



Open Educational
Resources for
Arts & Crafts

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Dear Entrepreneur,

We are carrying out a **Capacity Gap Assessment** survey in 6 countries to understand and identify the skills and training needs of the Micro and Craft-type Enterprises system in the framework of the EU co-funded Project “**OER-CRAFT: Open Educational Resources for Arts and Crafts**”.

OER-CRAFT aims at addressing the capacity and training needs of the micro enterprises across EU to sustain their competitiveness for enhanced growth and employment. There is no EU definition of craft-type enterprises. The “craft sector” is very diverse, covering a multitude of different professions and trades. Nevertheless craft-type enterprises have characteristics very similar to micro enterprises and are hence grouped into this category.

The idea behind **OER-CRAFT** is to develop and deploy Open Educational Resources (open and widely available training content and modules) targeted at micro and craft-type enterprises to foster their access to the EU single market and EU opportunities to ultimately enhance their competitiveness. The concept is to promote growth and employment by leveraging underutilised EU opportunities and promoting participation to EU Single Market.

The **OER-CRAFT PROJECT** addresses those specific needs and priorities as identified by those policy statements. In addition the project addresses the specific strategies of the EU in promoting smart, sustainable and inclusive growth of EU2020.

The information you provide in this questionnaire will be treated with the utmost confidentiality and will not be shared with any other party. The results of the survey will be published only as aggregated data without mentioning the sources and the interviewees involved.

Nonetheless, the purpose of this survey is also to identify “champions” and “case studies” in the domain of **Craft-Type and Micro Entrepreneurship**: if you wish to provide the consent to share operational (and not financial) information of yourself as an individual and/or your organization to be included in the **OER-CRAFT Project** as a case study please tick the box below”.

Yes, I agree to be included in the **OER-CRAFT Project** as a case study



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The Structure of the Questionnaire

The questionnaire is structured in three parts. The first part includes questions that aim at characterizing the profile of your enterprise. The second part aims at understanding what competencies you consider to be critical for developing your entrepreneurial skills. The third part focuses on the identification of the needs for education and training which you consider important for your development.

Thank you in advance for your time in completing this questionnaire!

For the Interviewer:

Date: _____ Location: _____

Type of Interview: Face 2 Face Phone/Skype eMail Other _____



Part 1: Respondent data - profile of the micro or craft-type enterprise

Organization Name: _____

Address: _____ **Tel:** _____ **E-mail:** _____

Name of the person providing the data: _____

Position in the organisation: _____

Tel: _____ **E-mail:** _____

**Legal form of
Organisation:** _____

Sector:

Please Specify:

Type of activities:

Please Specify:

Total number of paid employees in the company: _____

Year of Establishment of the company: _____



Part 2: Critical competencies and factors for Micro and Craft-Type Enterprises development

Question 1. Which competencies do you consider important for the people involved in the development of micro and craft-type entrepreneurship initiatives?

Please, tick the competencies below using a priority scale from 1 (Very Important) to 4 (Not Important)

Skills for Micro and Craft-type Entrepreneurship Development	Very Important	Important	Slightly Important	Not Important
	1	2	3	4
a) Customer service communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Developing new services, broaden range of offered products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Developing knowledge about foreign markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Communicating with customers and employees in foreign language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Networking skills of the micro and craft type entrepreneur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Securing own innovations and patents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Entrepreneurial thinking and acting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Calculating costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Managing quality in business processes and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Acquisition of new orders. customer groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Developing creative ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Implementing new technology in the business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Communicating with other companies and institutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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n) Other (please specify):

Question 2. In which of the following thematic areas do micro and craft-type entrepreneurs need support for the effective operation of a craft/small company??

Please, tick the areas below using a priority scale from 1 (High priority) to 4 (None).

Thematic areas	High	Moderate	Low	None
	priority	priority	priority	
	1	2	3	4
a) Basics of market analysis for competitiveness / internationalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Building customer trust and earning references on foreign markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Demand and supply analysis, testing and validation on foreign markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) EU Projects Management for micro and craft-type enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Networking for micro and craft-type enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) ICT and use of ICT tools for competitiveness / internationalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Business planning for micro and craft-type enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Basic legal and regulatory implications to tap into the EU Single Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Branding and communication for competitiveness / internationalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Analysis of the external environment: SWOT Analysis, Customers, International markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Other (please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Question 3. Are you currently attending or have you attended during the last 3 years any training related to Micro and craft-type entrepreneurship development?

YES NO

If yes, please, tick the specific themes/ topics

a) Themes/ Topics

- b) Basics of market analysis for competitiveness / internationalization
- c) Building customer trust and earning references on foreign markets
- d) Demand and supply analysis, testing and validation on foreign markets
- e) EU Projects Management for micro and craft-type enterprises
- f) Networking for micro and craft-type enterprises
- g) ICT and use of ICT tools for competitiveness / internationalization
- h) Bussiness planning for micro and craft-type enterprises
- i) Basic legal and regulatory implications to tap into the EU Single Market
- j) Branding and communication for competitiveness / internationalization
- k) Analysis of the external enviroment: SWOT Analysis, Customers,
International markets

Other (please specify) _____



Part 3: Education and Training Needs in Micro and Craft-type Entrepreneurship

Question 4. To which extent does the existing education and training system in your country cover adequately the knowledge and competence areas that may be required for setting up and operating a micro or craft-type enterprise?

Please, rate the topics/ areas below using a scale from 1 (To a great extent) to 4 (Not at all).

Knowledge and competence areas	To a great extent	Somewhat	Very little	Not at all
	1	2	3	4
a) Basics of market analysis for competitiveness / internationalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Building customer trust and earning references on foreign markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Demand and supply analysis, testing and validation on foreign markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) EU Projects Management for micro and craft-type enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Networking for micro and craft-type enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) ICT and use of ICT tools for competitiveness / internationalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Business planning for micro and craft-type enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Basic legal and regulatory implications to tap into the EU Single Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Branding and communication for competitiveness / internationalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Analysis of the external environment: SWOT Analysis, Customers, International markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Other (please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Question 5: If you were given the possibility to attend specialized training to increase your capacity, which topics or themes would you be interested in?

Please use a rating from 1 (Most likely) to 4 (Extremely unlikely) to classify your interest.

Topics/ Themes	Most	Likely	Less	Extremely
	Likely		Likely	unlikely
	1	2	3	4
a) Basics of market analysis for competitiveness / internationalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Project management/ Strategic planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Financial management and planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) EU Projects Management for micro and craft-type enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Networking for micro and craft-type enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) ICT and use of ICT tools for competitiveness / internationalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Bussiness planning for micro and craft-type enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Basic legal and regulatory implications to tap into the EU Single Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Branding and communication for competitiveness / internationalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Analysis of the external enviroment: SWOT Analysis, Customers, International markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Other (please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Please feel free to make any suggestions or comments you consider necessary as regards micro and craft-type entrepreneurship development and in particular the training gaps and needs in this area.

Thank you very much for your participation!