can enable craftsmen to reach a wider audience (via social media, websites etc.)
- **Growing interest in / awareness of crafts and the importance of the cultural context**
  - the strength of craft culture is shown in the presence of a social infrastructure
- **Growing environmental concerns**
  - the customers are increasingly concerned about environmental issues

# Demand for new skills

- **Technology-related skills**

- ability to work with different media tools, incorporation of cutting-edge digital technology etc.

- **Computer literacy skills**

- especially important for elder generation of craftspeople in some countries

- **Soft skills**

- communication, adaptability, creative thinking, knowledge of a foreign language (e.g., English) etc.

- **Entrepreneurial skills**

- business basics like how to register as self-employed or pay taxes, creating marketing plans, business projects, cooperating with non-governmental and non-profit organisations

Thank You

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