



Handicrafts Sector Development Course: Artisan Enterprises, Craft Products and Market Access

24 – 28 May 2027

Amsterdam - Zuidas business district hotel



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Introduction:

Handicrafts sector development, artisan enterprises, craft products and market access are the subject of this 5-day course for cultural authority, craft council, non-profit and tourism body units, who produce a Craft Sector Development Plan for a case organisation. Many craft economies stall because workshops stay informal, products do not meet buyer expectations, origin names are copied and support schemes are funded without sales or income evidence. Nominees already manage or fund artisan support and practise through case studies built on workshop, sales and visitor data. CoreConcept Training Center delivers this handicrafts sector development course.

Course Objectives:

- Map a craft sector by discipline, cluster, workshop size and value chain stage and maintain an artisan registry that supports targeting
- Design master-craftsman and apprenticeship pathways that raise skilled workshop output and the number of trained successors
- Run designer and artisan collaborations that turn traditional techniques into products with clear price points, buyers and production capacity
- Prepare quality mark and geographical indication proposals with producer groups, product specifications and inspection arrangements
- Plan craft retail, e-commerce, export and tourism sales channels with margins, stock planning and fulfilment roles agreed
- Measure artisan income, enterprise survival and sales results with an indicator set that informs funding and scheme redesign

Target Audience:

- Craft sector development units responsible for sector strategy, artisan registries and support scheme budgets
 - Artisan enterprise support functions responsible for training, grants, microfinance links and workshop upgrading
 - Non-profit and cooperative management teams responsible for producer groups, shared workshops and collective sales
 - Tourism and visitor economy units responsible for craft retail at attractions, craft markets and souvenir supply
 - Craft product and marketing teams responsible for collections, buyer relations and online sales channels
 - Monitoring and evaluation functions responsible for measuring the economic results of craft support schemes
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Course Outline:

Day 1: The Crafts Economy and Sector Baseline

- Handicraft Definition Criteria Separating Handmade From Machine-Made Goods
- Craft Value Chain Map From Raw Materials to Buyers
- Artisan Registry Data Fields for Discipline, Workshop and Output
- Craft Cluster and Craft Village Profiling With Field Surveys
- Informal Workshop Constraints Review Covering Finance, Space and Tools

Day 2: Skills Pipelines and Artisan Enterprise Models

- Master Craftsman Selection Criteria and Workshop Teaching Roles
- Apprenticeship Pathway Design With Stipends and Skill Milestones
- Cooperative, Producer Group and Sole Workshop Business Models Compared
- Artisan Business Clinic Toolkit for Costing and Pricing
- Grant, Microfinance and Equipment Leasing Options for Workshops

Day 3: Craft Product Development and Origin Protection

- Designer and Artisan Collaboration Briefs With Agreed Royalty Terms
- Product Line Planning With Price Points and Buyer Segments
- Prototype Sampling and Production Capacity Checks per Workshop
- Geographical Indication Product Specification and Producer Group Roles
- Collective Marks and Certification Marks for Handmade Quality Labels

Day 4: Market Access Channels, Risks and Controls

- Craft Retail Consignment and Wholesale Terms for Gallery Shops
- E-Commerce Marketplace Listings, Product Photography and Fulfilment Workflows
- Tourism Channel Partnerships With Attractions, Hotels and Craft Markets
- Counterfeit Souvenir and Imitation Product Risk Controls
- Raw Material Supply Shortages and Price Volatility Mitigation

Day 5: Case Study Workshop and Craft Sector Development Plan

- Case Organisation Craft Baseline Built From Registry Data
 - Priority Craft Disciplines Selected Using Market Demand Scoring
 - Skills and Product Development Actions With Lead Partners
 - Impact Indicator Set for Artisan Income and Enterprise Survival
 - Craft Sector Development Plan Completion and Peer Challenge
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Skills You Will Gain:

- Craft Value Chain Analysis
- Artisan Registry Management
- Apprenticeship Pathway Design
- Craft Product Line Planning
- Origin Label Preparation
- Craft Channel Economics
- Artisan Enterprise Coaching
- Craft Scheme Impact Measurement

Why Attend This Course:

- Deliver a Craft Sector Development Plan for a case organisation to the head of the craft or culture development unit and its funding committee
- Decide which craft disciplines, workshops and sales channels receive support first, using registry and market demand evidence
- Avoid funding product collections that never reach buyers, or origin labels that small workshops cannot afford to use
- Brief scheme officers, designers and tourism partners on the registry fields, channel terms and indicators behind the plan

Conclusion:

Back at work, the participant presents the Craft Sector Development Plan to the craft development lead, partner non-profits and tourism body counterparts. They use it to agree which disciplines receive apprenticeship places, which workshops join product development rounds and which retail, online and visitor channels are opened first. After the first sales season, the unit should compare artisan income and workshop survival against the baseline, review channel margins and returns, and reallocate support to the disciplines showing the strongest buyer response.

Frequently Asked Questions FAQ:

What should participants know before the handicrafts sector development course?

Participants should already manage, fund or coordinate support for artisans, craft producers or craft retail. No design training is needed. Bringing artisan lists, sales figures or an existing support scheme description helps them apply the case study work to their own organisation.

How does handicrafts sector development differ from a heritage safeguarding or tourism marketing course?

Handicrafts sector development treats crafts as an economy of workshops, products and buyers: registries, apprenticeships, product lines, origin labels and sales channels. Heritage safeguarding courses focus on documenting living traditions with communities, while tourism marketing courses promote a whole destination to visitors.

When do geographical indications help handicrafts sector development?

Geographical indications help when a craft's qualities or reputation come from its place of origin and an organised producer group can agree a specification and inspection routine. They protect the origin name, not the technique, and their costs must be planned so small workshops can use them.

What does a participant take back from the handicrafts sector development course?

A participant takes back a Craft Sector Development Plan for a case organisation, with a sector baseline, priority disciplines, skills and product actions, a market access roadmap and an impact indicator set, plus registry, collaboration brief and channel term templates ready for use.
