



CRAFT WISE

MARCH 2026 | NEWSLETTER #1

The Erasmus+ project **CRAFTWISE** aims to develop an innovative learning model based on intergenerational collaboration between young designers and craft professionals. This model seeks not only to preserve traditional crafts but also to modernise them through the integration of digital tools and entrepreneurial skills.

↓ OUR OBJECTIVES



To **identify skill gaps in the craft sector** through a structured analysis (C-Skills).



To design and implement a **Collaborative Apprenticeship Program** (CAP) that combines technical knowledge, digital innovation, and business development.



To foster youth **entrepreneurship and employability** in creative sectors.



START OF THE PROJECT IN BRAȘOV



The project officially started in January 2026 in Brașov (Romania) with the first transnational consortium meeting. This initial meeting made it possible to establish a shared vision among partner organisations, define the work structure and align methodologies and approaches related to the future activities



During the meeting, particular emphasis was placed on the collaborative approach of the project, as well as on the importance of integrating diverse cultural and productive contexts within the European craft sector, serving as the starting point for the development of our current research activities.





↓ RESEARCH

The research phase is one of the project's key pillars and will lay the groundwork for the **C-Skills report**, a data-driven analysis that will identify skills gaps, stakeholder needs and key trends in the craft sector, with a view to guiding the design of the CAP programme.

SHARE YOUR THOUGHTS WITH US!

Are you a craft professional or a young designer?

Your input will directly shape a new European training programme.



CRAFTERS

TAKES 10–15 MINUTES



YOUNG DESIGNERS

TAKES 10–15 MINUTES

UNDERSTANDING THE FUTURE OF CRAFTS



This research is not just academic. It is built to listen, map and respond to real voices from the field, designed to go beyond theory and truly understand what the craft sector needs for the future

WHAT IS C-SKILLS REPORT ABOUT?

The C-Skills Report focuses on:

- **Identifying** who is shaping the craft ecosystem
- **Detecting** skills gaps and training needs in the sector
- **Exploring** how digitalisation, innovation and entrepreneurship are transforming crafts
- **Generating** evidence-based insights to design meaningful training opportunities

The report will shape the next phase of the project: the Collaborative Apprenticeship Program (CAP)

WHY THIS MATTERS?

FOR CRAFTERS

Your experience helps define the future of the sector!

- Influence new training programmes tailored to real needs
- Gain visibility in a European innovation network
- Access future opportunities to participate in training and collaboration (CAP)

FOR YOUNG CREATIVES

This is your chance to connect with tradition and innovation!

- Discover new career paths in crafts
- Be part of hands-on learning experiences
- Co-create business ideas combining design, digital tools and craftsmanship

NEXT STEPS

Don't miss out on our upcoming activities and events – get in touch with the partner organisation in each country to take part!



Interviews with craft professionals and young designers

 **March & April**

Focus groups in each country

 **March & April**

Publication of the C-Skills report

 **July 2026**

Development of the CAP and national trainings

 **From July 2026**

CONTACT US!

Don't miss out on our upcoming activities and events. Follow the project to stay updated and get involved in them!



 Craftwise Project

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