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INNOvating entrepreneurship policies in the CRAFTS sector

CRAFTS CONNECTIONS AND TALKS: New challenges for competitiveness and globalization

Final Conference, Florence, 28th October 2014



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Important challenges for the near future

- Dissemination of knowledge:
Improvement of education and training
- Brand:
Development of a trademark to underline crafts' quality and value
- Shop:
Creation of a handicrafts shop in downtown Florence





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Dissemination of knowledge : Improvement of education and training



INSIDE HIGH SCHOOLS

- Increase the labs in art institutes for these are the main learning resource for crafts.
- Presence of craftsmen beside the teachers.
- Increase the lab hours and bring back laboratory attendance to the first year of secondary high school.





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INSIDE HANDICRAFTS SHOPS

- Establish successful vocational training models that combine theoretical studies and working in crafts workshops.
- Create spaces where craftsmen can teach young people, parallel or in addition to school attendance.
- Provide for remuneration for the craftsmen.
- Study dispensations for craft workshops in order to encourage the participation of students, interns and trainees within their own shops.



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La Buona Scuola

The project «La Buona Scuola" (*the Good School*) is under evaluation by the new Government and is finally developing many of the mentioned points:

1. The dual-education system based on the German model
2. Promote the alternation between school and work
3. The co-financing between private parties and institutions in order to create an incentives system for the private sector that allows to invest in schools.





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Brand: Creating a trademark to underline crafts' quality and value

Unique and instantly recognisable brand linked to Tuscan artistic handicrafts which promotes product recognition and the history linked to the territory.





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Shop: Creation of a handicrafts shop in downtown Florence



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Valuable experiences and initiatives are brought about in the three strategic sectors illustrated. A stable and effective synergy between actors in this field is desirable for their development.



Thank you for your attention