Projects and Products Portal for Leonardo da Vinci

Innovative Methods and Marketing Techniques in Traditional Handcrafts For Disadvantageous Groups

2008-1-TR1-LEO05-03188

http://www.adam-europe.eu/adam/project/view.htm?prj=4674

Project Information

Title:	Innovative Methods and Marketing Techniques in Traditional Handcrafts For Disadvantageous Groups
Project Number:	2008-1-TR1-LEO05-03188
Year:	2008
Project Type:	Transfer of Innovation
Status:	granted
Country:	TR-Turkey
Marketing Text:	This project is about traditional handcrafts,clothing and self training methodology. The target group is the people who are disadvantageous in labour market.

Summary: The main reason for this proposal is the need of vocational training for women, known as disadvatageous group. It is a reality that vocational education is inevitable for the development of this disanvantageous group. Why is there inequality between men and women in labour market, although they are needed in some branches of industry? Whereas, when they have enough vocational knowledge and competences they are able to do their best according to their interests, abilities and needs, this idea is the other reason for our project. The reasons are explained in detail in the section 8.1.
Our aims are; firstly, to integrate innovative approaches and methods into curriculum of traditional handicrafts and combining them with the curriculum of clothing (WP3 and WP4); secondly, to give it a European perspective and lastly, to be more effective on the vocational training of socio-economically disadvantageous women.
The project will be fulfilled with the cooperation of 11 partners. The partnership is based on vocational training of adults. Partners from European countries are Znanie (Bulgaria), Tempo (Czech Republic), Esedu (Finland). Other partners are all from Turkey. As the outcome of the project new cirruculum will include both training of clothing and traditional handicrafts. Development of curriculum will be leaded by P2 (Znanie, WP2). To disseminate curriculum in a wider area, P3 (Tempo) will take a role in making multimedia CDs and web sites (WP1 and WP4). All outcomes will be translated into native language of partner countries and other European languages (when it is needed). After the project, vocational training for adults will have a new curriculum. This curriculum will be a model for the trainers of adult tranees in vocational education. The target group will be able to use it easily on the way of taking place in labour market.As strong individuals the project will also anable the women to have needed equipments to produce their own strategies to educate themselves not only at personal but also at social level.The outcomes will be able to be used international, national, regional and local areas according to needs and interests.

Description: The idea of the project is based upon the need of new method in handcrafts training. We believe that when we develop the current method by means of European Union activities, we could be more effective on people. Moreover, the module, created by combining with clothing design module (WP3 and WP4), will bring a new studying perspective at both national and European level. Government gives financial supports to women who are unemployed, with micro-credit to establish their own enterprises. This type of credit aims to develop and support the women socio-economically who wish to establish their own enterprises. With the help of this financial support, women who have enough vocational knowledge and ability can establish their own enterprises by using this new module. Both financial support provided by government and vocational training with project product addresses to LLP operational objectives marked in section 4.2. Thus, there will be contribution to both European and National Priorities marked in section 4.3, 4.4.
Although handicraft is one of the financial sources for people for centuries, It is about to extinct in all around the world at present because of the technological developments. As it takes long time people who are able to use technology do not want to make their own products by hand. As a result of this, finding training materials how to learn handmade works is not easy. Furthermore, the people who do not know how to use technology face with unemployment. Moreover, existing materials in this field is not enough to learn them without the guidance of a teacher.

Project Information

These materials are just curriculums written on paper for the trainers, not trainees. Today, not only trainers but also trainees should have their own materials for long term learning. New product will be based on self learning methodology which seeks lack of materials in this area. It will address both trainers and trainees. It will be a guide for the people who are willing to learn handcrafts. To test the materials on target group a pilot test is anticipated. During this test, new materials adapted and created by means of this proposal will be used. The trainees who have any knowledge and skills on handicrafts and clothing design will be selected.
The target group is unemployed women who wish to contribute their family economy and the women, known as disadvantageous group in labour market. The target group will have their own learning materials which are used for vocational training. They will be able to make handcrafts by themselves when they decide to be a part of labour market. As handicrafts providing income are made by hand with simple materials and tools (Fifth Turkish Culture Congress, Volume XIII – Thesis by Ayegül Kiriçi, page 23, 24, 25, 26 and 27). By means of making handicrafts, socio-cultural developments have been provided (Fifth Turkish Culture Congress, Volume XIII). So, the target group will feel themselves free and developed after a vocational training and economical income. They will have enough knowledge and competence to establish their own enterprise.
Partners relevant to vocational education directly will be included into monitoring the progress of the work. While doing that they will consider the need of target group at national and international level. After determining joint needs of the target group in WP1, some priorities will be written down for a clear monitoring. Each partner will report the activities monthly to see whether there is a problem or not in terms of these priorities. Under the light of these reports, if there is a problem, it will be solved before the next work package. The expected outcomes will be delivered under the control of organisation which knows its own national and regional needs best. Moreover, the website will be designed for a wide range of beneficiaries of this proposal.

Themes:
*** Labor market
*** Vocational guidance
*** Access for disadvantaged
*** Equal opportunities
*** Continuous training
* Others

Sectors:
*** Education
** Financial and Insurance Activities

Product Types:
CD-ROM
distribution methods
teaching material
transparency and certification
modules
program or curricula
website
evaluation methods

Product information: The Draft Methodology of Handcrafts will be the first step of constructing a new methodology on handcraft for the clothing design module. It will be adapted into training module and developed.
The Basis Methodology of Handcraft Combined with Methodology of the Clothing Design is the next step of the draft methodology of handcraft. It will be reshaped acoordingto national diversity and traditional handcrafts and clothing.

Projecthomepage: http://www.eumetech.com

Project Contractor

Name:	Kahramanmaras Vocational and Technical High School For Girls
City:	Kahramanmara
Country/Region:	Adana
Country:	TR-Turkey
Organization Type:	public institution
Homepage:	http://www.marasktml.k12.tr

Contact Person

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Coordinator

Name:	Kahramanmaras Vocational and Technical High School For Girls
City:	Kahramanmara
Country/Region:	Adana
Country:	TR-Turkey
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Partner

Partner 1

Name: Kahramanmara Provincial Governance
City: Kahramanmara
Country/Region:
Country:
Organization Type: others
Homepage: www.kahramanmaras.gov.tr

Partner 2

Name: Çar Dowry Home Textile Products
City: Kahramanmara
Country/Region:
Country:
Organization Type: others
Homepage:

Partner 3

Name: South-Savo Vocational College
City: Mikkeli
Country/Region:
Country:
Organization Type: others
Homepage: www.esedu.fi

Partner 4

Name: ÖZ-ZG Textile and Confection
City: Kahramanmara
Country/Region:
Country:
Organization Type: others
Homepage:

Partner

Partner 5

Name: TEMPO TRAINING & CONSULTING, s.r.o.
City: Ostrava
Country/Region:
Country:
Organization Type: others
Homepage: www.tempo.cz

Partner 6

Name: ZNANIE Association - Sofia
City: Sofia
Country/Region:
Country:
Organization Type: others
Homepage: www.znanie-bg.org

Partner 7

Name: Kahramanmaras Office of Community of Turkish Women
City: Kahramanmara
Country/Region:
Country:
Organization Type: others
Homepage:

Partner 8

Name: Ministry of Education the General Directory of Technical and Vocational Education for Girls
City: ANKARA
Country/Region:
Country:
Organization Type: others
Homepage:

Partner

Partner 9

Name: Kahramanmaras Chamber of Tradesmen and Craftsmen
City: Kahramanmara
Country/Region:
Country:
Organization Type: others
Homepage: www.kmesob.org.tr

Partner 10

Name: Kahramanmaras Chamber of Commerce and Industry
City: Kahramanmara
Country/Region:
Country:
Organization Type: others
Homepage: http://www.kmtso.org.tr

Partner 11

Name: KAHRAMANMARAS PROVINCE NATIONAL EDUCATION DIRECTORATE
City: KAHRAMANMARA
Country/Region:
Country:
Organization Type: others
Homepage: http://kmaras.meb.gov.tr/

Project Files

metech logo.jpg

http://www.adam-europe.eu/prj/4674/prj/metech%20logo.jpg

Here is the project logo which has been created by the art teacher who works in the project as trainer. The stars symbolize participant partners of the project.

Products

1 Mara si Training Module

2 Clothing Design and Sewing Module

3 Marketing Techniques Module

4 Bulgarian National Embroidery Module

5 Multimedia DVD

6 Clothing Design and Sewing-DVD Film

7 Mara isi Training Module-DVD

Product 'Mara si Training Module'

Title:	Mara si Training Module
Product Type:	modules
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

product files

maras_isi

9.jpg

http://www.adam-europe.eu/prj/4674/prd/1/2/9.jpg
some sample pages from Maras isi Module

Product 'Clothing Design and Sewing Module'

Title:	Clothing Design and Sewing Module
Product Type:	
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Turkish

Product 'Marketing Techniques Module'

Title:	Marketing Techniques Module
Product Type:	modules
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Turkish

Product 'Bulgarian National Embroidery Module'

Title:	Bulgarian National Embroidery Module
Product Type:	modules
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Turkish

Product 'Multimedia DVD'

Title:	Multimedia DVD
Product Type:	DVD
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Turkish

Product 'Clothing Design and Sewing-DVD Film'

Title:	Clothing Design and Sewing-DVD Film
Product Type:	DVD
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Turkish

Product 'Mara isi Training Module-DVD'

Title:	Mara isi Training Module-DVD
Product Type:	DVD
Marketing Text:	
Description:	
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Events

Meeting-January 2010

Date	03.01.2011
Description	In January 2010, between 25th and 27th, the other partners meeting held in Bulgarian capital Sofia was held. During the first day all partners presented modules, which they developed so far. After, all modules have been checked and evaluated by using so called check-lists and several suggestions, how to improve and better particular modules, have been proposed. Partners visited the Vocational School for Textile and Design where they have practice the traditional Bulgarian embroidery technique. Teachers presented classes of vocational subjects and students shown samples of their products. The last day was set up for administration and plans for future months.
Target audience	
Public	Event is open to the public
Contact Information	
Time and place	25th - 27th January 2010 Sofia, Bulgaria

Meeting -March 2010

Date	03.01.2011
Description	Within two days (22nd and 23rd March 2010) the Finish partner ESEDU has organized the second meeting held in the city of Mikkeli. During the meeting activities all the partners have presented the current situation about already developed training materials. The content, structure and methodology of each module has been evaluated and checked by using the check lists. The subject of the second meeting day was the dissemination and valorisation, as well discussions connected to the budget issue and possible changes within particular categories. Last but not least, the coordinator informed everybody about the evaluation of the interim report, conclusions and recommendations.
Target audience	
Public	Event is open to the public
Contact Information	
Time and place	22nd - 23rd March 2010 Mikkeli, Finland

Events

Study Visit-May 2010

Date 03.01.2011

Description A study visit held in Prague, the capital of Czezh Republic, on 3rd - 6th May 2010.
During the study visit, we visited The College of Fashion Design and had a meeting with the school director - she presented the school, philosophy, the way how students work, what kind of tasks they have, presentation of school activities: participation at different events, cooperation with Kenvelo – design of clothes which are now in shops, cooperation with theaters, etc.
We have visited the studio of textile arts where students of the Academy learn about textiles techniques. We visited the room with loom old more than 100 year old and students are still working on them, also we have seen the design room where there was class running.
We discussed on colour of the Cartoon Character which will guide the trainees or trainers through the modules. It is agreed that the character could be pink or white.
Another important part of the meeting was Multimedia DVD. It should contain 3 language versions (BG, EN, TR). At the beginning there will be intro with all necessary information concerning the project and EU. There will be all modules.
We worked on the structure of the pilot course. We determined the dates. And also we created a registration form and a draft evaluation form which would be used by the trainees to evaluate the training materials.

Target audience

Public Event is open to the public

Contact Information

Time and place 3rd - 6th May 2010, Prague, Czech Republic

Pilot Course

Date 03.01.2011

Description The pilot course in Turkey was held between 24th May – 20th June 2010 and 13 learners have participated.
The type of the course was self-training which means that students received the "training package" and by following instructions written in training materials they should be able to make the product. In Turkey learners trained how to produce the Maras Isi - traditional embroidery from the city of Maras.
Most of the learners were satisfied with self training methodology as well the results of their work. The group of students and samples of pilot course result can be seen below.

Target audience

Public Event is open to the public

Contact Information

Time and place 24th May 2010 - 20th June 2010 Kahramanmaras, Turkey

Events

Pilot Course-BG

Date	03.01.2011
Description	Pilot course of the Bulgarian Embroidery Module which was organized by ZNANIE Association was successfully finished. The piloting took place in Sofia from 25th May till 20th June 2010 and 14 learners participated to and successfully accomplished the self-training course.
Target audience	
Public	Event is open to the public
Contact Information	
Time and place	25th May 2010 - 20th June 2010 Sofia,Bulgaria

Meeting-August 2010

Date	03.01.2011
Description	For the second time in the year 2010 partners of the METECH project visited the capital city of Czech Republic, Prague. The meeting was organized between 2nd and 4th August. Main objective of the meeting was to present the outcomes and results of pilot courses, which were held in Bulgaria and Turkey during the months of May and June. Partners also spoke about the final look of training modules, language versions and deadlines for finalization. Important subject was also final conference and plan of preparatory activities. Turkish partner - the coordinator - presented videos which were recorded as supported material for modules "Maras Isi Technique" and "Clothing Design and Production". All partners have agreed that subtitles for this videos will be translated into Bulgarian, Czech and English language. The guest of the partners meeting was the Turkish NA representative, Mr. Ibrahim Erbir, whose main role was not only the monitoring, but the consultation related to financial and reporting issues.
Target audience	
Public	Event is open to the public
Contact Information	
Time and place	2nd August 2010 - 4th August 2010, Prague, Czech Republic

Events

Final Meeting and Conference

Date	03.01.2011
Description	Between days 11th and 12th November 2010 the final meeting and conference of the METECH project was held and organized in the Turkish city Kahramanmaras. Not only partners were invited to participate to the conference, but also many important persons from Turkish ministry of education, local school organizations, chambers of commerce etc. During the time of conference participants were informed about the project itself, self-training methodology (presented by Mrs. Radosveta Drakeva representing the Bulgarian partners institution Znanie) and each outcome. Then all partners presented activities which they undertook on local/national as well international level within the METECH project framework. Representative of Czech Partner (TEMPO), Mrs. Jana Sobíková, spoke about Czech national projects which relates mainly the situation of women in labour market and their support. At the end of the conference all participants received promotional package which contained all modules (Maras Isi Technique, Clothing Design and Production, Bulgarian National Embroidery and Marketing) in Turkish language.
Target audience	
Public	Event is open to the public
Contact Information	
Time and place	11th November 2010 - 12th November 2010 Kahramanmaras, Turkey

Consortium Meeting

Date	05.11.2009
Description	To discuss the national diversities and interim report.
Target audience	Key staffs of the silent and participant partners.
Public	Closed event
Contact Information	
Time and place	Kahramanmara, Turkey

Events

Study Visit 2

Date	05.10.2009
Description	To make a pattern and a model to see how the products will be after the modules are finished. The participants discussed the how to combine the hadncrafts module and clothing module.
Target audience	The key staffs of the participant partners.
Public	Closed event
Contact Information	
Time and place	Helsinki, Mikkeli-Finland

Study Visit I

Date	08.06.2009
Description	This is study visit was to create the content and the layout of the modules.
Target audience	The key staffs of the participant partners.
Public	Closed event
Contact Information	
Time and place	Sofia, Bulgaria.

The Kick off meeting

Date	19.01.2009
Description	The paertners had a meeting to discuss the details and issues of the project.
Target audience	Key staffs of the participant partners.
Public	Event is open to the public
Contact Information	
Time and place	19th - 20th January, Ankara Turkey