

Strategic Planning for Craft



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Some principles



- Outcome and impact centred
- Clearly defined achievable goals
- Builds partnerships across between communities
- Innovation within cultural boundaries
- Maintaining cultural identity

- Using data standards
 - Allows comparison with other communities and national picture
 - uses language and data of policy makers to argue why you should be a priority ie more vulnerable than...



Potential benefits to local community



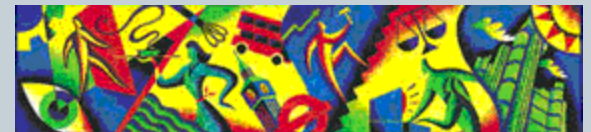
- **Unique identity**
 - Local identity associated with particular product (One Village One Product)
- **Sustainability**
 - Small-scale based on products suited to local environment
 - Lack of artificial 'ingredients'; agricultural chemicals, chemical dyes
- **Gives status to disadvantaged**
 - Elderly
 - women
 - Disabled
 - Indigenous groups
- **Skills and well being**
 - Traditional skills are maintained by those with longest experience
 - Direct transmission of learning between generations
 - INDICATORS; no of trainees, % graduating....
- **Economics**
 - Jobs and GDP (SEE NEXT WEEK)



Measuring the strength of social networks



- Social capital; the numbers of organisations a person is part of and frequency of attendance
 - Ref : Putnam “*Bowling Alone*” (2000)
- Trust; the extent to which someone trusts others (eg neighbours, ‘foreigners’...).
 - Who are concerned? Old young, men and women....
 - Trust and
 - Ref: OECD “*Guidelines on Measuring Trust*” (2017),
 - Ref: World Values Survey www.worldvaluessurvey.org
- Social networks and well-being



Craft and sustainability



- Local surveys of raw materials
 - Distance/travel time between source and maker
- Energy input for production
- Distance/energy input from maker to market

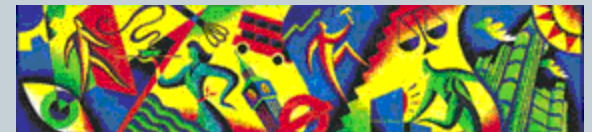
- Mixed smallholder cultivation/exploitation
- Craft practices for disaster mitigation/resilience
 - Planting against flooding and landslides



Craft post-COVID



- What impact of COVID?
 - ✦ Craft community deprived of tourist revenues (estimate of lost income)
 - ✦ Community more isolated (breakdown in social capital)
- How can craft bring us out of the crisis?
 - ✦ Re-establishing networks to [re]create community identity
 - ✦ Revived income
 - ✦ Participatory well-being
 - measure participation in relevant groups; homes for aged, youth programmes, schools....
 - ✦ Sustainable production in the face of climate change and a more local community based approach to development



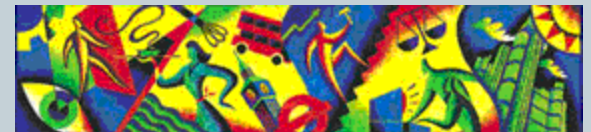
Digital transformation



- **3D printing**
 - traditional products but new materials? ‘resin art’
 - How to keep control of digitised designs?
- **Internet of Things**
 - ‘Intelligent’ craft products
- **AI**
 - More complex designs?
 - Removing the ‘human’ - traditional production machines run by AI control centres?
- **New business models**
 - Reduced physical tourism??
 - Instant remote production
 - ‘Experiential craft’ web sites

UNESCO Internet Universality Indicators

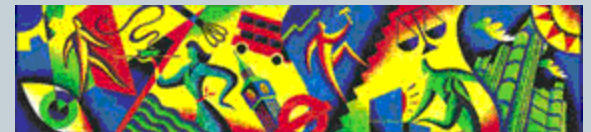
en.unesco.org/internet-universality-indicators



Setting targets



- **Aligned with local/regional/national/ international goals**
 - Demonstrates craft's contribution to wider community
 - Marketing strategies that support community identity
- **Realistic achievable measurable**
 - Demonstrates ability to achieve goals
 - Gives confidence to funders
- **Build widespread support for targets**
 - Makers
 - Suppliers
 - Marketing specialists
 - Policy makers



Questions



- Where do you see your craft community in 5 years time?
- Who are your closest partners and how can you engage them?
- What is the BIG priority?
- How would you know if you've achieved the goal?
- What information can you find to support your goal?



Next week



- **THERE ARE DATA ON CRAFT IN EVERY COUNTRY AND EVERY NEIGHBOURHOOD**
 - How to get them?
 - Tools and data sources
- **What can be found from**
 - National data
 - Local surveys
- **You will get**
 - A model letter for data requests
 - A model craft survey
 - A guide to data and where to get them

