



# Crafts, the value of the Difference

# What we understand by crafts

- The term is usually applied to people occupied in small scale production of goods.
- A craft requires a particular kind of skilled work.
- It is somewhere between art ( talent) and science ( knowledge).
- It can be a service or the production, transformation or repair of goods.
- The result is unique, not an industrialized, mechanical series.

# The Spanish Crafts Sector

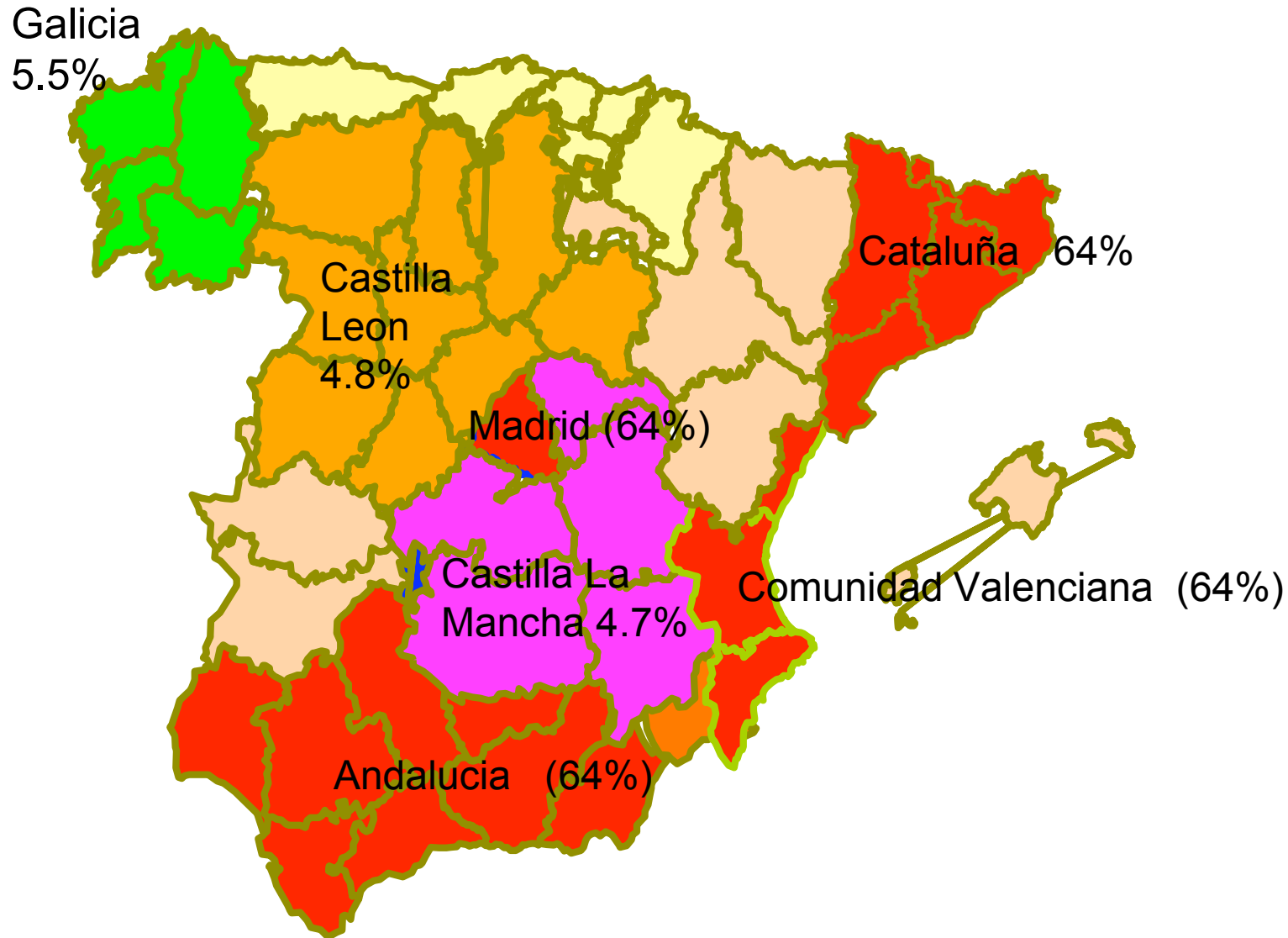
In Spain crafts produce objects and works of exceptional quality which are in demand with consumers, who are becoming more and more critical and selective.

- The crafts sector is protected in the Spanish Constitution ( art. 130.1).
- It comes under Directorate General for SME Policy of the Spanish Ministry for Industry, Tourism and Trade.
- The Spanish Foundation for Innovation in Crafts is a national public foundation created in 1981, for the promotion, professionalisation and success of small crafts enterprises within the framework of State public policies for SMEs.
- **Mission:** To position Spain as the best place to create, see, buy and collect CRAFTS.

## Features of Employment in Crafts

Gender	86% male workers 14% women
Age	14% over 55 years old 13% young workers
Education	23% have basic education 66% have secondary education 11% have third level education
Type of employment	73,7% employed by enterprises 23,3% self employed
Craft Enterprises	194.000 craft workers 48.8% in micro enterprises 51.2% in small enterprises 26.1% self-employed ( freelance, small trader, cooperative member)

# Crafts Enterprises in Autonomous Communities



# Employment in the Craft sector per Region

Cataluña  
Comunidad Valenciana  
Madrid  
Andalucia



61% of employment

Castilla La Mancha  
Murcia  
Basque Country  
Balearic Islands  
Castilla Leon  
Aragon



Between 3.1 and 6.7%  
of employment

**Percentage of total employment  
in  
the sector**

# Gross Value Added of the Sector

Taking the average productivity of micro enterprises in the different sectors in crafts, the GVA for the whole sector as been estimated in **4.000 millions of Euros** annually.

This figure represents **0.4% of the national GDP** and **2.6% of the industrial GDP**

Spanish Crafts Businesses	61.657	100%	
Cermamics	3.364	5.5%	
Vegatable fibres	1.774	2.9%	
Musical instruments	83	0.1%	
Jewellery	7.446	12.1%	} €1.200 millions
Textile	6.537	10.6%	
Marble, stone, plaster	1.745	2.8%	
Metal	457	0.7%	
Wooden furniture	24.879	40.4%	→ €1.500 millions
Wooden objects	1.255	2.0%	
Leather	4.045	6.6%	
Glass	2.257	3.7%	
Several	7.815	12.7%	

# Challenges

- Crafts must adapt to changes in the market.
- Revitalize the Spanish craft sector

The origins of crafts lie in tradition and their future lies in **innovation**.

## **Innovation in**

- ▶ design and the use of ICT
- ▶ in the product
- ▶ in the process
- ▶ in commercialization
- ▶ in communication



## How can the craft sector be revitalized

### Promote quality

- Of the work
- Prestige and reputation

### Promote sustainability

- Foster new culture of sustainability
- Promote social responsibility

### Internationalization

- The creation of a “trademark” strategy
- Presence at international trade fairs
- Inclusion in the Ministry of Industry, Tourism and Commerce internationalization plans

### Tourism

- Promote crafts as added value in tourist packages
- Place it in quality tourism: rural and ecological tourism

### Communication & Promotion

- Improve visibility. Change the conception of crafts in our society
- Promote an image of quality and prestige

Thank you for your attention

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