



Open Educational
Resources for
Arts & Crafts

OER CRAFT QUESTIONNAIRES ASSESSMENT

ANDALUCÍA EMPRENDE FUNDACIÓN PÚBLICA ANDALUZA

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OER CRAFT PROJECT

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.

Project expected final outcomes are as follows:

- An open training platform in 7 languages.
- Online and face – to – face courses for entrepreneurs and SMEs.
- 200 SMEs trained harnessing the platform.

Partners in the Project come from six different member states:

SPAIN	UNIVERSITY OF MÁLAGA
SPAIN	INTERNET WEB SOLUTIONS
SPAIN	ANDALUCÍA EMPRENDE, FUNDACIÓN PÚBLICA ANDALUZA
CYPRUS	PAPHOS CHAMBER OF COMMERCE AND INDUSTRY
BELGIUM	IHF, INSTITUT DE HAUTE FORMATION AUX POLITIQUES COMMUNAUTAIRES ASBL
ITALY	IDP SAS
SLOVAKIA	COMENIUS UNIVERSITY
ROMANIA	EDUNET ASSOCIATION



CAPACITY AND TRAINING NEEDS ASSESSMENT

It is crucial for the Project to assess the training needs of its public objective in order to meet them.

Last June the ninth, Andalucía Emprende organised a presentation of the OER Craft Project addressed to companies and entrepreneurs of cultural and craft industries sector. In the workshop, we had the opportunity of handing over a survey for the participants to fill in and show what they reckon about their main training needs.

The survey is broken down into three main parts:

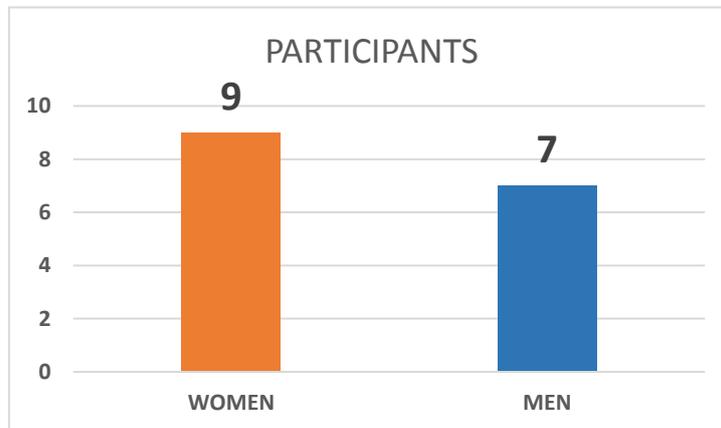
1. The first one will help to identify the business/entrepreneur profile.
2. The second is dedicated to further analyse crucial competences and factors for the development of the main actors for the project.
3. Finally, the third part addresses the examination of the companies training needs more closely.

The survey was handed over to sixteen participants and information was given about its different parts, objectives and how to fill it in. Likewise, there were two project officials to attend the different doubts that may have arisen throughout the process.

RESULTS SUMMARY

FIRST PART. BUSINESSES PROFILE

Sixteen individuals took part on the survey. The rapport between men and women can be seen in the following chart:

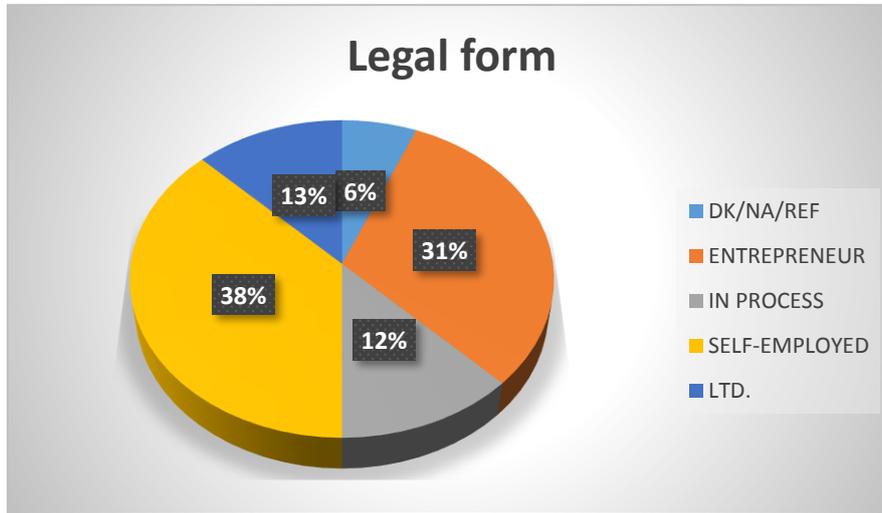


The first part of the survey dealt with the Company or the entrepreneur profile. The goal was to get to know their legal form, activity sector, number of employees and the year of establishment, among other topics.

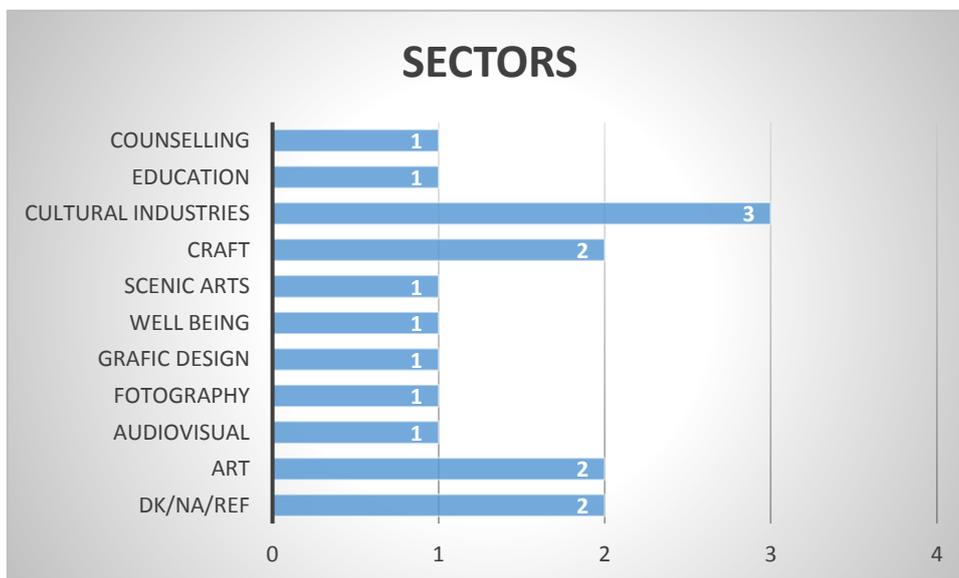
Regarding the legal form, it must be noted that a significant part of those involved in the survey called themselves as “entrepreneurs” without further specifying the concept, this is, whether they have set up their business or they are just in the process of. They amount to a total of 31% of all participants.

The survey shows that a vast majority of the participants picked the sole trader legal form as the one to set up their business, 38% to be more specific. It may basically mean that, by doing so, they try to take advantage of the administrative reductions and discounts operating attached to this type of company creation. It is normally the chosen form when starting a business and it shifts as the company develops and grow to other forms.

The following legal form picked is limited company, with a 13% out of the participants. This form is characterised by the need of a first lump sum to set the company up and the limited responsibility to that sum. It normally suggests a more mature project. In the following chart it can be seen the different legal forms chosen by all participants:



In relation to the activity sectors involved, the participants have highlighted the following:



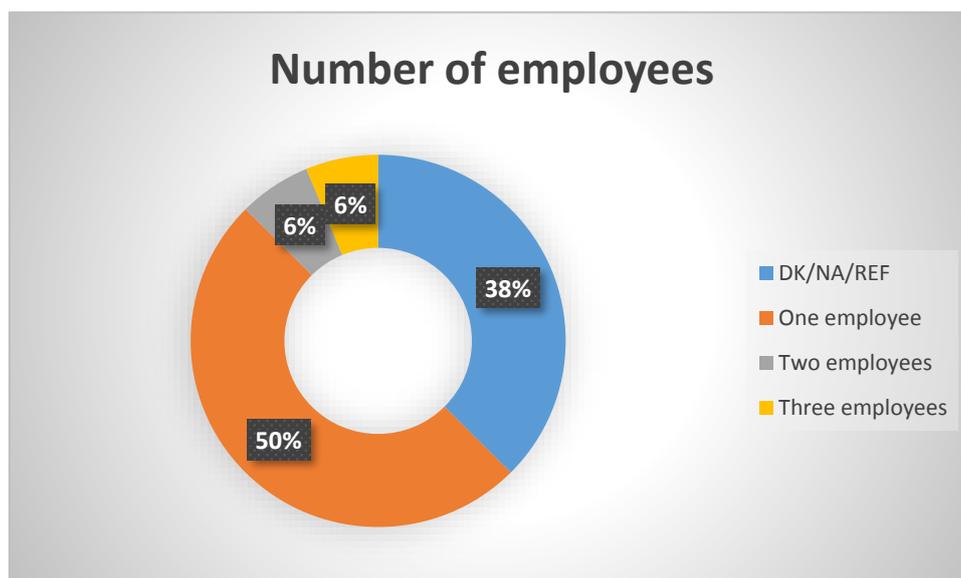


It can be observed from the graphic above that there are a wide range of sectors, attaining most of them to cultural industries and craft. And those that might not be considered on a first attempt related to these industries, such as counselling, education or well-being, they keep a close tie with craft and creative industries, as the counselling is for these type of activities and the educational sector refers to children activities in cultural programmes and language training. As for the well-being it mainly deals with personal growth and care, that can perfectly be consider as an inner craft.

The following question posed, still in the profile part of the survey, meant to enquire into the sort of activities the participants undertook, in the framework of the sector we have just looked into.

At this point, the diversity is understandably larger. It involves craft activities such as leather work and goldsmith alongside with counselling and management for cultural industries. It also includes book editing, though there is a large amount of activities related to shows and design, graphic and traditional.

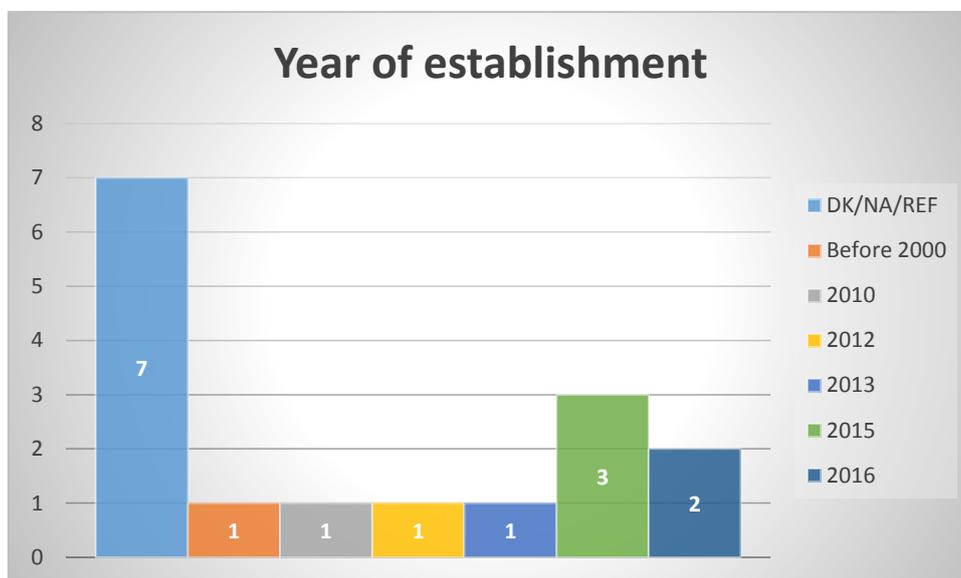
In relation to the number of employees, the results are very much alike to what we have already described when dealing with legal form topic. It can be noted though, that there is a large percentage that were not willing to respond to this question.



Half of participants pointed out that the number of employees was just one, coinciding with the ones declaring self-employment as the legal form for their business, and, may be, those self-declared as entrepreneurs without specifying their legal status.

Last question in this part was the year of establishment. The aim is to identify the maturity of the projects surveyed and if they have survived beyond the threshold of two or three years which is the survival rate for this type of projects in the craft sector.

The image of this topic shows that most of the surveyed businesses are recent.



Just one stands out due to its consolidation level, as it is from year 1.999. The others are quite young, being two-years-old most of them. Those who refused to answer this question are the largest group though, and again they are probably the ones that are in the process of setting up their business or the self-declared group of entrepreneurs.



SECOND PART. COMPETENCIES AND KEY FACTORS

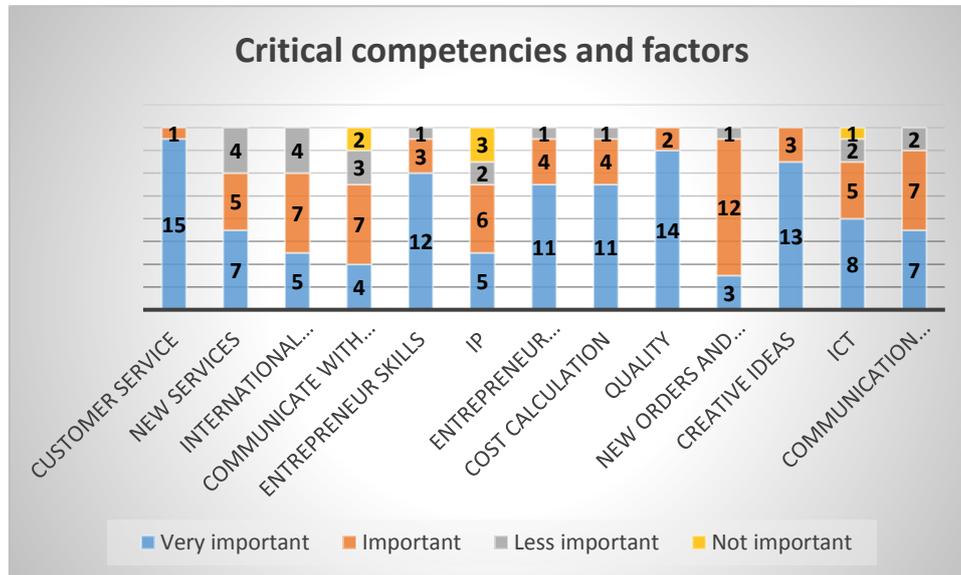
OER Craft project aims at identifying key competencies and factors in training needs for craft and cultural industries. Likewise, it strives to identify the obstacles that hamper the companies to further develop and consolidate in the market. Without any doubt, updated training and key competencies development are crucial for these businesses to succeed.

Participants in the survey, answered about the competencies they consider relevant in this type of companies.

They were asked about the following type of competencies:

- Customer service communication
- Developing new services, broaden range of offered products
- Developing knowledge about foreign markets
- Communicating with customers and employees in foreign language
- Networking skills of the micro and craft type entrepreneur
- Securing own innovations and patents
- Entrepreneurial thinking and acting
- Calculating costs
- Managing quality in business processes and services
- Acquisition of new orders. customer groups
- Developing creative ideas
- Implementing new technology in the business
- Communicating with other companies and institutions
- Others, please, specify

It is worth noting from the survey results that participants prioritise communicative competences in relation to customers, followed by managing quality in business processes and services. Finally, it is also important developing creative ideas, which is perfectly normal as we are dealing with creative entrepreneurs.



Less prioritised competencies are, according to participants, communication with customers and employees in foreign language. This is mainly due to the fact that are self-employed initiatives that have not held any exchange with foreign markets.

Secondly, other competencies graded with relative importance developing knowledge about international markets and securing on innovations and patents. About the former, it is reasonable as we are dealing with young initiatives in search of consolidating their domestic market instead of foreign ones. The latter, is a significant fact, as they are creative companies with original products where design plays a relevant role. However, the participants do not consider a priority to protect the intellectual property of their products or designs.

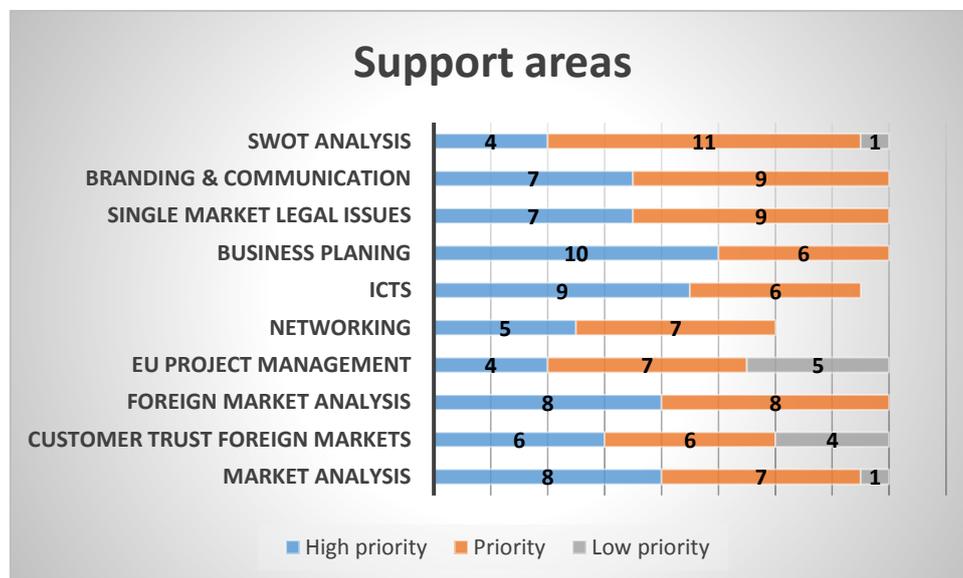
For the next question, the project defined thematic areas these type of businesses might need support with. They were the following:

- ✓ Basics of market analysis for competitiveness / internationalization
- ✓ Building customer trust and earning references on foreign markets
- ✓ Demand and supply analysis, testing and validation on foreign markets
- ✓ EU Projects Management for micro and craft-type enterprises
- ✓ Networking for micro and craft-type enterprises

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- ✓ ICT and use of ICT tools for competitiveness / internationalization
- ✓ Business planning for micro and craft-type enterprises
- ✓ Basic legal and regulatory implications to tap into the EU Single Market
- ✓ Branding and communication for competitiveness / internationalization
- ✓ Analysis of the external environment: SWOT Analysis, Customers, International markets

Participants survey results are shown graphically as follows:

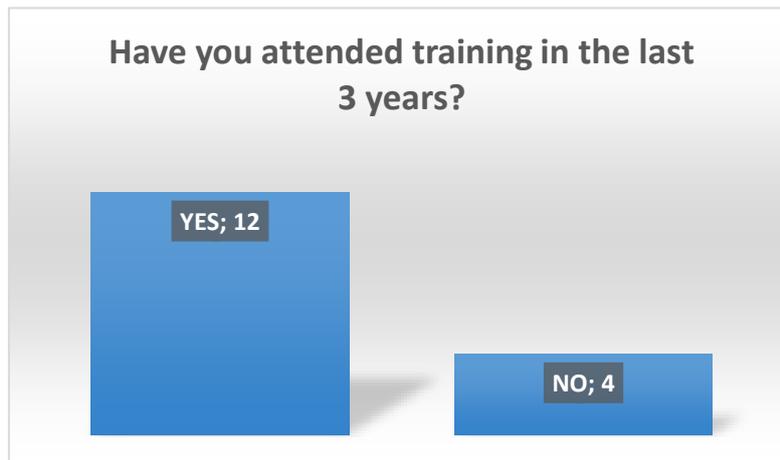


It can be noted that highest priority is given to business planning area, followed by the use of information and communication technologies to boost competitiveness and internationalisation. Then, the other relevant areas are basic legal and regulatory implications to tap into the EU Single Market and demand and supply analysis, testing and validation on foreign markets

Finally, the participants have added other areas of interest that were not previously defined such as online and traditional marketing.

On the other hand, in the section related to the training undertook by the participants, two questions were posed.

Firstly, they were asked whether they had received any training about their business development in the last three years. Their answers were:



The second question was about the type of training received for those whose answer in the previous one was affirmative. It was twofold. On one hand, close topics were proposed. On the other, they were also given the opportunity of adding any other topic they wished.

In this last section, adding topics, they answered that they have received training on marketing, social networks and web positioning. They also mentioned different training pills from Proyecto Lunar, which is an Andalucía Emprande initiative addressed to creative and cultural industries.

According to topics proposed by the survey, they highlighted that they have received training on business planning, networking and branding and communication to improve competitiveness and internationalisation. However, no training had been received in EU project management nor basic legal and regulatory implications to tap into the EU Single Market



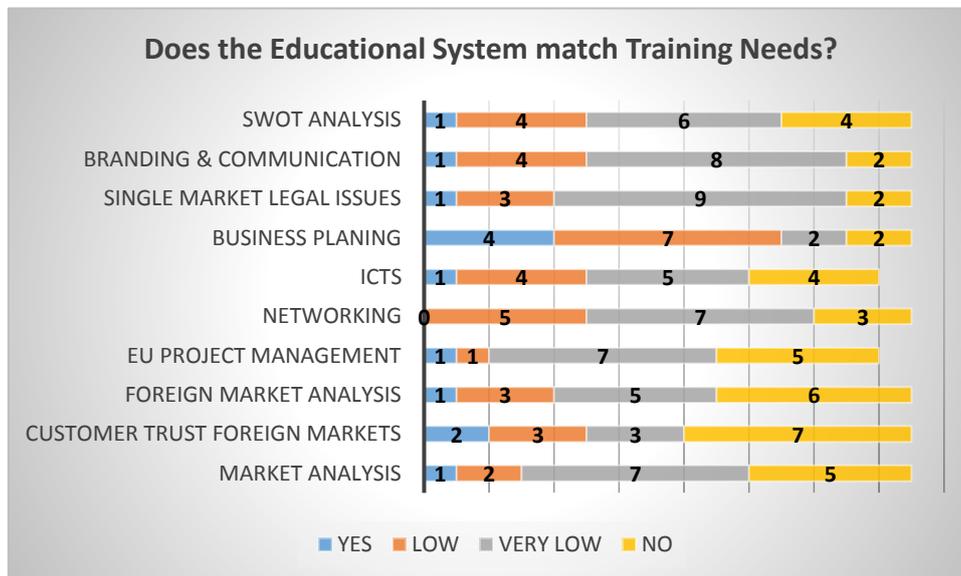
THIRD PART. TRAINING NEEDS

Last part of the survey sought to identify training needs of this type of enterprises. It should be noted at this point that OER Craft has designed an open platform to meet training needs of craft and creative industries in order to access the Single European Market and the opportunities Europe provides.

First question in this section addressed the capacities or skills needed to set up or manage their business and if they were adequately covered by the existing education and training system in their country. They questioned about:

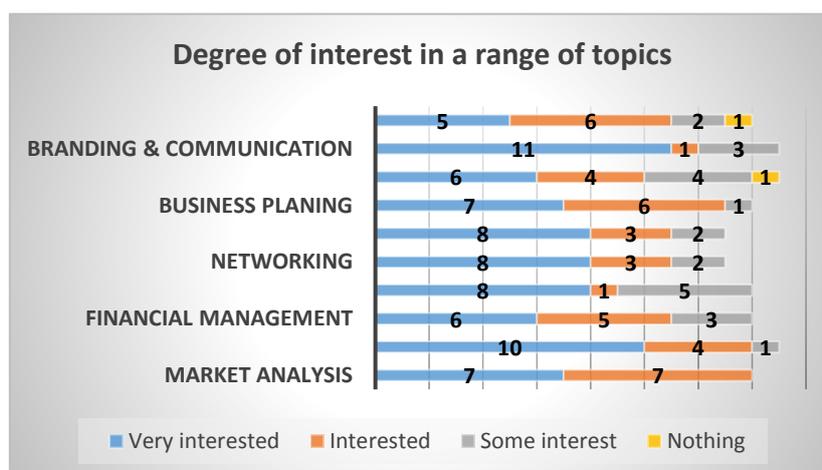
- Basics of market analysis for competitiveness / internationalization
- Building customer trust and earning references on foreign markets
- Demand and supply analysis, testing and validation on foreign markets
- EU Projects Management for micro and craft-type enterprises
- Networking for micro and craft-type enterprises
- ICT and use of ICT tools for competitiveness / internationalization
- Business planning for micro and craft-type enterprises
- Basic legal and regulatory implications to tap into the EU Single Market
- Branding and communication for competitiveness / internationalization
- Analysis of the external environment: SWOT Analysis, Customers, International markets
- Other (please specify)

The chart below shows that most participants in the survey admit that the training received does not match the needed skills to set up and develop a company in the craft and cultural sector. They only underline that they have received relevant training regarding business planning. As for the rest, their views are that no training received was appropriate to the skills that are needed to manage an initiative in the business sectors we are dealing with.



On the other hand, the topics they are interested when asked about specialised training to increasing their capacity are, in first place, branding and communication for competitiveness / internationalization, followed by project management and strategic planning.

Within the same degree of interest, we can find the use of ICT tools for competitiveness and internationalisation, networking for micro and craft-type enterprises and EU Projects Management for these sort of enterprises.





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What draws our attention about the last chart is the growing interest by the participants in the survey about internationalisation and being able to untap the potential of the Single European Market.

Finally, participants were asked to provide suggestions and comment regarding the main survey topic and whatever they feel like to comment. As a summary, they mentioned that they were interested in receiving further information and training on:

- Personal and professional branding techniques.
- Time management.
- Sales techniques and negotiation.
- ICT use and social networks for the business.
- Human resources management and communication strategies.
- Project and financial planning and management.
- Networking with foreign companies and entrepreneurs.

As it can be noted, the participants underlined the need to intensify the knowledge on topics such as sales techniques on products and services and business internal management, including strategic, financial and human resources planning.

It is now up to the OER Craft project, to provide the necessary means to meet the detected training needs.