

“E-Youth patrimony”

Dialogue and Cooperation - Cooperation with Civil Society: Education, Training and Youth



Co-funded by the
Erasmus+ Programme
of the European Union



Needs of European crafters

Research report

2018.

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Executive summary

This report represents the main research finding of conduct research among European crafters, which was conducted during the autumn 2018. The research and the report is part of the network strategic project entitled as “**E-youth patrimony**”. The project brings together a network of 16 youth organizations from 14 European countries to exchange their practices and their experiences on the accompaniment and support of young crafters, the development of their skills and their integration in professional market and setting up together activities to support the young crafters of our communities.

This networking project aims also to set up common projects for young people of different profiles and abilities in the field of craft and handmade creations or in other interested topics that occupy youngsters. With the purposes of achieving the objectives of the project, the research process was realized and conducted. During the research phase, 876 respondents (mostly youngsters) took participation in this research. Their answers were analyzed and interpreted.

In general, the most common (or average) respondent in our research sample is 32 years old crafter. Most of the respondents are females (71%) with some higher education diploma.

More than a half of respondents already practicing some craft (53,4%) and 19,2% are willing to start some crafting. Those who are already do some crafts, in most cases, or in 50% of cases, started with it five or more than five years ago, 23,1% of them started with crafting between three and five years. So, we can conclude that most of craftsmen in our sample are those who already have some significant experience in doing crafts. Their activities are very various and there is no any dominant activity. Mostly, craftsmen are working or willing to work with food (33%), with jewelry (28, 6%) sewing (29,7%) or wood (23,1%). It is important to mention that large proportion of respondents are doing or going to do more than one specific activity. More than a half of them doing it because of their own personal realization. 12,4% are doing it as part of their self-employment, and every third respondent doing it for both reasons (as a hobby and as job).

Most of them (73,6%) acquired the necessary competences for doing the crafts by themselves. 20,8% attended some professional certified program, 24,5% acquired it informal technical training center and just around 9,4% by attending e-learning course. It is important to mention that there are around 60% of respondents who acquired the competences by more than one mentioned way.

Most of the respondents' customers are local customers (54,2%). However, the rest of them are regional (16,8%) or national customers, and in 12,1% of cases, their customers are not living in the respondents' country. It is important to mention that most of the respondents, or 85,1%

would like to gain some new customers, and in 79,4% of cases, they would like to have new customers on different levels (local, regional, national, international).

More than half of them (60%) are promoting their products. However, there are 40% of those who do not have any kind of promotional activity. Even those who would like to have new customers, do not have any promotional activity. Those who are promoting their products, usually do it in different ways and combining several promotional techniques. Mostly, in 71% they do it using social media. 57,8% of them use word-to-mouth techniques, 35,6% use some online web services or during some fairs and/or expositions (33,3%) Traditional ways of promoting are less used, such as through paper promotional materials (15,6%) and rarely used are mass medias (4,4%). When they sell their products, they mostly (62,7%) are doing it through their own direct contacts or network (friends, family, etc). The rest of selling ways are less used, such as during promotions and/or expositions (28,4%), through their own online shop (22,4%) or some other web platform (14,9%).

All of those mentioned activities, in 78,7% they do alone. Only 9% of craftsmen have a team with more than five people. Also, very rarely, they work with team of 1 to 3 persons (6,7%) or with team between 3 to 5 people (5,3%).

Almost half of the respondents (45,7%) think that they have many competitors on the market. 35,7% of them think that they have just few of competitors, and 18,6% of respondents believe that they have "monopoly" on the market, or that they do not have any competitors.

The craftsmen are facing with various obstacles. Actually, many of them are facing with more than one obstacle. In most case, or in 60% of cases they claimed that they do not have enough financial resources. As a second the most rated obstacle is lacking adequate technology or tools for production, where every third craftsman are facing with this problem. Also, every third craftsman are coping with the problem of lacking some knowledge or skill.

Their activities in most case have no legal format. More than a half of the activities (58%) are just personal projects. There are 32% of private entity activities and 7,2% of social business and 3% of cooperative activities.

Also, usually, they are not members of any collective structure. Three out of four are not member of any such structure. The rest of 25% of them are the member of some local productive chain (10,3%) or some association (13,2%).

When it comes to fundraising or obtaining some funds for realization of business, almost every craftsmen (94,6%) claimed that he/she never obtained any fund. Just 5,6% claimed they have obtained some funds for their business. Those who obtained some funds, got it from various addresses such as local or national government, from their own private funds or with the support of their family. Also, we have found out that craftsmen also do not have any external support for strategic development of activity. Only one out of ten craftsmen have some kind of

external support for strategic development of their activities. Those rare craftsmen who had or have some kind of such support usually got it from some coach or from some local association.

In order to make their activity more efficient, every craftsmen claimed that he/she need some kind of support. In most cases, they need more than one kind of support, but mostly through some financial sources of governmental institutions (53,4%), as a support for developing business idea (52,3%) and through some educational programs (52,3%). So, it seems that educational support is needed as financial support from the governmental institutions.

Those who need some educational support, in most cases (65,2%) would like to have it through some hybrid educational models (combination of online and offline training courses). 34,8% would like to have it only through online courses and 21,7% only through offline trainings with predefined learning plan.

When it comes to the interest for some topics that could be thought through the hybrid model of education, for the most of the listed topics, there is some level of the interest. Using the scale from one to five, where one represent no interest at all, and five represents extreme interest, we can see that the less interest is on the topic of HRM (human resource management). For the rest of the topics there are higher or high level of interest, especially for the promotion of products (M=4), marketing strategy (M=3,94), developing a strategic plan (M=3,91). Also, the respondents expressed their interest in more topics and suggest some of them, like creativity - as part of our business activity, up cycling, Visual identity building, product design, networking with local and international artisans, international trade, funds, crowd funding, applying for financial support, innovative technologies, diversification of activities/products, communication with customers, workshop organizing, social impact generation, etc...

Methodology

Aim of the research

The main aim of this research was to get reliable information about the status of European young craftsmen in order to better plan the project activities in this field.

The research was focused on the following areas:

- The reality of craft trades business in each partner country
- The involvement of young people in these professions
- How the state and local authorities encourage young people to get involved in craft trades business
- The problems encountered in this sector
- The awareness of young people for the value of crafts for saving and giving additional value to our cultural heritage.
- The needs of young people to develop their skills and to invest in this sector.

Instruments

According to the aim of the research, survey have been constructed with the following groups of questions:

- Personal / demographic data of respondents
- Personal reality and experiences
- Management of the activity
- Local reality and challenges
- Need and support

The survey was transferred in online version using open-sourced lime survey technology and in accordance of the rules of privacy and GDPR rules. The survey also was published in English, French, German, Greek, Italian, Polish, Spanish and Italian language. The link of the survey was distributed through various social media and networks, and other resources of the project partners.

Sample

In general, the sample of our research is constructed of the young people involved in the craft industry from each partner country. In total, at the end, there are 876 responses that we took into account. In order to have more reliable data, the sample was bootstrapped with 95% confidence interval.

Research findings

On the following pages, we will present main findings of this research

Demographic characteristics of respondents

In this research, in total 876 respondents from Europe took apart. However, 89,9% of respondents completed distributed survey in total, while the respondents didn't complete the survey until the end. We decided to take into analysis only respondents who answered on more than 75% of the survey. This report and research findings are so consisted of responses of respondents who answered on all questions (89,9% of this sample) and those who answered on more than 75% of questions (10,1%).

Age

Average respondents' age is 32,14 years, with large variance (SD=10,5). The age of respondents vary between 17 and 63 years.

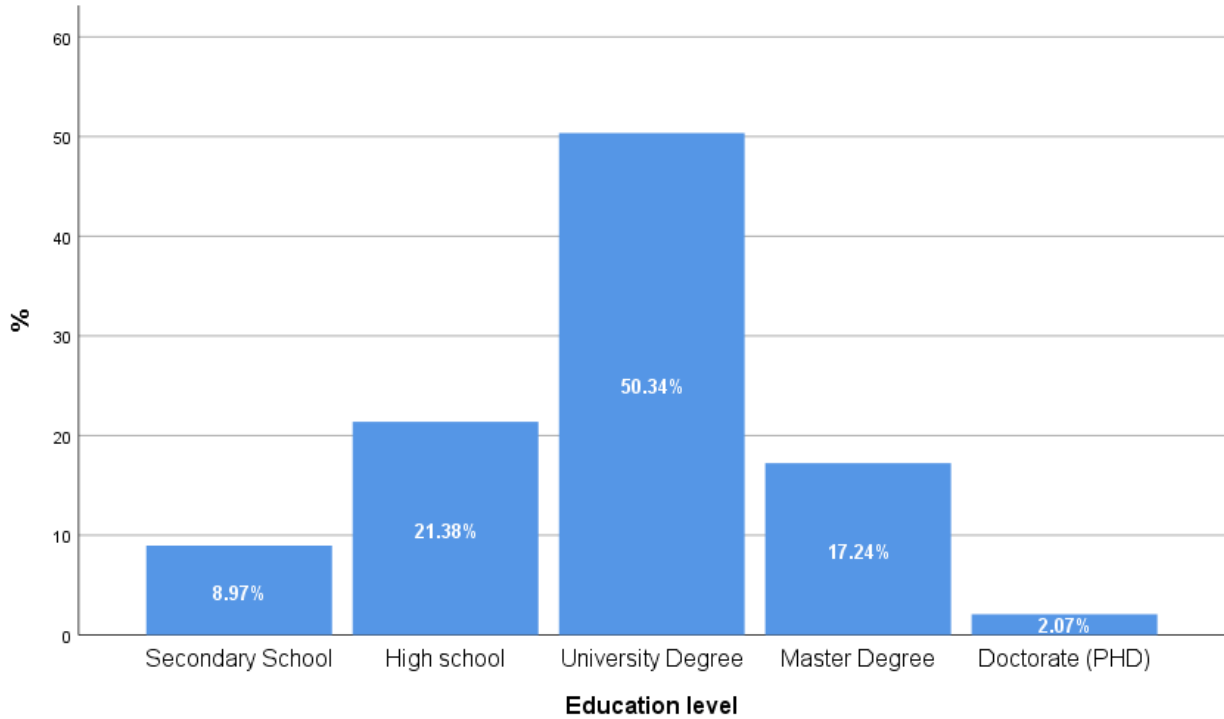
<i>Descriptive Statistics</i>					
	N	Minimum	Maximum	Mean	Std. Deviation
Age	876	17.0	63.0	32.137	10.4598
Valid N (listwise)	876				

Educational level

Respondents are mostly higher educated, where almost 70% of them have some level of university diploma. However, there are also respondents with secondary education level (9%).

<i>Education level</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	78	8.9	9.0	9.0

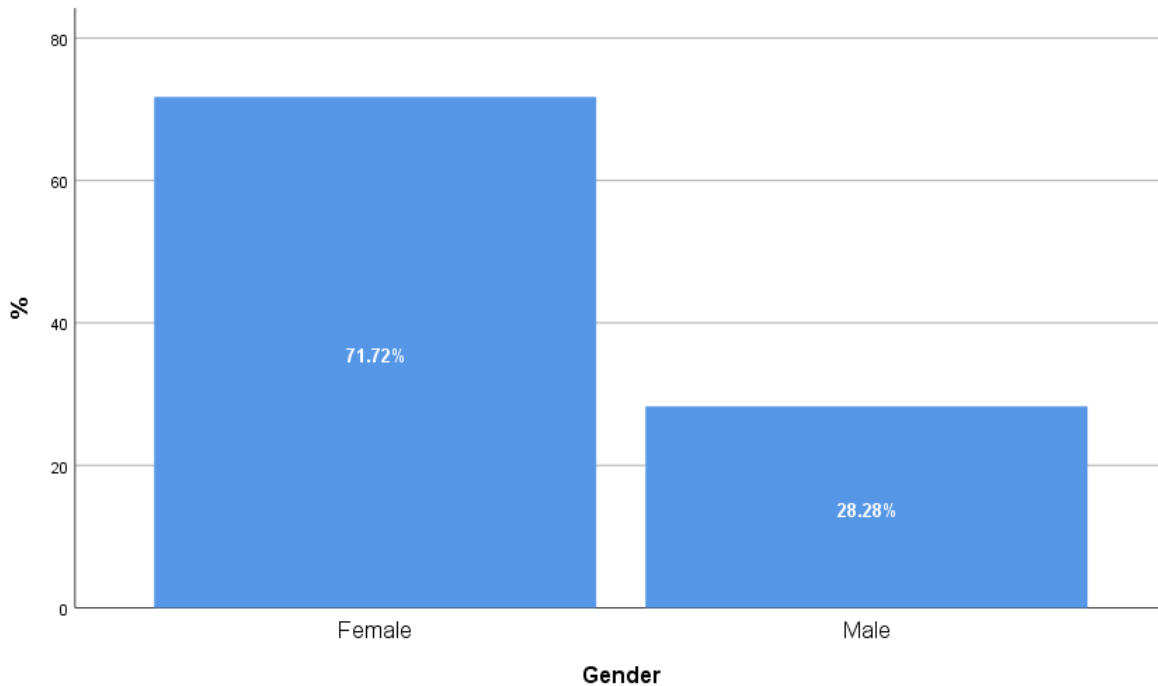
	High school	186	21.2	21.4	30.3
	University Degree	438	50.0	50.3	80.7
	Master Degree	150	17.1	17.2	97.9
	Doctorate (PHD)	18	2.1	2.1	100.0
	Total	870	99.3	100.0	
Missing		6	.7		
Total		876	100.0		



Gender

Gender distribution is also unequal, so there are more than 71% of female respondents. And the rest of them are males with 28,3%.

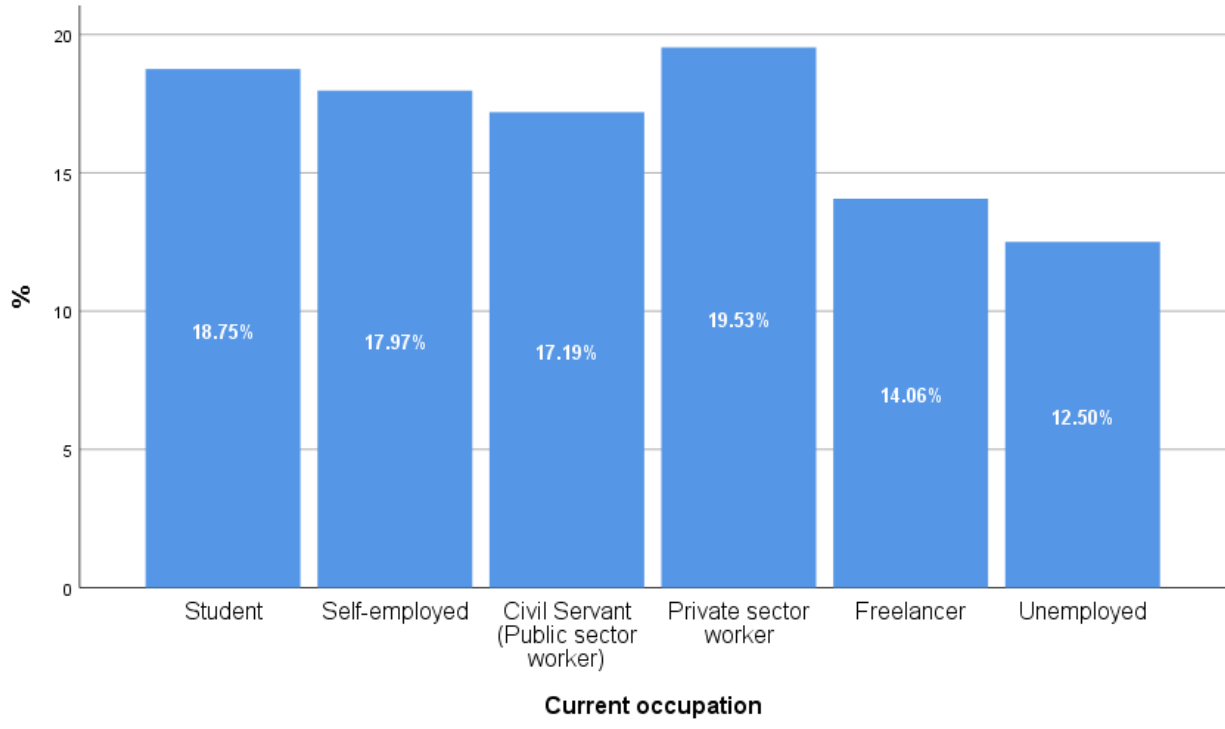
<i>Gender</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	624	71.2	71.7	71.7
	Male	246	28.1	28.3	100.0
	Total	870	99.3	100.0	
Missing		6	.7		
Total		876	100.0		



Occupation

Occupational status or the occupation type is mainly proportionally distributed. So, there are 18,8% respondents who are still students. Almost equal number of respondents are self-employed (18%), or they work in private sector (19,5%) or in public sector (17,2%). Also, there are 14,1% of respondents who claimed themselves as freelancers. 12,5% of respondents are unemployed.

<i>Current occupation</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	144	16.4	18.8	18.8
	Self-employed	138	15.8	18.0	36.7
	Civil Servant (Public sector worker)	132	15.1	17.2	53.9
	Private sector worker	150	17.1	19.5	73.4
	Freelancer	108	12.3	14.1	87.5
	Unemployed	96	11.0	12.5	100.0
	Total	768	87.7	100.0	
Missing		108	12.3		
Total		876	100.0		

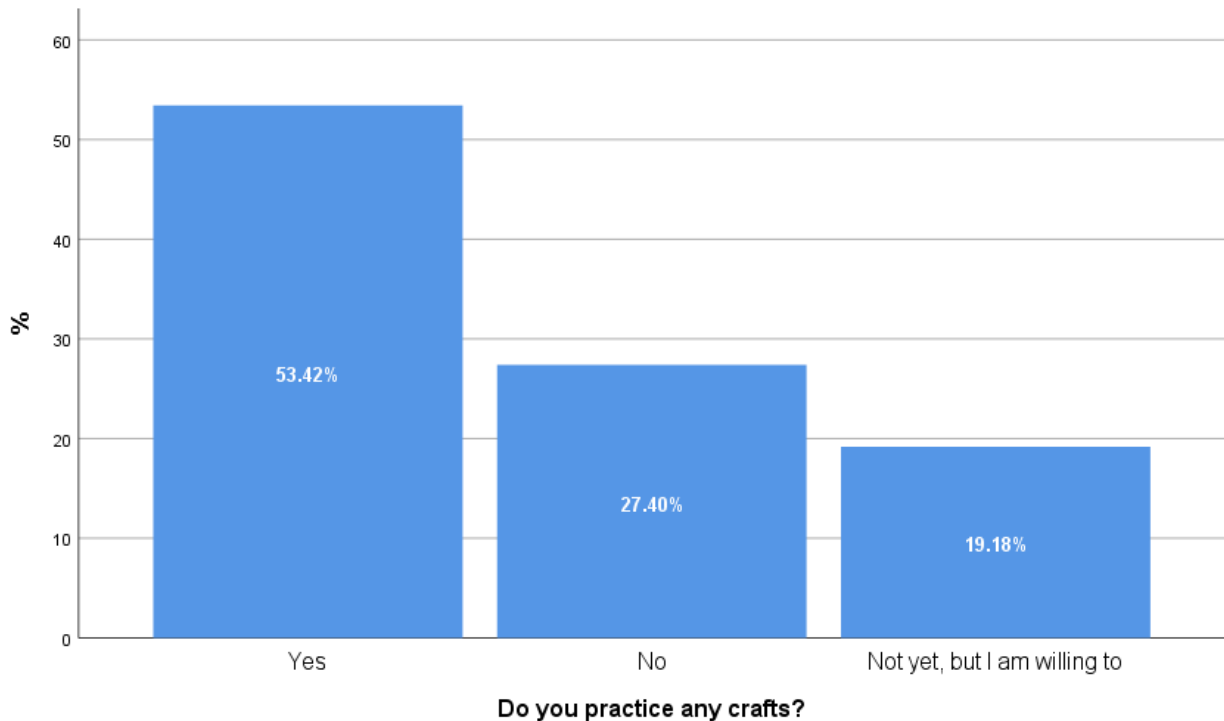


Personal reality and experience

Practicing the crafts

In our sample, every fourth respondents claimed that he / she is not practicing any craft neither they are willing to do. So, the rest of respondents, or more than a half of them, already practicing some craft (53,4%) and 19,2% are willing to start some crafting.

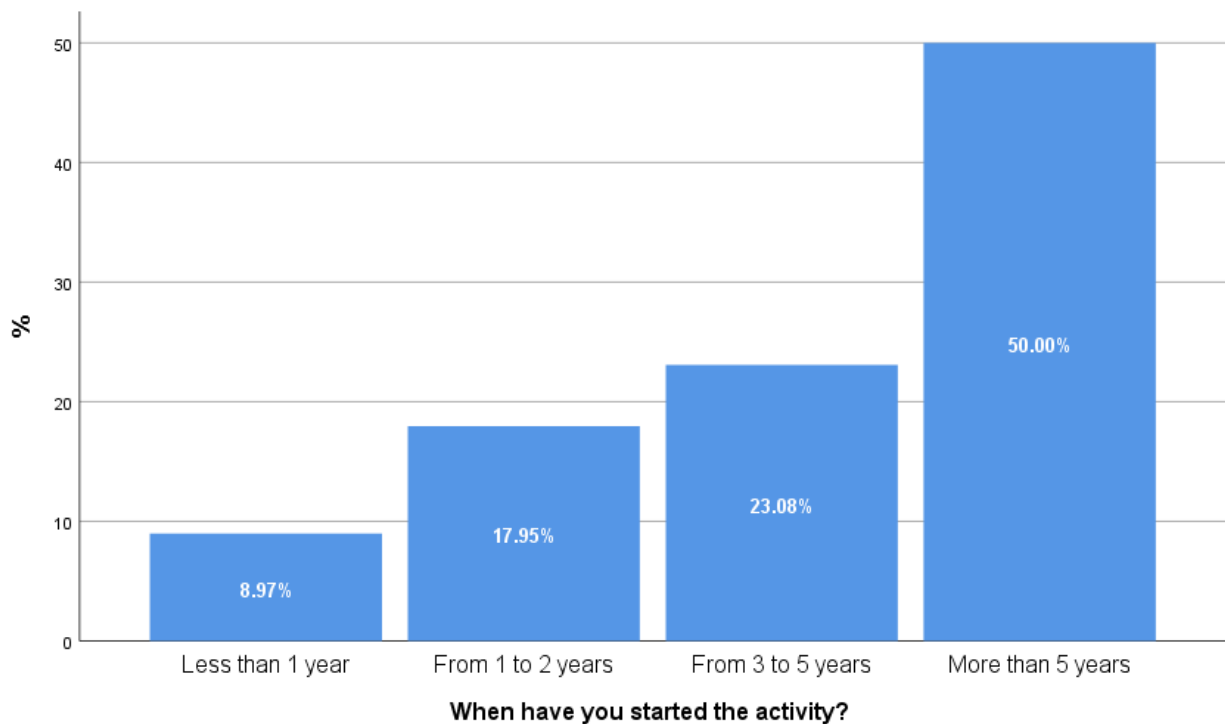
<i>Do you practice any crafts?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	468	53.4	53.4	53.4
	No	240	27.4	27.4	80.8
	Not yet, but I am willing to	168	19.2	19.2	100.0
	Total	876	100.0	100.0	



Period of starting the activity

Those who are already do some crafts, in most cases, or in 50% of cases, started with it five or more than five years ago, 23,1% of them started with crafting between three and five years. So, we can conclude that most of craftsmen in our sample are those who already have some significant experience in doing crafts.

<i>When have you started the activity?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	42	6.6	9.0	9.0
	From 1 to 2 years	84	13.2	17.9	26.9
	From 3 to 5 years	108	17.0	23.1	50.0
	More than 5 years	234	36.8	50.0	100.0
	Total	468	73.6	100.0	
Missing		168	26.4		
Total		636	100.0		



Types of activities (crafts)

When it comes to the type of activities or crafts, they are very various and there is no any dominant activity. Mostly, craftsmen are working or willing to work with food (33%), with jewelry (28, 6%) sewing (29,7%) or wood (23,1%). It is important to mention that large proportion of respondents are doing or going to do more than one specific activity.

		Responses		Percent of Cases
		N	Percent	
What kind of activity are you practicing ^a	Pottery	96	9.8%	17.6%
	Wood	126	12.8%	23.1%
	Sewing	162	16.5%	29.7%
	Food	180	18.3%	33.0%
	Jewelry	156	15.9%	28.6%
	Glass	24	2.4%	4.4%
	Bio Products	72	7.3%	13.2%
	Metal	18	1.8%	3.3%
	Up Cycling	108	11.0%	19.8%
	Auto Construction	42	4.3%	7.7%
Total		984	100.0%	180.2%

a. Dichotomy group tabulated at value 1.

Type of activities (crafts) and practicing the crafts (status)

When we compare types of activities among those who already doing some crafts and those who are going to do some crafts, we will find higher percentages of craftsmen who already doing sewing, jewelry than those are willing to do.

			Do you practice any crafts?		Total
			Yes	Not yet, but I am willing to	
What kind of activity are you	Pottery	Count	48	48	96
		% within q21	12.5%	29.6%	

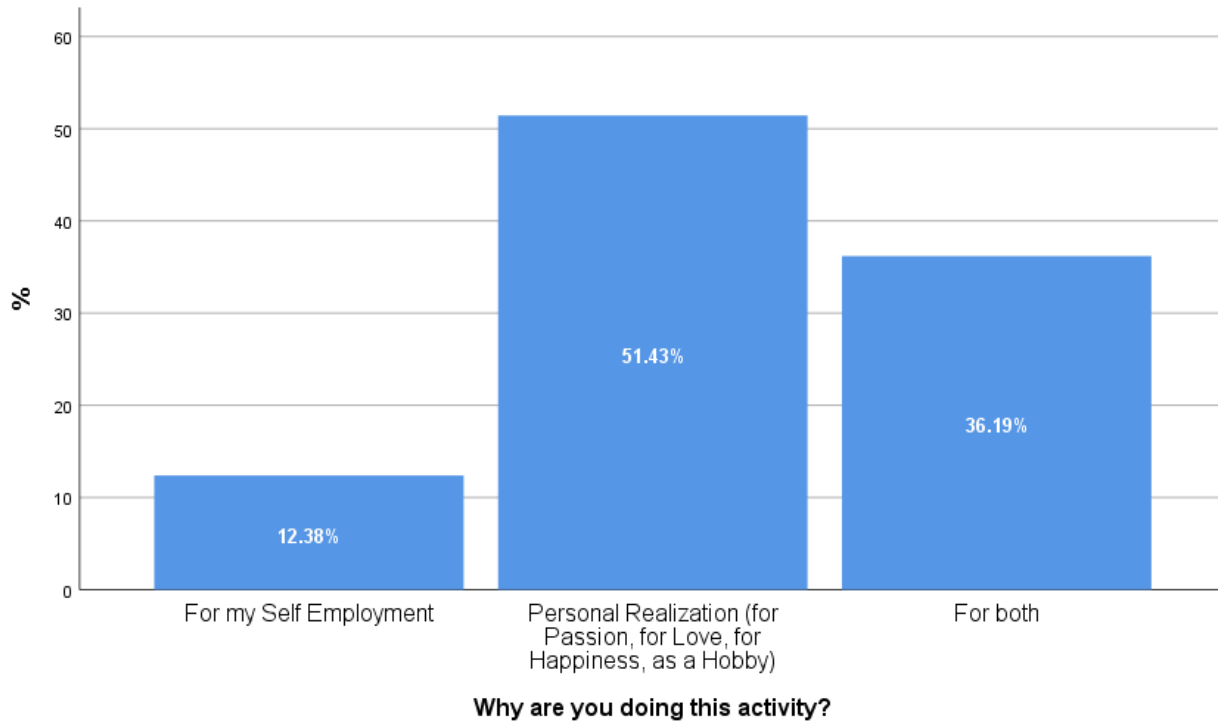
practicing ^a	Wood	Count	78	48	126
		% within q21	20.3%	29.6%	
	Sewing	Count	138	24	162
		% within q21	35.9%	14.8%	
	Food	Count	120	60	180
		% within q21	31.3%	37.0%	
	Jewelry	Count	138	18	156
		% within q21	35.9%	11.1%	
	Glass	Count	12	12	24
		% within q21	3.1%	7.4%	
	Bio Products	Count	36	36	72
		% within q21	9.4%	22.2%	
	Metal	Count	12	6	18
		% within q21	3.1%	3.7%	
	Up Cycling	Count	72	36	108
		% within q21	18.8%	22.2%	
	Auto Construction	Count	30	12	42
		% within q21	7.8%	7.4%	
Total		Count	384	162	546
Percentages and totals are based on respondents.					
a. Dichotomy group tabulated at value 1.					

Reasons for doing the crafts

More than a half of respondents doing it because of their own personal realization. 12,4% are doing it as part of their self-employment, and every third respondent doing it for both reasons (as a hobby and as job).

<i>Why are you doing this activity?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	For my Self Employment	78	12.3	12.4	12.4
	Personal Realization (for Passion, for Love, for Happiness, as a Hobby)	324	50.9	51.4	63.8
	For both	228	35.8	36.2	100.0
	Total	630	99.1	100.0	
Missing		6	.9		

Total	636	100.0		
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Reasons for doing the crafts and practicing the crafts (status)

When we compare the reasons for doing the crafts among the respondents who already doing craft and those who are willing to do, we will not find any significant differences in distribution or proportion of answers.

<i>Why are you doing this activity? * Do you practice any crafts? Crosstabulation</i>						
			Do you practice any crafts?		Total	
			Yes	Not yet, but I am willing to		
Why are you doing this activity?	For my Self Employment	Count	60	18	78	
		% within Do you practice any crafts?	12.8%	11.1%	12.4%	
	Personal Realization (for Passion, for Love,	Count	228	96	324	
		% within Do you practice any	48.7%	59.3%	51.4%	

	for Happiness, as a Hobby)	crafts?			
	For both	Count	180	48	228
		% within Do you practice any crafts?	38.5%	29.6%	36.2%
Total		Count	468	162	630
		% within Do you practice any crafts?	100.0%	100.0%	100.0%

This finding is confirmed with chi-square test as nonparametric inferential statistical test. Chi-square score is not significant. **Chi square =0,913 (2), p>0,05**

<i>Chi-Square Tests</i>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.478 ^a	2	.065
Likelihood Ratio	5.520	2	.063
N of Valid Cases	630		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20,06.			

Ways of acquired competences for crafting

When it comes on a way how they acquired their competences necessary for doing the activity, most of the respondents (73,6%) acquired it by themselves. 20,8% attended some professional certified program, 24,5% acquired it informal technical training center and just around 9,4% by attending e-learning course. It is important to mention that there are around 60% of respondents who acquired the competences by more than one mentioned way.

<i>\$aquiredcompetences Frequencies</i>				
		Responses		Percent of Cases
		N	Percent	
how did you acquired competences for act ^a	In a professional and certified school/training center	132	13.0%	20.8%

	recognized by the government			
	In an informal technical training center	156	15.4%	24.5%
	With family/friends	198	19.5%	31.1%
	By myself	468	46.2%	73.6%
	Attending online courses (E-Learning)	60	5.9%	9.4%
Total		1014	100.0%	159.4%

a. Dichotomy group tabulated at value 1.

Ways of acquiring competences and practicing the crafts (status)

Comparing the ways of acquiring the competences among those who are doing and those who are willing to do crafts, we cannot find some significant disproportion except in the acquiring competences with family or friends where we found larger proportion of those who are already doing crafts.

<i>\$aquiredcompetences*q21 Crosstabulation</i>						
				Do you practice any crafts?		Total
				Yes	Not yet, but I am willing to	
how did you acquired competences for act ^a	In a professional and certified school/training center recognized by the government	Count	78	54	132	
		% within q21	16.7%	32.1%		
	In an informal technical training center	Count	108	48	156	
		% within q21	23.1%	28.6%		
	With family/friends	Count	168	30	198	
		% within q21	35.9%	17.9%		
	By myself	Count	360	108	468	
		% within q21	76.9%	64.3%		
	Attending online courses (E-	Count	42	18	60	
		% within	9.0%	10.7%		

	Learning)	q21			
Total		Count	468	168	636
Percentages and totals are based on respondents.					
a. Dichotomy group tabulated at value 1.					

Management of activity

Current customers

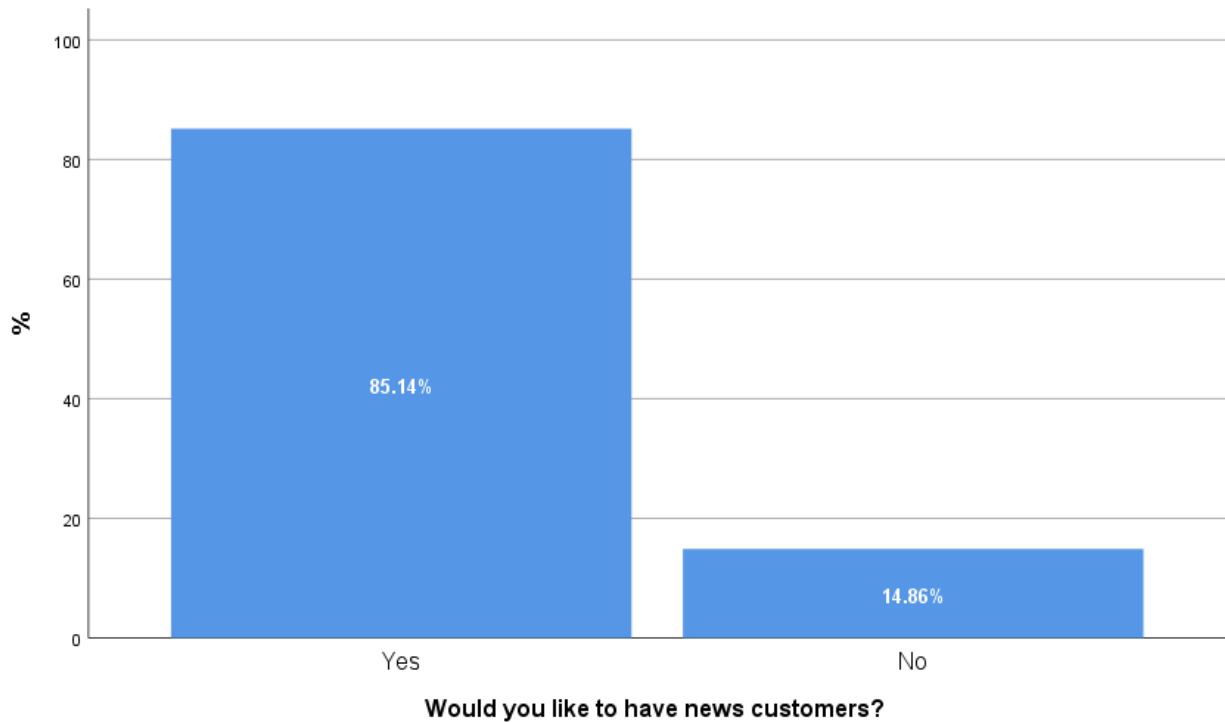
Most of their customers are local customers (54,2%). However, the rest of them are regional (16,8%) or national customers, and in 12,1% of cases, their customers are not living in the respondents' country.

<i>\$customers Frequencies</i>				
		Responses		Percent of Cases
		N	Percent	
Who are your current customers ^a	Local customers	348	54.2%	77.3%
	Regional customers	108	16.8%	24.0%
	National customers	108	16.8%	24.0%
	International customers	78	12.1%	17.3%
Total		642	100.0%	142.7%
a. Dichotomy group tabulated at value 1.				

Willingness to have new customers

However, most of the respondents, or 85,1% would like to gain some new customers.

<i>Would you like to have news customers?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	378	59.4	85.1	85.1
	No	66	10.4	14.9	100.0
	Total	444	69.8	100.0	
Missing		192	30.2		
Total		636	100.0		



Level (region) of new customers

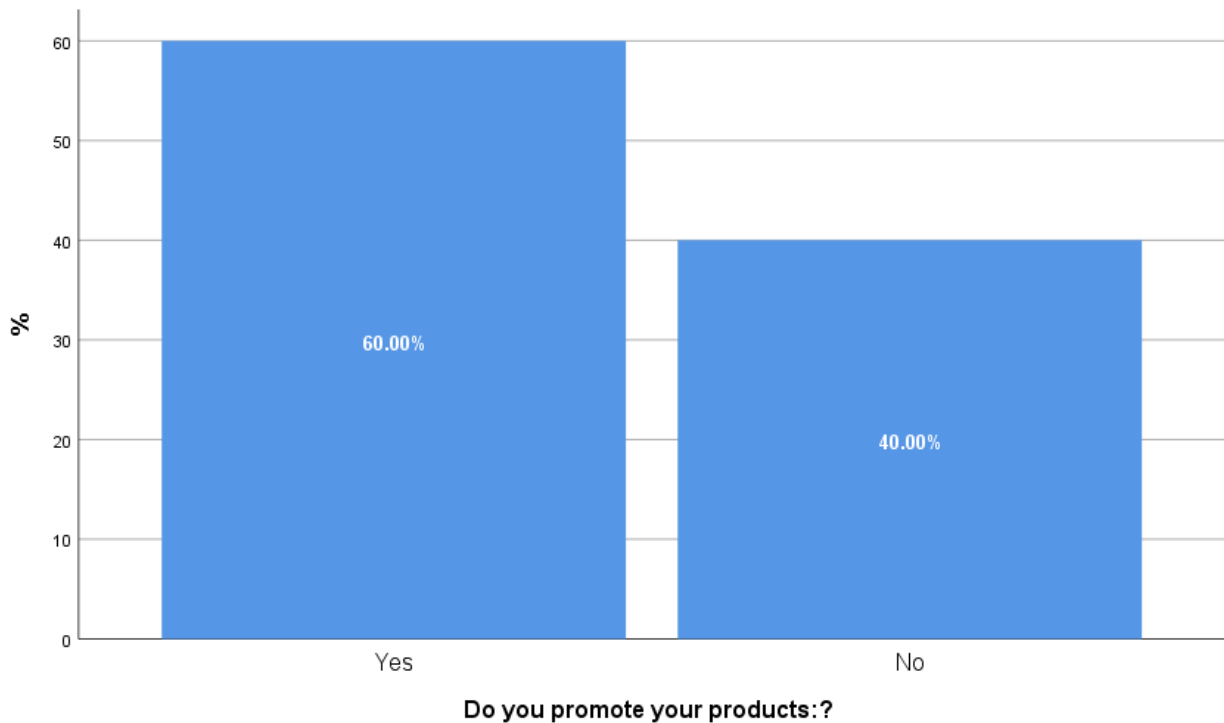
When we asked those who would like to have new customers, at what level would they like to have new customers, most of them, or 79,4% said that they would like to have new customers on different levels. In general, around 40% of them selected local, regional or national level as preferred level, and 50% of them would like to spread they market on international level.

<i>\$levelofnewcustomers Frequencies</i>				
		Responses		Percent of Cases
		N	Percent	
at what level would you like to have new ^a	local level	156	23.0%	41.3%
	regional level	162	23.9%	42.9%
	national level	168	24.8%	44.4%
	international level	192	28.3%	50.8%
Total		678	100.0%	179.4%
a. Dichotomy group tabulated at value 1.				

Promoting the products

When it comes to promotion, 60% of them are promoting their products. However, there are 40% of those who do not have any kind of promotional activity. Even those who would like to have new customers, do not have any promotional activity.

<i>Do you promote your products:?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	270	42.5	60.0	60.0
	No	180	28.3	40.0	100.0
	Total	450	70.8	100.0	
Missing		186	29.2		
Total		636	100.0		



Ways of promotions the products

Those who are promoting their products, usually do it in different ways and combining several promotional techniques. Mostly, in 71% they do it using social media. 57,8% of them use word-to-mouth techniques, 35,6% use some online web services or during some fairs and/or

expositions (33,3%) Traditional ways of promoting are less used, such is through paper promotional materials (15,6%) and rarely used are mass medias (4,4%).

<i>\$waysofpromotion Frequencies</i>				
		Responses		Percent of Cases
		N	Percent	
How do yo promote products ^a	Online in a website	96	16.3%	35.6%
	Paper promotional materials (flyers, posters...)	42	7.1%	15.6%
	Online via social media (eg. Facebook, Instagram...)	192	32.7%	71.1%
	Fairs and Expositions	90	15.3%	33.3%
	Mass Media (Tc, Radio, Newspaper)	12	2.0%	4.4%
	Word-to-mouth	156	26.5%	57.8%
Total		588	100.0%	217.8%
a. Dichotomy group tabulated at value 1.				

Ways of selling the products

When it comes to selling the products, those who are selling their products, in most case or in 62,7% of cases are doing it through their own direct contacts or network (friends, family, etc). The rest of selling ways are less used, such are during promotions and/or expositions (28,4%), through their own online shop (22,4%) or some other web platform (14,9%).

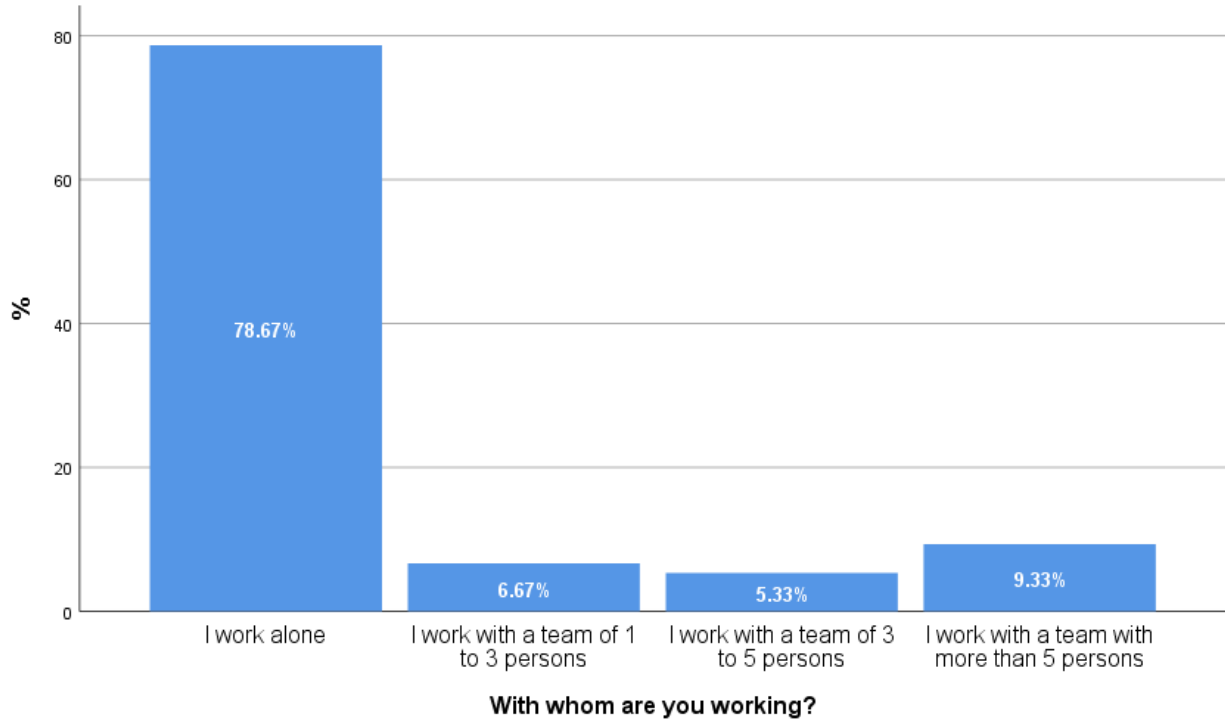
<i>\$wayofselling Frequencies</i>				
		Responses		Percent of Cases
		N	Percent	
how do you sell your products ^a	I have my own shop	30	4.2%	7.5%
	I share a shop with other's?	30	4.2%	7.5%
	I have an online shop (web page)	90	12.5%	22.4%
	Taking part at fairs, expositions, local market	114	15.8%	28.4%
	In my direct local network (Friends and Family)	252	35.0%	62.7%
	To other's person's	72	10.0%	17.9%

	shops]			
	On a specific platform	60	8.3%	14.9%
	In workshops and events that I promote	72	10.0%	17.9%
Total		720	100.0%	179.1%
a. Dichotomy group tabulated at value 1.				

With whom are you working

Three out of four respondents (78,7%) do the activity alone. Only 9% of craftsmen have a team with more than five people. Also, very rarely, they work with team of 1 to 3 persons (6,7%) or with team between 3 to 5 people (5,3%).

<i>With whom are you working?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I work alone	354	55.7	78.7	78.7
	I work with a team of 1 to 3 persons	30	4.7	6.7	85.3
	I work with a team of 3 to 5 persons	24	3.8	5.3	90.7
	I work with a team with more than 5 persons	42	6.6	9.3	100.0
	Total	450	70.8	100.0	
Missing		186	29.2		
Total		636	100.0		

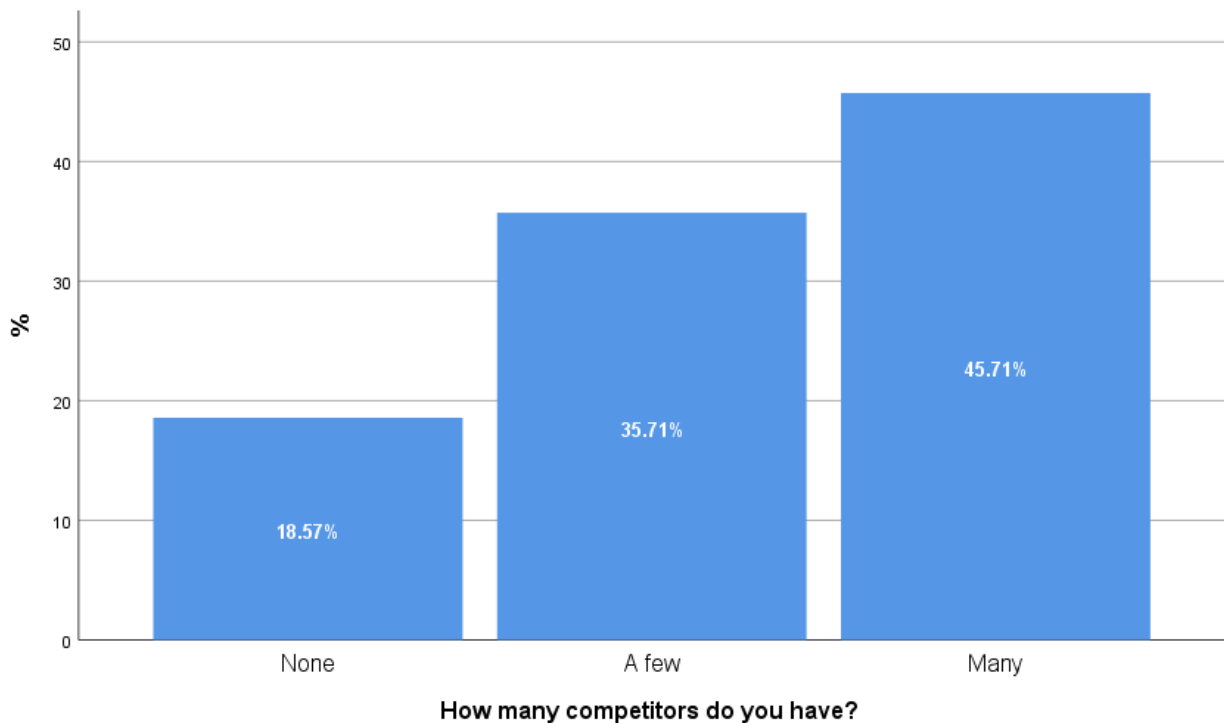


Local reality and challenges

Number of competitors

Almost half of the respondents (45,7%) think that they have many competitors on the market. 35,7% of them think that they have just few of competitors, and 18,6% of respondents believe that they have “monopoly” on the market, or that they do not have any competitors.

<i>How many competitors do you have?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	78	12.3	18.6	18.6
	A few	150	23.6	35.7	54.3
	Many	192	30.2	45.7	100.0
	Total	420	66.0	100.0	
Missing		216	34.0		
Total		636	100.0		



Obstacles in doing an activity

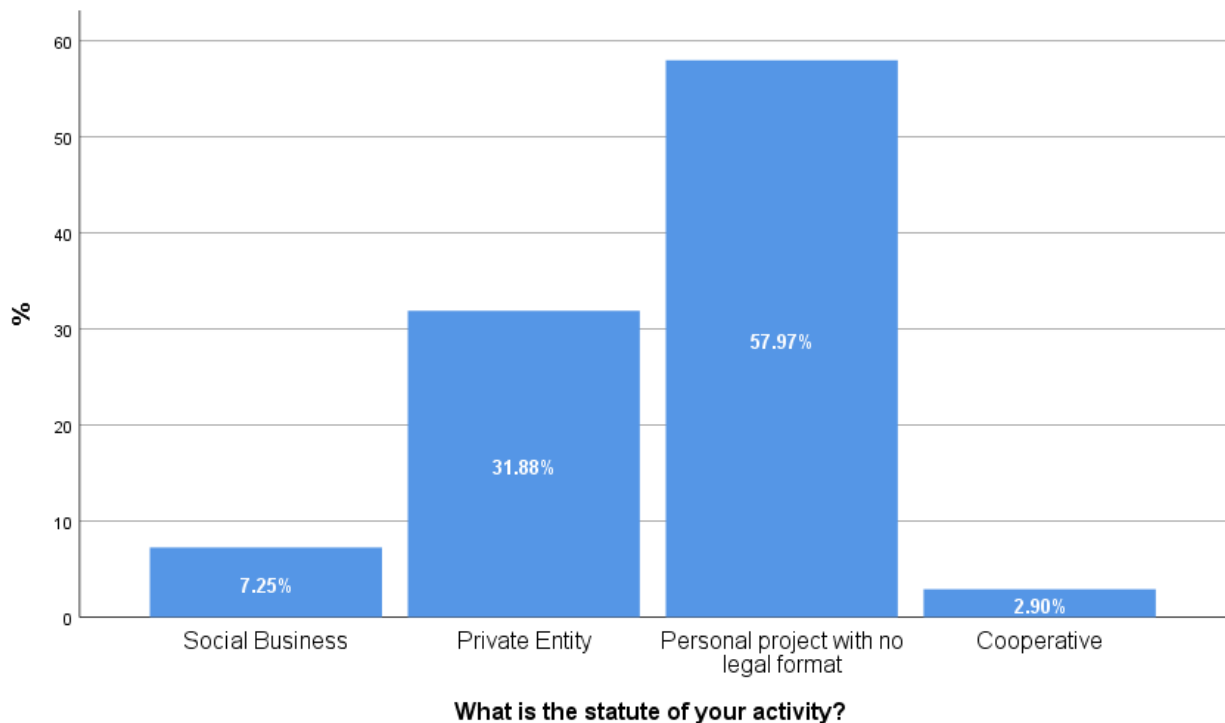
The craftsmen are facing with various obstacles. Actually, many of them are facing with more than one obstacle. In most case, or in 60% of cases they claimed that they do not have enough financial resources. As a second the most rated obstacle is lacking adequate technology or tools for production, where every third craftsman are facing with this problem. Also, every third craftsman are coping with the problem of lacking some knowledge or skill.

<i>Obstacles Frequencies</i>				
		Responses		Percent of Cases
		N	Percent	
What kind of obstacles do you encounter ^a	I have no enough financial resources	342	28.6%	60.6%
	I have no adequate technology / tools for production	192	16.1%	34.0%
	I have no enough people with whom I could work with	90	7.5%	16.0%
	There is no market broad enough	84	7.0%	14.9%
	I am lacking some knowledge and skills	174	14.6%	30.9%
	I have no adequate certificate / diploma for this activity	84	7.0%	14.9%
	I am lacking governmental support (in terms of administrative support)	108	9.0%	19.1%
	I have no adequate educational / training support]	96	8.0%	17.0%
	I am lacking languages skills	24	2.0%	4.3%
Total		1194	100.0%	211.7%
a. Dichotomy group tabulated at value 1.				

Status of activity

When it comes to the status of the activity, more than a half of the activities (58%) are just personal projects with no legal format. There are 32% of private entity activities and 7,2% of social business and 3% of cooperative activities.

<i>What is the statute of your activity?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Business	30	4.7	7.2	7.2
	Private Entity	132	20.8	31.9	39.1
	Personal project with no legal format	240	37.7	58.0	97.1
	Cooperative	12	1.9	2.9	100.0
	Total	414	65.1	100.0	
Missing		222	34.9		
Total		636	100.0		

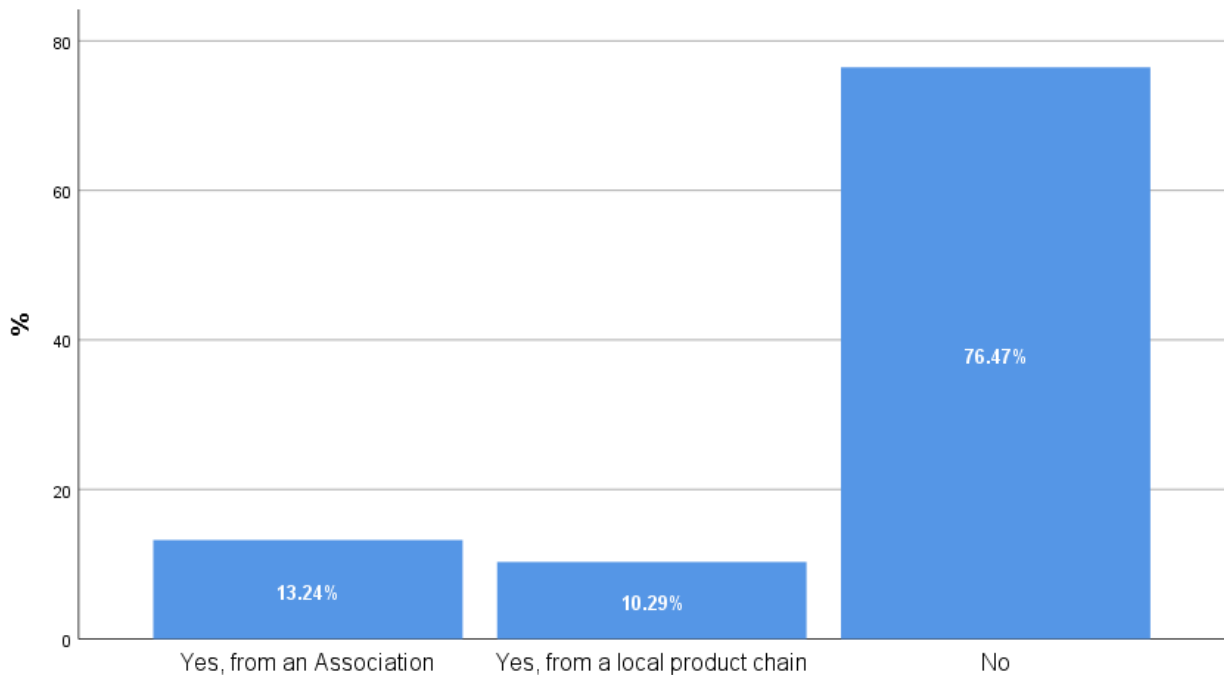


Needs and support

Membership in collective structure

When it comes to their membership in some of the collective structure, most of them, or three out of four are not member of any such structure. The rest of 25% of them are the member of some local productive chain (10,3%) or some association (13,2%)

<i>Are you a member of a collective structure that helps you in the promotion/selling your products?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, from an Association	54	8.5	13.2	13.2
	Yes, from a local product chain	42	6.6	10.3	23.5
	No	312	49.1	76.5	100.0
	Total	408	64.2	100.0	
Missing		228	35.8		
Total		636	100.0		

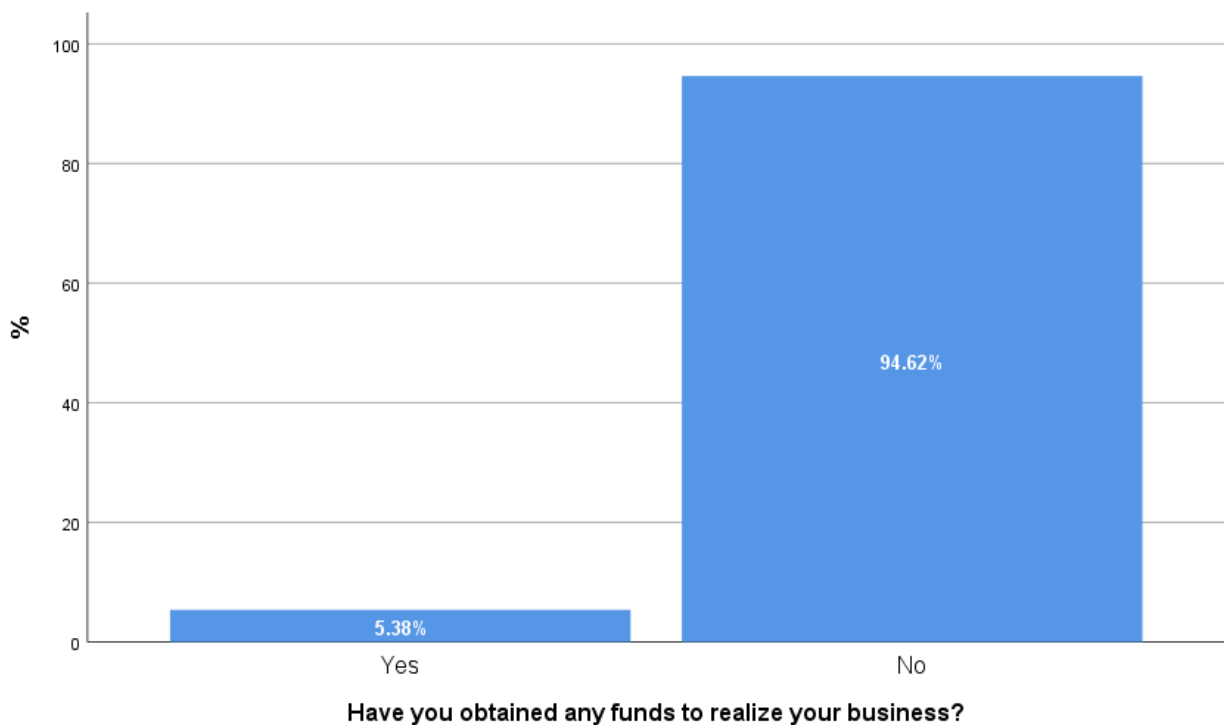


Are you a member of a collective structure that helps you in the promotion/selling your products?

Fundraising

When it comes to fundraising or obtaining some funds for realization of business, almost every craftsmen (94,6%) claimed that he/she never obtained any fund. Just 5,6% claimed they have obtained some funds for their business.

<i>Have you obtained any funds to realize your business?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	4.7	5.4	5.4
	No	528	83.0	94.6	100.0
	Total	558	87.7	100.0	
Missing		78	12.3		
Total		636	100.0		



Source of fundraising

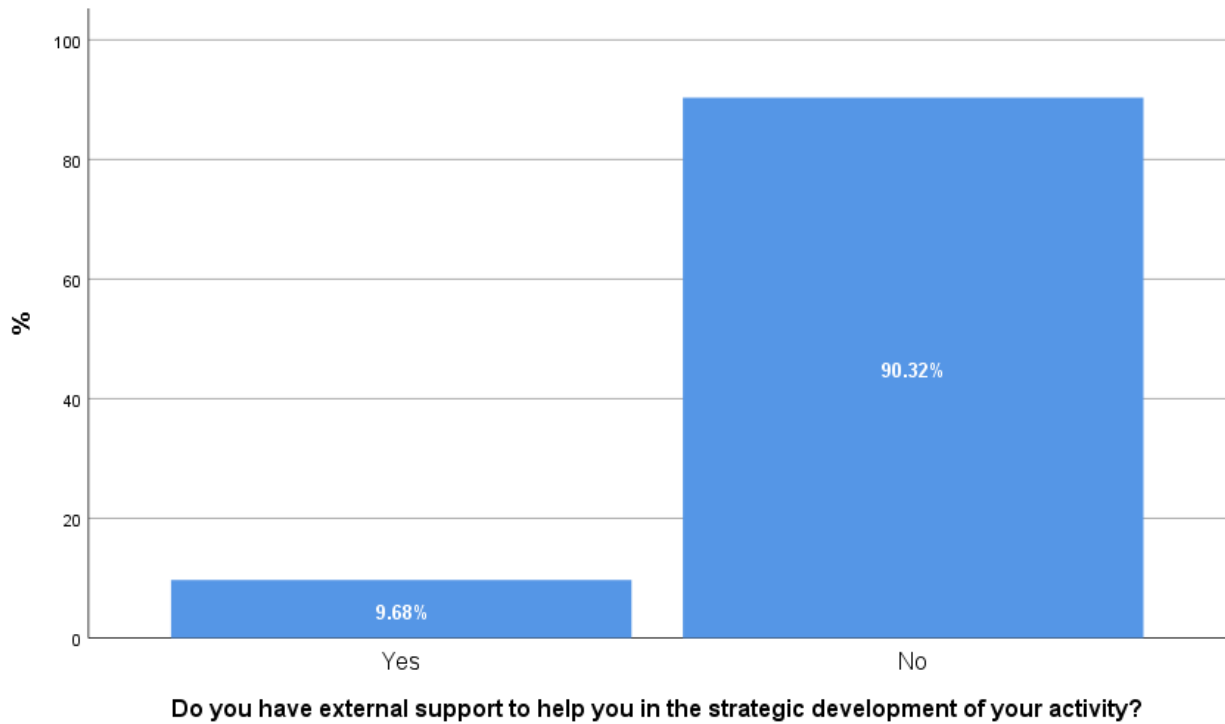
Those who obtained some funds, got it from various addresses such as local or national government, from their own private funds or with the support of their family.

<i>\$obtainedfunds Frequencies</i>					
		Responses		Percent of Cases	
		N	Percent		
where did you obtain funds ^a	from Local government	12	28.6%	40.0%	
	from National government	6	14.3%	20.0%	
	from my Private Funds	6	14.3%	20.0%	
	with the support of my family	18	42.9%	60.0%	
Total		42	100.0%	140.0%	
a. Dichotomy group tabulated at value 1.					

External support for strategic development of activity

Also, we have found out that craftsmen also do not have any external support for strategic development of activity. Only one out of ten craftsmen have some kind of external support for strategic development of their activities.

<i>Do you have external support to help you in the strategic development of your activity?</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	8.5	9.7	9.7
	No	504	79.2	90.3	100.0
	Total	558	87.7	100.0	
Missing		78	12.3		
Total		636	100.0		



Supporters

Those rare craftsmen who had or have some kind of such support usually got it from some coach or from some local association.

<i>\$support Frequencies</i>				
		Responses		Percent of Cases
		N	Percent	
who supported you in strategic developme ^a	support from governmental institution	6	14.3%	14.3%
	counseling organization	6	14.3%	14.3%
	support of a Mentor/Tutor	6	14.3%	14.3%
	support of a Coach	12	28.6%	28.6%
	support of a local Association / NGO	12	28.6%	28.6%
Total		42	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

Kind of support for the purpose of making activity more efficient

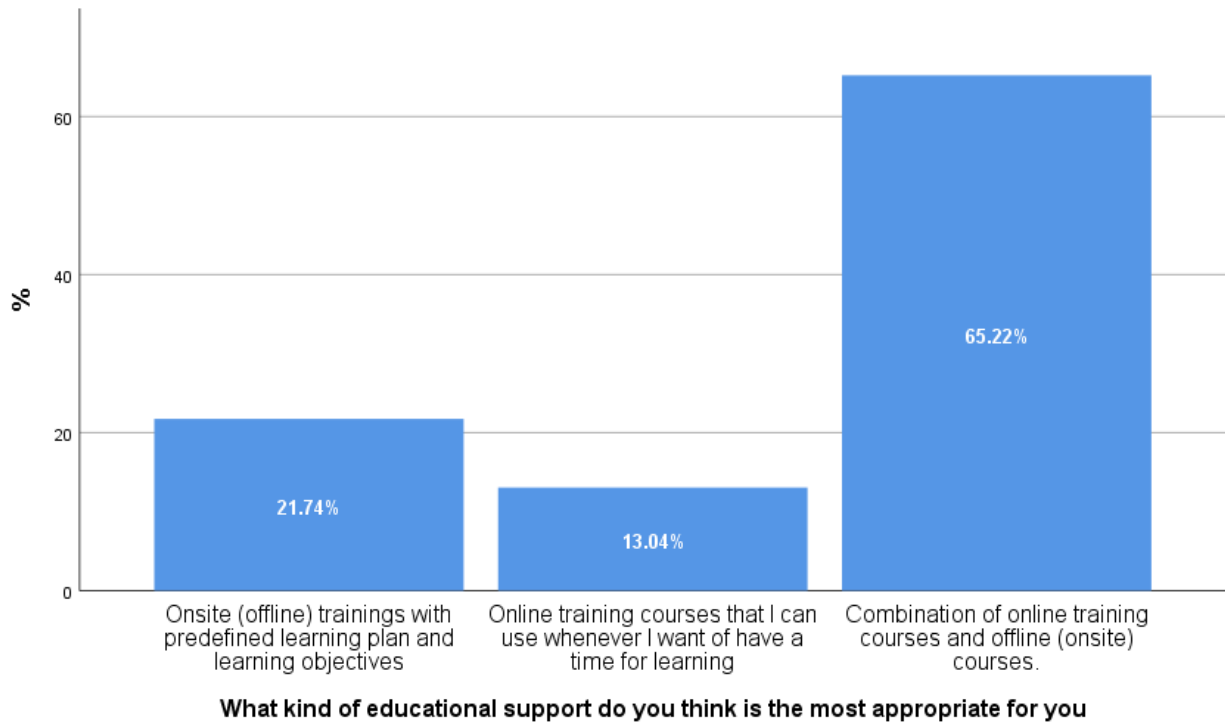
In order to make their activity more efficient, every craftsmen claimed that he/she need some kind of support. In most cases, they need more than one kind of support, but mostly through some financial sources of governmental institutions (53,4%), as a support for developing business idea (52,3%) and through some educational programs (52,3%). So, it seems that educational support is needed as financial support from the governmental institutions.

<i>\$needesupport Frequencies</i>				
		Responses		Percent of Cases
		N	Percent	
What kind of support you need to make... ^a	Financial support from governmental institutions	282	23.3%	53.4%
	Financial support from non-governmental institutions	162	13.4%	30.7%
	Support in developing my business idea	276	22.8%	52.3%
	Mentor support	216	17.8%	40.9%
	Educational programs in order to learn more about the process of developing, starting and running activity	276	22.8%	52.3%
Total		1212	100.0%	229.5%
a. Dichotomy group tabulated at value 1.				

Educational support

Those who need some educational support, in most cases (65,2%) would like to have it through some hybrid educational models (combination of online and offline training courses). 34,8% would like to have it only through online courses and 21,7% only through offline trainings with predefined learning plan.

<i>What kind of educational support do you think is the most appropriate for you</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Onsite (offline) trainings with predefined learning plan and learning objectives	60	9.4	21.7	21.7
	Online training courses that I can use whenever I want of have a time for learning	36	5.7	13.0	34.8
	Combination of online training courses and offline (onsite) courses.	180	28.3	65.2	100.0
	Total	276	43.4	100.0	
Missing		360	56.6		
Total		636	100.0		



The most appropriate method for educational support

When we check is there any difference in preferred educational support and the status of craftsmen (are they already doing the activity or just willing to do it), we found that there is no statistically significant difference. So, those who already doing some crafts and those who are just willing to do it, do not differ in preferred ways of educational support.

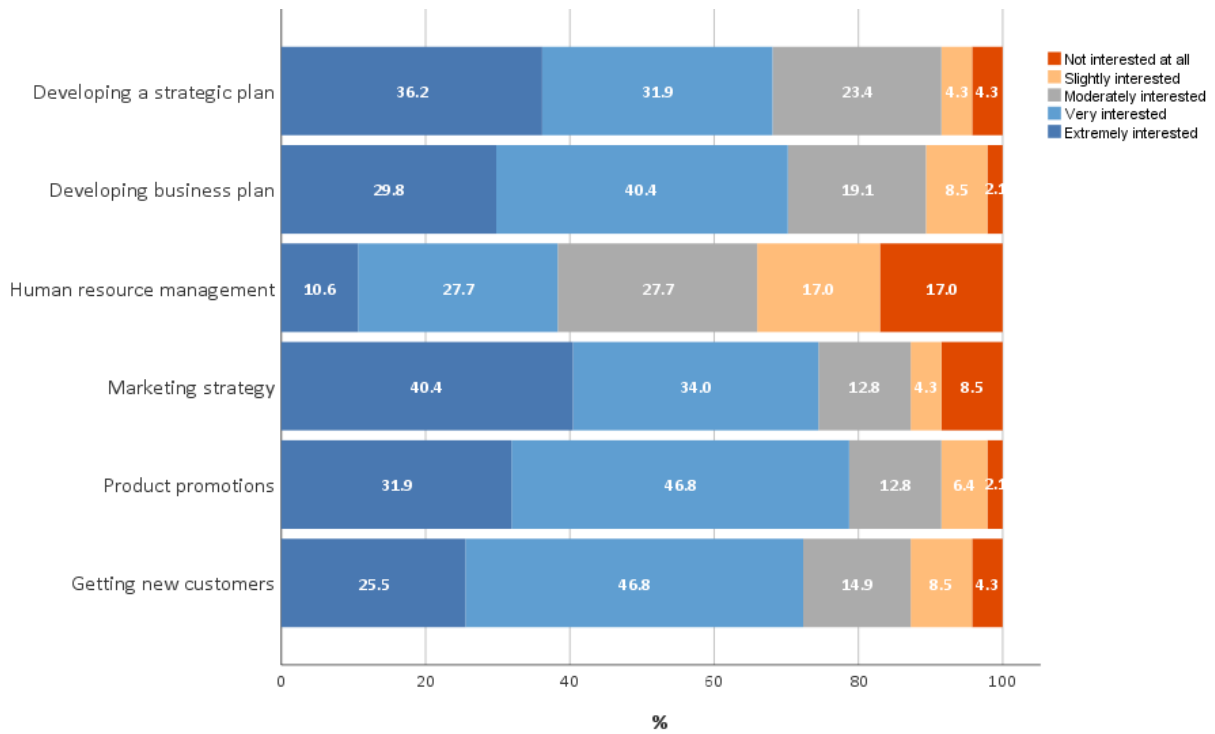
<i>What kind of educational support do you think is the most appropriate for you * Do you practice any crafts? Crosstabulation</i>					
			Do you practice any crafts?		Total
			Yes	Not yet, but I am willing to	
What kind of educational support do you think is the most appropriate for you	Onsite (offline) trainings with predefined learning plan and learning objectives	Count	48	12	60
		% within Do you practice any crafts?	23.5%	16.7%	21.7%
	Online training courses that I can	Count	30	6	36
		% within Do you	14.7%	8.3%	13.0%

	use whenever I want of have a time for learning	practice any crafts?			
	Combination of online training courses and offline (onsite) courses.	Count	126	54	180
		% within Do you practice any crafts?	61.8%	75.0%	65.2%
Total	Count		204	72	276
	% within Do you practice any crafts?		100.0%	100.0%	100.0%

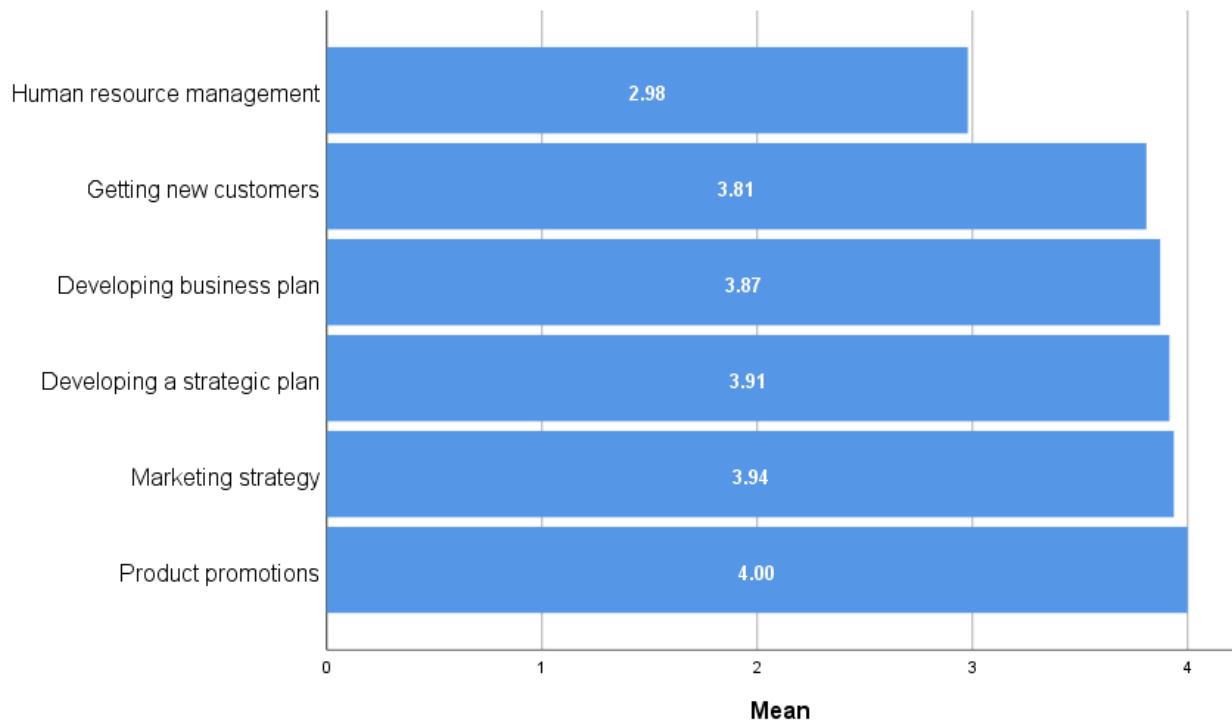
<i>Chi-Square Tests</i>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.239 ^a	2	.120
Likelihood Ratio	4.429	2	.109
N of Valid Cases	276		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9,39.			

Topics for educational support

When it comes to the interest for some topics that could be thought through the hybrid model of education, for the most of the listed topics, there is some level of the interest. Using the scale from one to five, where one represent no interest at all, and five represents extreme interest, we can see that the less interest is on the topic of HRM (human resource management). For the rest of the topics there are higher or high level of interest, especially for the promotion of products (M=4), marketing strategy (M=3,94), developing a strategic plan (M=3,91), and so on...



<i>Descriptive Statistics</i>					
	N	Minimum	Maximum	Mean	Std. Deviation
Getting new customers	282	1	5	3.81	1.046
Product promotions	282	1	5	4.00	.947
Marketing strategy	282	1	5	3.94	1.212
Human resource management	282	1	5	2.98	1.248
Developing business plan	282	1	5	3.87	1.004
Developing a strategic plan	282	1	5	3.91	1.070
Valid N (listwise)	282				



We also wanted to check is there any difference in interests about some specific topics between those who already doing their activity and those who are willing to do it.

<i>Group Statistics</i>					
	Do you practice any crafts?	N	Mean	Std. Deviation	Std. Error Mean
Getting new customers	Yes	210	3.83	1.002	.069
	Not yet, but I am willing to	72	3.75	1.172	.138
Product promotions	Yes	210	4.03	1.030	.071
	Not yet, but I am willing to	72	3.92	.645	.076
Marketing strategy	Yes	210	3.97	1.233	.085
	Not yet, but I am willing to	72	3.83	1.151	.136
Human resource management	Yes	210	2.89	1.240	.086
	Not yet, but I am willing to	72	3.25	1.242	.146
Developing business plan	Yes	210	3.89	1.038	.072
	Not yet, but I am willing to	72	3.83	.904	.107
Developing a	Yes	210	3.97	1.085	.075

strategic plan	Not yet, but I am willing to	72	3.75	1.017	.120
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So, running independent t-test for differences in mean scores, we couldn't find any statistically significant difference, except in the topic "product promotion" where those who already doing some crafts have more interest in topic comparing with those who are only willing to do some crafts . For the rest of the topics, we could conclude that there is the same level of interest for each topic between those who are already doing their activity and those who are just willing to start it.

<i>Independent Samples Test</i>										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Getting new customers	Equal variances assumed	1.535	.216	.549	280	.583	.079	.143	-.203	.360
	Equal variances not assumed			.509	108.734	.612	.079	.154	-.228	.385
Product promotions	Equal variances assumed	8.205	.004	.865	280	.388	.112	.129	-.143	.367
	Equal variances not assumed			1.076	198.186	.283	.112	.104	-.093	.317
Marketing strategy	Equal variances assumed	.012	.911	.834	280	.405	.138	.166	-.188	.464
	Equal variances not assumed			.863	131.029	.390	.138	.160	-.179	.455
Human	Equal	.176	.675	-	280	.032	-.364	.169	-.698	-.031

resource management	variances assumed			2.151						
	Equal variances not assumed			-2.149	122.937	.034	-.364	.170	-.700	-.029
Developing business plan	Equal variances assumed	.638	.425	.381	280	.703	.052	.137	-.218	.323
	Equal variances not assumed			.408	140.028	.684	.052	.128	-.201	.306
Developing a strategic plan	Equal variances assumed	2.003	.158	1.518	280	.130	.221	.146	-.066	.509
	Equal variances not assumed			1.567	130.371	.120	.221	.141	-.058	.501

If there are some topics in which you will be interested to learn more about it, could you specify it here

At the end, we asked the respondents whether they are interested in some more of the topics, and if so, would they list them.

Below are shown the list of their interests:

- Creativity - as part of our business activity
- up cycling
- Visual identity building
- product design
- networking with local and international artisans
- international trade
- funds
- crowd funding
- applying for financial support
- innovative technologies
- diversification of activities/products
- communication with customers

- workshop organizing
- social impact generation

Appendixes

European Survey - "E - Youth Patrimony"

Dear Participant,

Here you will find an online survey where we will ask you few questions related to needs of European crafters Entrepreneurs or crafters who wish to be Entrepreneurs.

The aim of research is to get an information about the need of European Entrepreneurs in order to understand their situation, how they are doing their practices in term of craft and handmade creations, reality and challenges and what kind of support do they need.

The information that we are going to get will help us to plan and organize various supporting activities for the crafters entrepreneurs or who wish to become entrepreneurs, who will need some kind of support. That is the reason why your honest answers are very important for us, as well as for the youngsters.

This survey is not the test of your knowledge and there is no correct neither wrong answers.

We are just interested about your experience and opinion.

This survey is anonymous, so your personal data will not be collected neither analyzed.

Answering this survey will take you around four minutes.

Thank you in advance for your collaboration.

"E- youth patrimony" TEAM,



Co-funded by the
Erasmus+ Programme
of the European Union

This survey is part of the project "E-Youth Patrimony" that is a KA3 Erasmus+ project in the field of Dialogue and Cooperation with Civil Society that is coordinated by Solidarity Tracks (Greece) and that involves 16 European organizations, from 14 European countries and aims to promote social entrepreneurship related to Patrimony & Culture through E-Mentoring.

1. Your personal data

At the very beginning, we will ask you just few questions related to yourself.

1.1 - Country of Residence: _____

1.2 – City of Residence: _____)

1.2 -Nationality: _____

1.3 –Age: _____

1.4 - Educational Level:

Please select the option which best describes your latest concluded education level.

- Primary school
- Secondary School
- High school
- University Degree
- Master Degree
- Doctorate (PHD)

1.5 - Gender:

- Female
- Male
- Undefined

1.6 - Current Occupation:

Please select the option which best describes your current occupation:

- Student
- Self-employed
- Civil Servant (Public sector worker)
- Private sector worker
- Freelancer
- Unemployed
- Other:_____

2 . PERSONAL REALITY AND EXPERIENCE

2.1 - Do you practice any crafts?

Definition of craft: A craft is an activity such as weaving, carving, or pottery that involves making things skillfully with your hands

- Yes
- No
- Not yet, but I am willing to

2.2 - When have you started the activity? (if 2.1 is answered YES)

- Less than 1 year
- From 1 to 2 years
- From 3 to 5 years
- More than 5 years

2.3 - What kind of activity are you practicing? (if 2.1. is answered YES) / What kind of activity are you planning to practice? (if 2.1. is answered Not yet, but I am willing to do)

- Pottery
- Wood
- Sewing
- Food
- Jewelry
- Glass
- Bio Products
- Metal
- Up Cycling
- Auto Construction
- Other: _____ (Please specify)

2.4 - Why are you doing this activity? (if 2.1 is answered YES) / Why are going to do this activity? ((if 2.1 is answered Not yet, but I am willing to do)

- For my Self Employment
- Personal Realization (for Passion, for Love, for Happiness, as a Hobby)
- For both
- Other: _____

2.5 - How did you acquire the necessary competences to do your activity? (if 2.1 is answered YES) / How do you plan to acquire the necessary competences to do your activity? (if 2.1 is answered Not yet, but I am willing to do)

- In a professional and certified school/training center recognized by the government
- In an informal technical training center

- With family/friends
- By myself
- Attending online courses (E-Learning)
- Other:_____

3. MANAGEMENT OF YOUR ACTIVITY (if 2.1 is answered YES)

3.1 - Who are your present customers?

- Local customers
- Regional customers
- National customers
- International customers

3.2 –Would you like to have news customers?

- Yes
- No

3.3 If yes, At what level would you like to have new customers?

- local level
- regional level
- national level
- international level

3.4 Do you promote your products:?

- Yes
- No

3.5 - How do you promote your product? (if answered YES)

- Online in a website
- Paper promotional materials (flyers, posters...)
- Online via social media (eg. Facebook, Instagram...)

- Fairs and Expositions
- Mass Media (Tc, Radio, Newspaper)
- Word-to-mouth
- Other:

3.6 - How do you sell your product?

- I have my own shop
- I share a shop with other's
- I have an online shop (web page)
- Taking part at fairs, expositions, local market
- In my direct local network (Friends and Family)
- To other's person's shops
- On a specific platform
- In workshops and events that I promote
- Other:

3.7 - With whom are you working?

- I work alone
- I work with a team of 1 to 3 persons
- I work with a team of 3 to 5 persons
- I work with a team with more than 5 persons

4. LOCAL REALITY AND CHALLENGES

4.1 - How many competitors do you have? **if 2.1 is answered YES)**

- None
- A few
- Many

4.2 - What kind of obstacles do you encounter in your activity?

- I have no enough financial resources
- I have no adequate technology / tools for production
- I have no enough people with whom I could work with
- There is no market broad enough
- I am lacking some knowledge and skills
- I have no adequate certificate / diploma for this activity
- I am lacking governmental support (in terms of administrative support)

- I have no adequate educational / training support
- I am lacking languages skills

4.3 - What is the statute of your activity? **if 2.1 is answered YES)**

- Social Business
- Private Entity
- Personal project with no legal format
- Association (NGO)
- Cooperative
- Other: _____

5. NEEDS AND SUPPORT:

5.1 - Are you a member of a collective structure that helps you in the promotion/selling your products? **if 2.1 is answered YES)**

- Yes, from an Association
- Yes, from a local product chain
- Other:

5.2 - Have you obtained any funds to realize your business?

- Yes
- No

5.3 If yes, where did you obtain the funds?

- from Local government
- from National government
- from European Grants
- From my Private Funds
- With the support of my family
- From an Entrepreneurship Contest
- From a Businesses Angel
- Other:

5.4 - Do you have external support to help you in the strategic development of your activity?

- Yes
- No

5.5 if YES Who supported you in the strategic development of your activity?

- support from governmental institution
- counseling organization
- support of a Mentor/Tutor
- support of a Coach
- support of a local Association / NGO
- Other:

5.6 What kind of support do you need to make your activity more efficient?

- Financial support from governmental institutions
- Financial support from non-governmental institutions
- Support in developing my business idea
- Mentor support
- Educational programs in order to learn more about the process of developing, starting and running activity
- Other: can you specify: _____

5.7 Since that you have choose that you need some educational support or training, what kind of educational support do you think is the most appropriate for you:

- Onsite (offline) trainings with predefined learning plan and learning objectives
- Online training courses that I can use whenever I want of have a time for learning
- Combination of online training courses and offline (onsite) courses.
- Other: please specify: _____

5.8 In a case that you would like to learn more about your activity, can you tell us how much will you need or will be interested in the following topics:

Topics	Not interested at all	Slightly interested	Moderately interested	Very interested	Extremely interested
Getting new customers					
Product promotions					
Marketing strategy					

Human resource management					
Developing business plan					
Developing a strategic plan					

5.9 If there are some topics in which you will be interested to learn more about it, could you specify it here: _____

Thank you for your time and answers!