



The artistic crafts sector in Europe: operative plans and strategic visions

INNOCRAFTS
***(INNOvating entrepreneurship policies in the
CRAFTS sector)***

Final Conference, Florence October, 28th 2014

The logo for INNOCRAFTS features a central point from which several colorful, brush-like strokes radiate outwards in various directions. The strokes are in shades of red, yellow, blue, green, and purple.

INNOCRAFTS



European Union
European Regional Development Fund



INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

INNOCRAFTS objectives

The **overall objective** of the INNOCRAFTS project is to **promote entrepreneurship and business creation in the artistic and contemporary crafts sector** by improving the effectiveness of regional and local development policies through **sharing and exchanging good practices and experiences.**

The logo for INNOCRAFTS features a central point from which several colorful, elongated shapes radiate outwards, resembling a stylized sunburst or a cluster of tools. The colors include red, yellow, blue, green, purple, and orange.

INNOCRAFTS

The logo of the European Union, consisting of a circle of twelve gold stars on a blue background.

European Union
European Regional Development Fund

The logo for INTERREG IVC, featuring a stylized sunburst or starburst design with multiple colored rays.

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REGIONS OF EUROPE SHARING SOLUTIONS

INNOCRAFTS objectives

The main question was:

How an efficient model and good policies supporting entrepreneurship and SMEs can be established and implemented in order to achieve successful and sustainable integrated Local Implementation Plans ??



Project by numbers...



Approved and started in



It will last until the end of



The project has a total budget of € 2,318,400 out of which € 1,817,300 comes from the ERDF contribution and € 501,100 is co-financed at a national level.

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PROJECT



EU COUNTRIES



PARTNERS

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INNOCRAFTS Partnership



INNOCRAFTS Partnership

The selected partnership includes **authorities and bodies representing cities of art and/or UNESCO World Heritage Sites**, recognised worldwide for their unique cultural, architectural and artistic heritage with a potential impact on creative and cultural industries.

It is clearly focused on:

exchange of experience that represents the core activities to be implemented within the project

interregional nature as the partnership covers a wide geographical EU area

different levels of experience, knowledge and practices, therefore assuring the right mix of well experienced and less experienced partners.

4 MAIN TOPICS

The project partners have implemented an intensive transfer of experiences, knowledge and know-how on jointly selected best practices and approaches, in the **four following topics**:

- 1. Business models and business support services, including business incubators and business parks and other related facilities;**
- 2. Access to innovation design and financial assistance to SMEs;**
- 3. SMEs internationalization, professional networking and information exchange;**
- 4. Promotion of entrepreneurship among specific target groups such as young and female entrepreneurs.**

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International meetings



Best practices

Criteria used for the **SELECTION OF GOOD PRACTICES**

- methodologies,
- projects,
- processes,
- techniques.

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EXTERNAL ACADEMIC EVALUATOR



The logo for INNOCRAFTS features a central point from which several colorful, teardrop-shaped lines radiate outwards in various directions, resembling a starburst or a stylized sun. The colors include red, yellow, blue, green, and purple.

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The logo for INTERREG IVC, featuring a stylized sunburst or starburst design with multiple colored lines radiating from a central point.

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A large, solid blue circle with the number '14' written in white, bold, sans-serif font in the center.

14

INTEGRATED IMPLEMENTATIONS PLANS

The Innocrafts network has been working for 3 years, **developing, testing and disseminating new models of good governance** through the creation of **Local Support Groups** and the development of 14 integrated implementations plans in **8 Member States of the EU**.

Cooperation among project partners to draft the policy recommendations

**Brain storming and
bottom up
approach**



**POLICY
RECOMMENDATIONS**

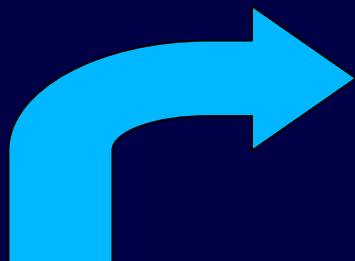


KEY SECTORS OF POLICY RECOMMENDATIONS

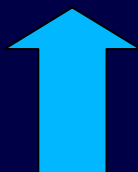
- **PRODUCT DEVELOPMENT AND INNOVATION**
- **EDUCATION, TRAINING AND TECHNICAL ASSISTANCE**
- **ACCESS TO MARKET**
- **ADVOCACY AND INSTITUTIONAL BUILDING**
- **ACCESS TO FINANCE**



What next after Innocrafts? Proposal of future cooperation!



POLICY RECOMMENDATIONS



**IMPLEMENTATION PLANS AND
PROJECT OUTPUTS**



**Competitiveness of
Arts&Crafts**

SME

Possible further development and cooperation...

1. Updating of the LAP through the involvement of the “local stakeholders”
2. Implementation of the pilot actions identified in the LAPs
3. Deep involvement of the Managing Authorities in the pilot actions selected
4. Peer monitoring of the pilot actions.



Investment for growth & jobs!



**Thank you for your
kind attention**

Lucia De Siervo
***Director of the Economic Activities and
Tourism Department***
Municipality of Florence (IT)

innocrafts@comune.fi.it

www.innocrafts.eu