



International Seminar

Crafts in Local Development Agenda: Current Practices and Future Perspectives

13:00-16:15 CEST (15:00-18:15 GE), October 14, 2022, Pavilion 3, ExpoGeorgia Tbilisi, Georgia.

Online meeting link: <https://bit.ly/3dVYILN>

Meeting ID: 818 1424 4654; Passcode: 271272

The seminar is implemented in terms of EU Creative Europe funded project 'Crating Europe' on the grounds of Tbilisi 4th International Summit of Crafts and Design EthnoFest 2022

Contribution of the craft sector to local socio-economic development has been well reflected in a number of international and local researches and case studies. Nevertheless, in the ever-changing world, sustainable development locally is continuously facing new challenges requiring new methodologies, approaches and models. This keeps discussions on the potential of craft industry to boost the new courses of development permanently open. At the same time, Georgia, as well as other countries in the region, is still at the start of its journey on this path, where the sector's capacity and application of appropriate international experience in local context lack recognition.

The seminar aims to foster public dialogue on the ability of craft to impact a wide range of areas such as employment, gender and social equality, poverty reduction, education etc. as well as encourage understanding of the sector's capacity within state bodies and development agencies and trigger mutually benefiting cross-sectoral cooperation. It aims to reflect on tight bonds of craft with local culture, its creative and innovative nature and define ways of application of these distinctive features for the development of different types of localities from rural and remote villages to small cities and capitals.

The Seminar is organized in Hybrid format

Working languages: Georgian & English (simultaneous translation will be provided).

VENUE: EXPOGEORGIA, 118, Akaki Tsereteli Avenue, Tbilisi, Georgia

Contact us at gacc@gaccgeorgia.org

Seminar Agenda

Moderator - Moderator - Maka Dvalishvili, GACC Executive Director. Crafting Europe Georgia's coordinator

- 13:00-13:20 CEST
15:00-15:20 GE
- Welcome remarks:**
Elisa Guidi, WCC-Europe President (online)
Zaza Purtseladze, Director South Caucasus and Georgia, British Council Georgia
Irma Ratiani Creative Georgia (online)
- 13:20-13:35 CEST
15:20 – 15:35 GE
- The Craftmanship Sector in Europe
Silvia Martín Delgado, Responsable of Fundesarte, EOI Foundation (School for Industrial Organisation)
- 13:35-13:50 CEST
15:35 – 15:50 GE
- Craftsmanship and Skills for the Future: Overview and the Georgian Case Study
Francesca Rosso, Human Capital Development Expert and Coordinator for Skills Demand Analysis, ETF (online)
- 13:50-14:05 CEST
15:50-16:05 GE
- Crafting Futures in Georgia: From Scoping to Research Findings
Kim Bagley, Making Futures Fellow, Arts University Plymouth; Academic Lead British Council Crafting Futures Programme in Georgia. (online)
- 14:05-14:20 CEST
16:05-16:20 GE
- Creative Tourism Models for the Craft Sector
Lela Khartishvil, Tourism Expert
- 14:20-14:30 CEST
16:20-16:30 GE
- Q/A
- 14:30-14:45 CEST
16:30-16:45 GE
- Coffee Break
- 14:45-15:00 CEST
16:45-17:00 GE
- The Crafts Agenda for Local Development on an Example of Zugdidi Cultural Development Strategy - Winner of EU4Culture Program
Levan Kharatishvili, CEO & Founder – Creative Strategies Lab
- 15:00-15:15 CEST
17:00-17:15 GE
- The Impact of the WCC Craft City Designation on Bornholm
Timmi B. Kromann, Arts & Crafts Association Borholm (online)
- 15:15-15:30 CEST
17:15-17:30 GE
- Strengthening Public Civil Society Partnership in Samegrelo Zemo Svaneti for a Holistic and Combined Crafts and Tourism Development Approach
Mzevi Jojua, DRC WG Area Manager
- 15:30-15:45 CEST
17:30-17:45 GE
- The Impact of Makers on our Local Communities
Caroline Jackman, Head of Craft Business Skills, Crafts Council UK (online)
- 15:45-16:00 CEST
17:45-18:00 GE
- Fostering Innovation through Heritage and Nature-based Crafts Product Development - A case study on Georgian Heritage Crafts Association's experience throughout Georgia
Ana Shanshiashvili, Heritage Crafts Association of Georgia
- 16:00-16:15 CEST
18:00-18:15 GE
- Q/A / CLOSING REMARKS

About Georgian Arts and Culture Center

GACC is the Georgian leading cultural NGO dedicated to preserve, develop and promote Georgian culture. As a non-profit, non-governmental, non-political organization, GACC was established in 1995 and re-registered in 2001. Our mission is preservation, promotion and sustainable use of Georgian culture and cultural heritage; Supporting development of Georgian crafts and cultural industries; Fostering the studies of Georgian Culture and support the integration of Georgian scholars in international scholarly work; strengthening of the economic viability and self-sustainability of cultural institutions, culture based small and medium businesses, and individuals working in the field of arts and culture; Fostering the international relations and cultural exchange; Educational activities in the field of culture; Innovative approaches to exhibition activities. We contribute to creating capacity for cultural sector and rising of public awareness, participate in elaboration of cultural policy of Georgia.

About Crafting Europe Project

Supported by Creative Europe, the 'Crafting Europe' project was inspired by the need to build capacity within the crafts sector across Europe. It is a partnership between nine expert organizations across Europe.

Specific priorities of the project include:

- Support transnational policy co-operation leading to policy development in the crafts sector*
- Foster capacity building through innovative approaches through the development of skills and business models for craft professionals and representative organizations in Europe*
- Enabling people to gain new skills which will enrich their professional life and open new channels in the labour market*

A key focus of this project is to enhance new skills and improve employability of emerging and current professionals in the craft sector. Crafting Europe will include expert training and tutorials, seminars, webinars and collaborations between makers and designers. The project seeks to engage future generations of skilled craft professionals and to open up potential new markets and opportunities for the sector.

About Tbilisi International Summit of Crafts and Design "EthnoFest"

Tbilisi International Summit of Crafts and design- ETHNOFEST is one of the largest platforms for crafts makers, designers, entrepreneurs, retailers, experts, commercial agents, buyers and the general public in the South Caucasus region. The summit offers a unique opportunity for local and international craft makers to present their handmade products, get feedback from local and international buyers and commercial agents, establish business contacts, find new customers and get access to the local and international markets.

ETHNOFEST is a place to create economic opportunities for and with crafts makers in order to meet the challenges, accomplish goals and develop their businesses. The summit agenda includes: Craft and Design International Expo, Public lectures and presentations; Trainings, workshops, and consultations in international market requirements led by the visiting experts; Series of special networking sessions; Contest 'The Best Booth'. ETHNOFEST operates on the Biennale principle.