Projects and Products Portal for Leonardo da Vinci

Holistic Marketing for Micro-enterprises in the Handicraft Sector

2012-1-SI1-LEO05-03952

http://www.adam-europe.eu/adam/project/view.htm?prj=10493

Information sur le projet

Titre:	Holistic Marketing for Micro-enterprises in the Handicraft Sector
Code Projet:	2012-1-SI1-LEO05-03952
Année:	2012
Type de Projet:	Projets de transfert d'innovation
Statut:	Clôturé
Pays:	SL-Slovénie
Accroche marketing:	Dans les artisanats les micro-entreprises représentent plus de 90% de toutes les entreprises ce qui est un segment important de l'identité et de la réputation dans le domaine d'économie. Beaucoup de ces entreprises sont confrontées à des problèmes de pénétration du marché et de promotion de leurs produits. C'est que souvent ils n'ont pas l'occasion d'acquérir des connaissances dans le domaine du marketing ce qui leur permettrait une meilleure gestion d'affaires. Ainsi le but du projet MicroCraft est d'équiper les micro-entreprises dans le secteur de l'artisanat d'un programme d'auto-apprentissage qui leur aiderait à maintenir leur activité et renforcer leur rôle de moteur dans la cohésion sociale et territoriale.
Résumé:	In the European Union, small and medium sized enterprises (SME) employ more than two thirds of the work force, and contribute more than 60 to the gross national product. In arts and handicrafts, micro-enterprises count for more than 90 percent of all enterprises and consitute an important segment of the identity and visibility of the country's economic identity. However, many micro-enterprises are facing problems how to present and penetrate the market or how to promote the products. Especially in the handicraft sector, owners of micro-enterprises often did not have opportunities to acquire knowledge in the fields of marketing, which would enable them to do better business. Our mission is to empower micro-enterprises in the handicraft sector to remain and strengthen teir function as a lever for social and territorial cohesion, with positive spillover effects on the rest of the economy and on society as a whole. The project concerns a sectoral transfer by modifying a successfully introduced self-learning concept and learning materials that were originally developed for woman farmers into self-learning course materials for micro-enterprises in the handicraft sector. The partnership comprises from three development partners from the development team of the previous project from Slovenia, Austria and the Czech Republic, and in order to guarantee the sustainability of this project,one additional expert partner in each of these countries. The specific objectives were to • develop a structured internet based self learning programme and a toolbox for gaining marketing skills • produce a marketing education module for manufactures of arts and crafts • deliver, in the pilot phase, the tools to manufactures of arts and crafts and give training in their use • re-evaluate the tools and the materials (marketing competences) in the light of the response of the pilot tests and make revisions as necessary • publish the description of the concept, of the programme and of the tools on the multilingual project web site • provide the concept for training seminars in marketing and communication competences for manufactures of arts and crafts • sustain the access to marketing learning materials through the web site, that will remain in place until 2018 The results will be introduced into the teaching and counselling activities of the consortium partners in the respective countries and, through the valorisation activities and the activities of the National Strategic Advisory Committees, into a larger number of VET providers in Czech Republic, Austria and Slovenia. The self-learning programme itself covers the field of marketing.
Description:	
Thèmes:	*** TIC

Information sur le projet

	*** Formation tout au long de la vie *** Entreprise, TPE, PME ** Marché du travail ** Formation ouverte et à distance * Orientation professionnelle
Sectors:	*** Activités de Services Administratifs et de Soutien *** Autres Activités de Services *** Information et Communication *** Enseignement ** Commerce; Réparation d`Automobiles et de Motocycles
Types de Produit:	Enseignement à distance Matériel d'apprentissage Site Internet Modules Autres Matériel pour l'enseignement Film
Information sur le produit:	The self-learning programme for handicraft producers will cover the fields of marketing and entrepreneurship. It will be available on the website of the project and will cover Positioning of Products Marketing Planning Distribution Advertising Product Kit Business Planning and Calculation Legal Guidelines Product Improvement
Page Web du projet:	http://www.ko-vivis.si/projekti/Microcraft.aspx, http://www.ko-vivis.si/en/projekti/Microcraft_en.aspx,

Contractant du projet

Nom:	JAVNI ZAVOD KOROŠKO VIŠJE IN VISOKOŠOLSKO SREDIŠCE
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Pays:	SL-Slovénie
Type d'organisation:	Institution publique
Site Internet:	http://www.ko-vivis.si

Personne de contact

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Coordinateur

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Partenaire

Partner 1

Nom:	OBRTNO-PODJETNIŠKA ZBORNICA SLOVENIJE
Ville:	Ljubljana
Pays/Région:	Slovenija
Pays:	SL-Slovénie
Type d'organisation:	Chambre
Site Internet:	http://www.ozs.si

Partner 2

Nom:	E-C-C Verein für interdisziplinäre Beratung und Bildung
Ville:	Wuernitz
Pays/Région:	Lower Austria
Pays:	AT-Autriche
Type d'organisation:	Institution de recherche
Site Internet:	http://www.e-c-c.at

Partner 3

Nom:	Fachhochschule Wiener Neustadt fuer Wirtschaft und Technik Ges.m.b.H. Campus Wieselburg
Ville:	Wieselburg
Pays/Région:	Lower Austria
Pays:	AT-Autriche
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.amu.at

Partner 4

Nom:	KTP - Spolenost pro kvalifikaci na trhu práce
Ville:	Oslavany
Pays/Région:	Jihovychod
Pays:	CZ-Tchéquie
Type d'organisation:	Institution de formation continue
Site Internet:	http://www.ktp-qualification.eu

Partenaire

Partner 5

Nom:	Region Panda
Ville:	Rychnov nad Kneznou
Pays/Région:	Jihovychod
Pays:	CZ-Tchéquie
Type d'organisation:	Institution de formation continue
Site Internet:	

Données du projet

Article on MicroCraft.pdf

http://www.adam-europe.eu/prj/10493/prj/Article%20on%20MicroCraft.pdf

Deployment Plan - MicroCraft.pdf

http://www.adam-europe.eu/prj/10493/prj/Deployment%20Plan%20-%20MicroCraft.pdf

MC-brochure-Czech.pdf

http://www.adam-europe.eu/prj/10493/prj/MC-brochure-Czech.pdf

Brochure MicroCraft self-learning programme - Czech

MC-brochure-English.pdf

http://www.adam-europe.eu/prj/10493/prj/MC-brochure-English.pdf

Brochure MicroCraft self-learning programme - English

MC-brochure-Slovenian.pdf

http://www.adam-europe.eu/prj/10493/prj/MC-brochure-Slovenian.pdf

Brochure MicroCraft self-learning programme - Slovenian

MC flyer German.pdf

http://www.adam-europe.eu/prj/10493/prj/MC%20flyer%20German.pdf

MIC Country Analysis.pdf

http://www.adam-europe.eu/prj/10493/prj/MIC%20Country%20Analysis.pdf

MIC EVALUATION REPORT-fin.pdf

http://www.adam-europe.eu/prj/10493/prj/MIC%20EVALUATION%20REPORT-fin.pdf

MIC_QMP.pdf

http://www.adam-europe.eu/prj/10493/prj/MIC_QMP.pdf

Produits

1 MicroCraft Country Analysis

2 Quality Management Plan

3 WP3 self-learning programme (draft version)

4 "Micro Marketing for Producers of Handicraft Products - Self-learning Programme"

5 Deployment Plan

6 The project website - www.micro-craft.eu

7 Short films “Micro Marketing for Producers of Handicraft products”

8 Flyers “Micro Marketing for Producers of Handicraft Products”

9 Dissemination event

10 Evaluation Report

11 Developer`s workshop 1

12 Developer`s workshop 2

13 Project report

14 Validation report

Produit 'MicroCraft Country Analysis'

Titre:	MicroCraft Country Analysis
Type de Produit:	Autres
Texte marketing:	The report describes current state in the handicraft sector in the partner countries - Slovenia, Czech Republic and Austria.
Description:	The report describes current state in the handicraft sector in the partner countries - Slovenia, Czech Republic and Austria. Te analysis is the basis for modifications that are being made in the self-learning programme. The report is the result of work package 2.
Cible:	Producers of the handicraft products, project collaborators
Résultat:	An analysis of the existing state in the filed of handicraft
Domaine d'application:	Preparation of the training course
Adresse du site Internet:	http://www.micro-craft.eu/index.php/o-projektu
Langues de produit:	anglais

Produit 'Quality Management Plan'

Titre:	Quality Management Plan
Type de Produit:	Autres
Texte marketing:	The Quality Management Plan was formed in order to define the project's quality-related procedures.
Description:	The Quality Management Plan was formed in order to • define the project's quality-related procedures, the areas of application, the implementation processes and the roles and responsibilities of the partners and • document how the project will plan, implement, and assess the effectiveness of its quality assurance (QA) and quality control (QC) operations. The Quality Management Plan is the result of work package 8.
Cible:	Project collaborators
Résultat:	Quality Management Plan
Domaine d'application:	Quality management Project management
Adresse du site Internet:	http://www.micro-craft.eu/index.php/o-projektu
Langues de produit:	anglais

Produit 'WP3 self-learning programme (draft version)'

Titre:	WP3 self-learning programme (draft version)
Type de Produit:	Matériel pour l'enseignement
Texte marketing:	The draft version of the self- learning programme focuses on marketing in the holistic sense of the word and consists of an introduction and three parts. Part one covers the following areas: Product, Market, Prices, Communication, Sales, Trends, Competition, SWOT Analysis, Goals and Positioning. Part two differentiates among five different possibilities of postioning oneself in the market: Tradition, High-End, Cooperation, Arts and Crafts and Services. The third part are the Best Pracitce Examples. After the pilot testing, valorisation process and process of modification and translation the final version was released.
Description:	WP 3 self-learning programme (draft version) was an important part in the adaptation process of the learning materials and was an important part of the objective of transferring and modifying the self-learning programme. The self-learning programme will focus om narketing in the holistic sense of the word and will cover the following areas: product development, business planning and quality assurance, legal framework, positioning of the products, distribution and market communication.
Cible:	Project collaborators, target group and evaluators
Résultat:	Draft version of the self-learning programme
Domaine d'application:	Field of marketing ICT Handicraft sector
Adresse du site Internet:	n.a.
Langues de produit:	anglais

Produit '"Micro Marketing for Producers of Handicraft Products - Self-learning Programme"'

Titre:	"Micro Marketing for Producers of Handicraft Products - Self-learning Programme"
Type de Produit:	Enseignement à distance
Texte marketing:	MicroCraft will be an internet based self-learning programme for producers of handicraft products that offers a holistic marketing approach for their products.
Description:	After the valorisation process and process of country specific modifications and translations of the draft version, the final version will be released. The self-learning programme will focus on marketing in the holistic sense of the word and will cover the following areas: product development, business planning and quality assurance, legal framework, positioning of the products, distribution and market communication. The self-learning programme will be produced in liguistic and socio-cultural modifications for the countries of the partnership: SI, AT; CZ. Additionaly, the materials will also be available in English language.
Cible:	Direct users: Producers of handicraft products who want to upgrade their marketing skills Indirect users: Regional development organisations, secondary schools
Résultat:	Training course with the learning materials available for download
Domaine d'application:	Self-learning materials Field of marketing
Adresse du site Internet:	n.a.
Langues de produit:	allemand slovène tchèque anglais

Produit 'Deployment Plan'

Titre:	Deployment Plan
Type de Produit:	Méthodes de distribution
Texte marketing:	The Deployment Plan describes the valorisation and deployment activities of operative and strategic partners.
Description:	The Deployment Plan summarizes past activities in the area of dissemination and the plans of the partnership of putting the project results into practice in the deployment phase after the LLP funding. It provides a basis for assessing the potentials of producing and offering the self -learning programme to handicraft producers through various institutional channels. As new opportunities are always arising, the plan is something that will also be developing further after the project has already ended.
Cible:	Educational Policy Makers
Résultat:	Deployment plan
Domaine d'application:	Education Area of domestic arts and crafts Dissemination Reaching sustainability of the results
Adresse du site Internet:	n.a.
Langues de produit:	anglais

Produit 'The project website - www.micro-craft.eu'

Titre:	The project website - www.micro-craft.eu
Type de Produit:	Site Internet
Texte marketing:	The MicroCraft website with the self-learning programme can be found at: http://www.micro-craft.eu, is available in four languages, Slovenian, English, German and Czech.
Description:	The site provides details of the project and the partner consortium. In the first section it provides details of the project and the partner consortium and the second section is the self-learning programme. The programme itself is described in R7. On the website tips for learning are also included and of course all contact numbers, so that the visitors of the site, who would like more information, know where to reach project partners. The learning material on the website is available for free download. The modules uploaded on the website are prepared as PDF Forms, so that the users can easily write in the questions in the self analysis part and then print the whole module if they wish. The website also includes hyperlinks to the MicroCraft Youtube Channel: http://www.youtube.com/user/MicroCraftEU. The project website will be maintained at least five years after the end of the project, i.e. until 2019, and the Youtube Channel even after that. The website was officially released in March 2014.
Cible:	Producers of handicraft products Educational specialists
Résultat:	Self-learning programme for handicraft producers Training course for marketing Learning material available for download from the project website www.micro-craft.eu
Domaine d'application:	Lifelong learning Marketing education ICT
Adresse du site Internet:	www.micro-craft.eu
Langues de produit:	anglais tchèque slovène allemand

Produit 'Short films “Micro Marketing for Producers of Handicraft products”'

Titre:	Short films “Micro Marketing for Producers of Handicraft products”
Type de Produit:	Film
Texte marketing:	A series of short films was made, presenting good practice examples for the handicraft producers. One longer video presents the background of the project, the self-learning programme etc. They can all be found at the MicroCraft You Tube channel MicroCraftEU.
Description:	8 shorts film present interviews with selected producers and cover the following aspects: Current situation of the handicraft producers Potentials of professional marketing. There are subtitles available in English and other partner languages. Aferwards one more video was made, presenting the project, its background and the products. It is also available on youtube.
Cible:	Broader audience People intereseted in the project Producers of handicraft products
Résultat:	Short Films
Domaine d'application:	Project promotion Disseminaton Presentation of the project on local TV Various events On the project website ...
Adresse du site Internet:	http://www.youtube.com/microcrafteu
Langues de produit:	allemand

Produit 'Flyers “Micro Marketing for Producers of Handicraft Products”'

Titre:	Flyers “Micro Marketing for Producers of Handicraft Products”
Type de Produit:	Méthodes de distribution
Texte marketing:	Within the project flyers were made in English and each partner language, which were and will be distributed at national and international meetings. They serve as an entry point to obtain further information at the project`s website.
Description:	The flyers are produced in languages of all partners and in English. They were, are and will be distributed at national and European meetings, also at other EU project meetings, and mainly serve as an entry point to obtain further information at the project`s website.
Cible:	Producers of handicraft products Multipliers Stakeholders Other interested parties
Résultat:	Flyers
Domaine d'application:	Promotion Dissemination
Adresse du site Internet:	n.a.
Langues de produit:	tchèque anglais slovène allemand

Produit 'Dissemination event'

Titre:	Dissemination event
Type de Produit:	Autres
Texte marketing:	In each country, a dissemination seminar was held. Within it the project collaborators presented the project itself and the self-learning programme. To the conferences handicraft producers were invited and, moreover, important local and national stakeholders from the areas for which the self-learning programme could be interesting (regional agencies, adult education providers , ...). In each country individually, more than 500 people from the whole country were invited.
Description:	In each country, a dissemination seminar or workshop was held. It covered the following aspects: - Background of the project, current situation - The results of the project - The self-learning programme
Cible:	Producers of handicraft products Education policy makers and Other interested parties
Résultat:	Dissemination event
Domaine d'application:	Promotion Dissemination
Adresse du site Internet:	n.a.
Langues de produit:	slovène anglais allemand tchèque

Produit 'Evaluation Report'

Titre:	Evaluation Report
Type de Produit:	Autres
Texte marketing:	The report contains accumulated findings of the entire project period.
Description:	Evaluation was carried out as a permanent accompanying process and provided continuous feed-back. The responsible partner for external evaluation was E-C-C Verein für interdisziplinäre Beratung und Bildung, Vienna. They provided the Evaluation Report, which summarizes the evaluation activities of both the internal and external evaluators and which describes the monitoring of the project progress and the evaluation of MicroCraft products. The report contains the accumulated findings of the entire project period and describes - The background of the project (justification, staff and ressources) - The purpose and design of the evaluation (strategy, process, working methods), - The evaluation results: partnership, work plan, outputs, dissemination, impact, potentials of the project.
Cible:	Experts
Résultat:	Evaluation Report
Domaine d'application:	Evaluation
Adresse du site Internet:	http://www.micro-craft.eu/index.php/o-projektu
Langues de produit:	anglais

Produit 'Developer`s workshop 1'

Titre:	Developer`s workshop 1
Type de Produit:	
Texte marketing:	The Developer`s workshop 1 was conducted within the work package 3. It was held Wienna on 5 March 2013.
Description:	The Developer`s workshop 1 was conducted within the work package 3. It was held Wienna on 5 March 2013. Its main agenda was the presentation of the MicroCraft Country Analysis and to prepare the work plan for the production of the draft version of the self-learning programme.
Cible:	project collaborators
Résultat:	n.a.
Domaine d'application:	n.a.
Adresse du site Internet:	n.a.
Langues de produit:	anglais

Produit 'Developer`s workshop 2'

Titre:	Developer`s workshop 2
Type de Produit:	Autres
Texte marketing:	The Developer`s workshop 2 was conducted within WP3.It was held in Wieselburg on 11 June 2013.
Description:	The Developer`s workshop 2 was conducted within WP3 on 11 June 2013 in Wieselburg. Its main agenda was to overview the draft version of the self-learning programme and discuss the country specific modifications, translations etc. From this point on the project collaborators are preparing final versions of the learning materials, with country specific modifications. Those will be translated into each language of the partners.
Cible:	project collaborators
Résultat:	n.a.
Domaine d'application:	n.a.
Adresse du site Internet:	n.a.
Langues de produit:	anglais

Produit 'Project report'

Titre:	Project report
Type de Produit:	Autres
Texte marketing:	The Project report describes the project, its activities and the partners.
Description:	This report describes the entire project, its activities and the partners. It contains elements added to the official final report. It is designed in the same way like all other products, and will be used by the partners at dissemination events after the lifetime of the project, in order to achieve a long-lasting sustainability.
Cible:	Producers of handicraft products
Résultat:	Project report
Domaine d'application:	n.a.
Adresse du site Internet:	n.a.
Langues de produit:	anglais

Produit 'Validation report'

Titre:	Validation report
Type de Produit:	Autres
Texte marketing:	The report contains summarised descriptions of the pilot and validation measures in the respective countries.
Description:	In each partner country, the end users (beneficiaries), i.e. handicraft producers, were involved in the different stages of the project. Their advice and requirements were essential with a view to producing immediately usable outputs. The users have been involved during the analysis phase when reviewing requirements and during the pilot test phase and during the validation phase. This ensured that the needs of the future users were taken into account in the course of the project.
Cible:	Project collaborators, stakeholders, producers of arts and handycraft products
Résultat:	Validation Report
Domaine d'application:	Quality management Project management
Adresse du site Internet:	http://www.micro-craft.eu/index.php/o-projektu
Langues de produit:	anglais

Événements

National conference MicroCraft together with Tag der offennen Tur - Campus Wiener Neustadt

Date	08.04.2014
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Final conference MicroCrafts - Czech Republic

Date	27.03.2014
Description	
Cible	handicraft producers stakeholders multipliers all interested parties
Public	Événement non public
Informations de contact	
Date et lieu	27. 3. 2014, Brno

Conference MicroCraft - Slovenia

Date	19.03.2014
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Événements

Published article about MicroCraft "Za ve marketinškega znanja med rokodelci" in national magazine Obrtnik

Date	15.03.2014
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Participation at the AB-HOF-messe in Wieselburg with a plakat and presentation to the interested parties

Date	06.03.2014
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Participation at Best Vienna with a plakat and presentation to the interested parties

Date	01.03.2014
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Événements

Presentation of project results and website to the librarians from the region Southern Moravia

Date	20.02.2014
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Published article about MicroCraft "Za razvoj marketinških sposobnosti obrtnikov" in national magazine Obrtnik

Date	15.01.2014
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Presentation at the Centre of Education for All – Career Counselling Centre of Region Southern Moravia

Date	23.10.2013
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Événements

Published article about the progress of the project "Projekt MicroCraft v polnem teku"

Date	11.07.2013
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Verbal presentation at Forum Industriale /Confederation of Industry of the Czech republic

Date	08.06.2013
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Presentation of innovative educational tools at HUB - Innovative Centre Prague

Date	15.05.2013
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Événements

Z uinkovitimi koncepti projektnega managementa do novih izdelkov

Date 28.03.2013

Description On Thurstay, 28th March 2013,a conference entitled "Z uinkovitimi koncepti projektnega managementa do novih izdelkov" (»With efficient concepts of project management to new products«), organized by Koroška centre for Higher Education in cooperation with the Polymer Technology College, took place at the VŠTP.

The participants were first greeted by dr. Silva Roncelli Vaupot, director of KoViViS, who presented the activities of the organization, especially the projects. She presented the ongoing project MicroCraft, within which a self-learning programme for the handicraft producers will be designed. The learning material which will be available on the project website will offer the handicraft producers a chance for self-learning in the field of marketing.

A lecture of doc. dr. Peter Meža from the field of project management followed. Dr. Meža graduated at the Faculty of Eonomics and Business and at the Faculty of Mechanical Engineering. He continued his postgraduate studies in the areas of quality management and project management. He obtained his doctoral degree in 2005.

The second lecture of Seweryn Spalek, PhD, was conducted in English language. Seweryn Spalek, PhD, has a doctorate from the field of management and lectures at the Silesian University of Technology, namely the Faculty of Organization and Management in Poland. He has got numerous experience in the field of project and is an author or co-author to many publications from the area of management. As a speaker he has often been invited to conferences, the topics of which are project management and company management.

At the end of both lectures the participants had a chance for questions, comments and discussions.

Cible attendees of the conference, company owners

Public Événement public

Informations de contact Mihela Kanop,
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mihela.kanop@ko-vivis.si

Date et lieu Premises of Polymer Technology College

Événements

Published article about the start of the project "Projekt MicroCraft se je uradno priel"

Date	31.01.2013
Description	
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

Article about the Project MicroCraft

Date	15.01.2013
Description	At its official launch, the project Holistic Marketing for Microenterprises in the Handicraft Sector was presented in the regional newspaper, thush reaching the readers of Koroška region. The article presented the Lifelong learning programme, the partners in the project, the objectives and goals. The article, written in Slovenian language, can be found in the files section.
Cible	broader audience, handicraft producers, readers of the regional newspaper
Public	Événement public
Informations de contact	Mihela Kanop + 386 (0)2 620 47 63 mihela.kanop@ko-vivis.si
Date et lieu	January 2013