



CRAFTS+

CRAFTS+ Training

Reference manual for trainers

New educational prospects for adult learners
in crafts' sector

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About the project

Crafts + is addressed to adult trainers, aspiring and existing entrepreneurs and professionals in the ceramic crafts sector across Europe. This project aims to provide a cohesive and interdisciplinary approach to training, focusing on developing entrepreneurial skills for ceramic professionals.

The project involved a comprehensive needs assessment study conducted in Greece and North Macedonia, which informed the development of the course content. This study highlighted the specific business needs and challenges faced by ceramic professionals in these regions.

To ensure the effectiveness of the training programme, a training event was organized to test the courses with adult trainers. Feedback from this event was integral to refining the courses and developing the reference manual. This manual is designed to guide trainers in delivering the courses, helping to consolidate and disseminate best practices in ceramic business education.

Crafts + offers a structured and practical approach to transforming individual ceramic craft practices into thriving micro-businesses. By bringing together diverse and specialized knowledge, the project aims to bridge gaps and foster innovation in the ceramic craft industry.

Overview of the Training Programme

The Crafts + programme specializes in ceramic crafts business concepts. Participants will gain a deeper understanding of materials, explore the variations in ceramic expression, and investigate the relationship between practitioner, method, material, and the surrounding world. The program aims to develop capacities and enhance the design and execution of business strategies within the ceramic craft industry.

About

Crafts serve as essential reference points for societies, connecting human needs and activities. The subject of crafts bridges tradition and innovation. The programme provides an all-encompassing environment that fosters constant exchange and interaction between education, research, and the industry.

Starting a pottery business is a rewarding endeavor that requires a blend of passion, creativity, and strategic planning. By following the steps outlined in this comprehensive guide, you can guide learners to establish a thriving pottery business that fulfills their ambitions and contributes to the craft industry. Patience and persistence are crucial for a successful and sustainable business venture.





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Aim

The primary aim of these guidelines is to equip educators in the ceramic craft sector with practical strategies for crafting, implementing, and assessing effective training programs. Our focus is on empowering artisans to transition into thriving micro-business owners. These guidelines offer insights into hands-on training methods and the identification of alternative solutions where appropriate.

Scope

These guidelines are presented as flexible frameworks to accommodate various implementation approaches based on resource availability. Regardless of resource constraints, the emphasis remains on developing detailed and comprehensive training plans alongside robust reporting mechanisms to track training outcomes. Additionally, the program provides an online platform for seamless delivery of training sessions. Utilizing this platform is recommended to facilitate enhanced information exchange.

The training guide

Purpose of the guide

Crafting a training program for individuals transitioning into micro-businesses within the ceramic crafts sector entails considering two primary approaches. The first centers around the trainer, who curates learning content and orchestrates experiences, while the second emphasizes the learner's autonomy, with the trainer acting as a guide and resource provider. This learner-centric approach fosters participation, encourages sharing of experiences, and allows participants the freedom to learn at their own pace, making it the preferred method.

Crucially, follow-up support mechanisms and evaluation of training outcomes are integral components of any training package. This support, included in the training budget, may take various forms, such as supervision, coaching, mentorship, or establishing support networks. By prioritizing a learner-centered approach and implementing robust follow-up mechanisms, our training program aims to empower individuals in the ceramic crafts sector to transition into successful micro-business owners, armed with the necessary knowledge, skills, and resources for sustained growth and success.

The manual aims to provide potential trainers with the basic knowledge, guidelines, and methods for designing their in-depth materials and training designs when implementing Crafts + for beginners professionals.

More specifically, the training guide will aid trainers in organising training courses by utilising the curriculum; training needs analysis; and informational details regarding the units training objectives and outputs. Furthermore, the training resources will facilitate the process of designing optimal training sessions related to the specific needs of the participants and evaluate the training impact.





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The trainers' guide supports the delivery of the training and can be delivered by experienced trainers/facilitators. It is expected that the trainers have expertise, knowledge, and skills to facilitate workshops and training with, ideally, knowledge in ceramics in general, business background, start-up background and similar.

The guide provides information and practical guidance on preparing the trainers involved in the facilitation of development and/or evaluation of project activities and programmes. Enhancing their staff knowledge will enable them and the organisations to plan, deliver and evaluate their own programmes and activities.

Review of programme courses

The review process serves a twofold purpose, methodically designed to enhance the efficacy and accessibility of our training programme tailored for individuals in the ceramic craft sector aspiring to establish legal entity micro-businesses.

First and foremost, our aim is to conduct a thorough assessment of how well the Training Programme aligns with the anticipated needs of our trainees. This involves a comprehensive evaluation to determine whether the current curriculum and delivery methods adequately cater to the capacity-building requirements identified within the ceramic craft community. By scrutinizing the relevance and effectiveness of our training approach, we endeavor to ensure that participants are equipped with the necessary knowledge, skills, and resources to navigate the intricacies of entrepreneurship successfully.

Furthermore, we recognize the importance of gauging the accessibility and comprehensibility of the training programme among potential partners, trainers, and experts within the ceramic crafts sector. Soliciting feedback from these stakeholders allows us to identify any potential barriers or challenges hindering their engagement with the program. This valuable insight, we are well-positioned to implement strategic adjustments and refinements, thereby enhancing the accessibility and user-friendliness of the training programme. Our overarching goal is to cultivate a supportive and inclusive learning environment that empowers individuals from diverse backgrounds to embark on their entrepreneurial journeys with confidence and competence.

Through this comprehensive review process, our commitment lies in continuously improving and refining the CRAFTS+ training programme to ensure its alignment with the evolving needs and aspirations of aspiring ceramic craft entrepreneurs. By fostering collaboration and responsiveness to feedback, we aim to cultivate a dynamic and impactful training ecosystem that drives sustainable growth and innovation within the ceramic crafts sector.





Delivery of the Training Programme

The reference manual is not a mandatory resource for the delivery of the training programme. However, it is based on the learning materials that were developed as part of the project. As a flexible resource, the trainer can use the resource as he/she sees fit. We provide several steps as guidance for implementation of the programme.

Step 1: Identify training needs

Conducting a Training Needs Assessment (TNA) is pivotal in determining the suitability of training to address performance gaps among individuals aspiring to establish micro-businesses in ceramic crafts. As training emerges as the optimal solution, it becomes imperative to pinpoint the specific needs of practitioners whose current competencies do not align with the requisite ones.

A competency-based TNA delves into enhancing knowledge, honing skills, and fostering the right mindset crucial for success in the craft sector. It serves as the foundation for outlining the training program, delineating objectives, methodology, and expected outputs. Precise scoping and defining the target group ensure alignment with the program's objectives.

Step 2: Define training targets and resources

When tailoring a training program for individuals seeking to establish micro-businesses in ceramic crafts, it's essential to identify the most relevant target groups to ensure maximum effectiveness. This involves understanding the background and industry experience of potential trainees, assessing their capacity to transition to micro-entrepreneurship, and evaluating their existing management and peer support networks.

Resource requirements and funding sources must also be carefully considered. Funding can be sourced from local municipalities or national training funds earmarked for skills development. Exploring cost-effective solutions, such as leveraging existing technology or incorporating e-learning, is vital to optimize resource utilization without compromising the training's quality. By strategically identifying target groups and resource allocations, the training program can effectively empower individuals to thrive in the ceramic crafts micro-business landscape.

Step 3: Design and plan the training

In designing and planning a training program for individuals working with ceramic crafts, several crucial tasks must be undertaken:

a) Defining learning objectives: These objectives should clearly articulate the desired outcomes, encompassing cognitive, skills-oriented, and mindset-oriented aspects. Specific learning outcomes for each topic should be outlined, facilitating effective evaluation.





b) Choosing delivery methods: Various methodologies, including e-learning, face-to-face workshops, and experiential learning, should be considered based on factors such as learner engagement, geographic dispersion, and cost-effectiveness. A blend of methods can optimize engagement and address diverse learning objectives.

c) Developing content and methodology: Mandatory and optional content should be delineated, with emphasis on practical activities, group work, and assessments to ensure alignment with training objectives and suitability for the target audience.

d) Incorporating evaluation objectives: Evaluation plans should be integrated into the design phase, encompassing assessments at multiple levels and employing appropriate data collection methods.

To ensure effective training, trainers must possess not only expertise in the field but also proven facilitation and presentation skills. Proper preparation is paramount, involving a deep understanding of the content and mastery of instructional methodologies.

Training delivery adheres to adult learning principles, acknowledging that learners are autonomous, drawing on their accumulated experiences, and focused on specific goals. Relevance to their craft and practical applicability are paramount. Organizational aspects encompass pre-training logistics, ongoing objective monitoring, and post-training support, ensuring a comprehensive learning experience.

Step 4: The training process

Effective training and presentation skills are paramount for trainers in our ceramic craft program, enabling them to empower individuals to transition into legal entity micro-business owners successfully. As a trainer you should be knowledgeable but also possess exceptional communication abilities, adept at conveying information in a manner that resonates with participants and aligns with their needs.

Preparation is key, with time invested upfront provides significant dividends. Research indicates that for every hour spent presenting, four hours are typically devoted to preparation. Trainers methodically will need to gather information relevant to the identified training needs, consulting manuals and other resources to inform their session plans. They will need to select the appropriate learning methods and develop comprehensive session outlines, ensuring the seamless integration of participant guides and audiovisual aids well in advance of the training date.

Moreover, peer review by subject matter experts enhances the quality and accuracy of training materials, ensuring their technical soundness. Rehearsing presentations before colleagues allows trainers to refine their delivery, addressing any issues of timing or clarity. By dedicating ample time and effort to preparation, trainers can deliver engaging and impactful sessions.





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Step 5: Evaluate training outcomes

The core objective is to ascertain the extent to which the training program has met its goals and anticipated outcomes. This entails a comprehensive assessment across various levels of evaluation, encompassing inputs, reactions, learning outcomes, performance improvements, and mindset shifts.

Evaluation considerations should be integrated early in the design and planning phases of training courses. The depth and breadth of evaluation planning hinge upon the findings of the needs assessment and anticipated benefits.

Baseline data is imperative for evaluating the impact of training. Trainers or training coordinators/managers are tasked with gathering this data, especially in larger group settings.

Learning outcomes are assessed at multiple intervals and levels throughout the training program, encompassing knowledge acquisition and the application of acquired knowledge to problem-solving scenarios.

Monitoring and evaluation are essential aspects of the trainer's responsibilities, providing insights into participant performance and progress. These assessments occur throughout the course: formative evaluations during the training period allow for midcourse adjustments and refinement, while summative evaluations at the course's conclusion inform future improvements. Additionally, periodic follow-ups post-training enable ongoing monitoring of outcomes and assessment of trainee performance.

In our training approach, formative assessment takes precedence, prioritizing performance improvement over grading. Trainers provide constructive criticism to facilitate rapid and comprehensive learning among participants. Moreover, feedback from evaluations informs adjustments to training content and methodologies, ensuring they align closely with participants' evolving needs.

By prioritizing ongoing monitoring and evaluation, our training program remains dynamic and responsive, continuously evolving to better meet the needs of aspiring ceramic craft entrepreneurs on their journey towards micro-business success.

Step 6: Monitor, improve and report results

Thorough quality monitoring and proficient project and resource management are indispensable components throughout the entirety of ceramic crafts training modules. By continuously assessing and refining training methodologies, we endeavor to foster a thriving environment conducive to the growth and success of learners.





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The training content is broken down into units which are part of the basic skills training level

Training courses list

Course 1: Mastering sales strategy

Course 2: Logistics and supply chain

Course 3: Digital marketing

Course 4: Green practices

Course 5: New materials and tools

Course 6: Communication and branding

Course 7: Financial management

Each of the Courses follows a similar structure. Each course consists of:

- Learning materials
- PowerPoint presentations
- Practices
- Examples

Training plan

The following section aims to provide trainers with basic directions and a draft plan to use the Crafts + toolkit. Each of the Courses include: learning material, practices and suggestions.

Each Course is planned to be delivered in a 2-3 hour session, in the frame of one working day. Depending on the participants' knowledge related to the content, the timeline can be shortened by combining modules to be delivered in one session. Additionally, depending on the participants, the training can have additional focus, i.e. to be closer to the knowledge and skills within their area of practice.

Copies of pertinent slides are provided with an explanation of the purpose and teaching tips. Please read making reference to the full PowerPoint presentation and the provided trainer notes.

1. Practical Application:

Encourage participants to apply the concepts learned in the course to real-world scenarios relevant to their ceramic crafting businesses. Provide opportunities for hands-on practice, problem-solving activities, and group projects to reinforce learning and facilitate practical skill development.

2. Case Studies and Success Stories:

Use case studies and success stories of successful ceramic crafting businesses to illustrate key financial management concepts and strategies in action. Analyze these case studies together with participants to identify common challenges, effective solutions, and lessons learned.





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3. Feedback and Reflection:

Incorporate regular feedback sessions throughout the course to gather input from participants on their learning experience, challenges faced, and areas for improvement. Encourage participants to reflect on their learning journey and identify actionable steps for applying the knowledge gained to their ceramic crafting businesses.

4. Tailored Content:

Understand the specific needs and challenges of participants in the ceramic crafts sector. Consider their varying levels of financial literacy, business experience, and familiarity with ceramic materials and techniques.

Customize the course content to address the unique requirements of micro-business owners in the ceramic industry. Focus on practical financial management strategies that are relevant and applicable to their daily operations.

Incorporate real-life case studies, examples, and scenarios from the ceramic crafts sector to make the content more relatable and engaging. Highlight success stories and best practices that resonate with participants' experiences and aspirations.

Active Participation:

Foster a collaborative learning environment that encourages active participation and peer interaction. Incorporate group discussions, brainstorming sessions, and collaborative activities to promote knowledge sharing and idea exchange.

Encourage participants to share their insights, challenges, and experiences related to management in ceramic crafts. Create opportunities for them to ask questions, seek clarification, and contribute their perspectives to enrich the learning process.

Use interactive teaching methods such as role-playing exercises, problem-solving tasks, and simulations to actively engage participants in applying financial concepts and techniques to real-world scenarios.

Provide regular feedback and encouragement to participants to keep them motivated and invested in the learning journey. Acknowledge their contributions, validate their efforts, and celebrate their progress to sustain their engagement throughout the course.





Course 1: Mastering Sales Strategies

The course offers practical approach to mastering both traditional and online sales strategies. Throughout the program, participants examine into the intricacies of understanding the local market, honing in-person interaction skills, and leveraging artisan networks. They learn to tailor their offerings to meet local tastes and preferences, ensuring relevance and resonance with customers.

In traditional sales, participants explore the art of visual merchandising, pricing, and negotiation, equipping them with the tools to create captivating displays, set competitive prices, and navigate sales transactions effectively. Moreover, they develop strategies for building personal connections with customers, fostering loyalty, and collecting valuable feedback to drive continuous improvement.

Transitioning to online sales, participants learn to establish a robust online presence, craft compelling product listings, and engage with customers effectively through digital channels. They discover the importance of consistent branding, customer engagement, and leveraging e-commerce platforms to expand their reach and drive sales growth.

Throughout the course, emphasis is placed on embracing cultural influences, sustainability practices, and analyzing sales results to inform strategic decision-making. Through hands-on demonstrations, practical exercises, and real-world examples, participants gain valuable insights and skills that they can immediately apply to their own ceramic crafts businesses.

<p>Main objectives (At the end of this session, what will the learner be able to do?)</p> <p>Target group (Background and profile, current knowledge and skills)</p>	<p>Overall objective is to equip participants with the necessary knowledge, skills, and strategies to excel in sales within the ceramic crafts industry.</p> <ul style="list-style-type: none">• To empower participants with a comprehensive understanding of sales principles, techniques, and strategies tailored to the unique dynamics of the ceramic crafts market.• To enhance participants' sales skills and competencies of various aspects of sales within the ceramic crafts sector. This includes honing communication skills, mastering in-person interaction techniques, leveraging artisan networks, and effectively showcasing artisan techniques to potential customers.• To instill a customer-centric sales approach among participants, emphasizing the importance of understanding and addressing customer needs, preferences, and pain points. <p>Background and profile:</p> <p>Participants in this training should ideally have a background or experience in sales, marketing, or business development, preferably within the context of the arts and crafts industry. While prior experience specifically in ceramic crafts sales is not mandatory, participants should possess a basic understanding of sales principles</p>
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	<p>and techniques. Additionally, individuals with a keen interest in the ceramic crafts sector, including artisans, crafters, small business owners, or entrepreneurs looking to expand their sales channels, would benefit significantly from this training. A foundational knowledge of the ceramic crafts market, including its trends, customer preferences, and competitive landscape, would also be advantageous.</p> <p>Knowledge and skills required:</p> <ul style="list-style-type: none">• Background in sales and marketing is essential, with a focus on understanding customer needs, developing effective sales strategies, and driving revenue growth.• Knowledge of various ceramic techniques, materials, and styles is needed for promoting and selling ceramic products. Understand the unique qualities of ceramics, including their aesthetic appeal, durability, and cultural significance.• Basic understanding of market trends, consumer preferences, and industry developments. Able to identify emerging trends and adapt sales strategies accordingly.• Basic understanding of business fundamentals, including pricing strategies, negotiation techniques, and financial management. Should be able to analyze sales data, set realistic sales targets, and make informed business decisions to drive profitability.• Basic digital literacy, proficiency in digital marketing tools, e-commerce platforms, and online sales channels is increasingly important.
Materials and resources to use	<p>The trainer is expected to prepare personal notes related to it and use them in course of the training. Suggesting additional notes and readings related to the topics are an asset.</p> <p>Recommended readings:</p> <ul style="list-style-type: none">• The Craft Business Handbook: The Essential Guide To Making Money from Your Crafts and Handmade Products by Alison McNicol• Craft, Inc.: Turn Your Creative Hobby into a Business by Meg Mateo Ijasco• The Creative Entrepreneur: A DIY Visual Guidebook for Making Business Ideas Real by Lisa Sonora Beam <p>Additional online resources:</p> <ul style="list-style-type: none">• Etsy Excellence: The Simple Guide to Creating a Thriving Etsy Business by Tycho Press• Instagram Secrets: The Underground Playbook for Growing Your Following Fast, Driving Massive Traffic & Generating Predictable Profits by Jeremy McGilvrey





	<ul style="list-style-type: none">• Pinterest Power: Market Your Business, Sell Your Product, and Build Your Brand on the World's Hottest Social Network by Jason Miles and Karen Lacey <p>During the session the trainer should provide:</p> <ul style="list-style-type: none">• PowerPoint slides or visual aids to illustrate key concepts, techniques, and strategies.• Handouts or worksheets for participants to follow along and take notes during the workshop.• Printed copies of relevant articles, case studies, or resources for further reading. <p>Additionally, the trainer can provide the following learning aid for the trainees:</p> <p>Demonstration Supplies:</p> <ul style="list-style-type: none">• Ceramic craft samples or prototypes to demonstrate various techniques, styles, and product features.• Tools and equipment used in ceramic crafting, such as clay, pottery wheels, kilns, glazes, and brushes.• Workstations or tables set up with supplies for hands-on demonstrations and practice sessions. <p>Visual Merchandising Props: Display materials to showcase effective visual merchandising techniques, such as shelving units, display stands, and signage.</p> <p>Negotiation and Pricing Tools:</p> <ul style="list-style-type: none">• Price lists, pricing calculators, or templates to help participants determine pricing strategies and calculate costs, profits, and margins.• Role-playing scenarios or negotiation exercises to practice effective communication and negotiation skills in sales interactions. <p>Customer Engagement Resources:</p> <ul style="list-style-type: none">• Customer feedback forms or surveys to gather insights and feedback on participants' experiences and preferences.• Strategies and templates for building personal connections with customers, including conversation starters, storytelling prompts, and relationship-building techniques. <p>Online Sales Resources:</p> <ul style="list-style-type: none">• Laptops, tablets, or smartphones with internet access for demonstrating online sales platforms, tools, and techniques.
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	<ul style="list-style-type: none">• Examples of compelling product listings, social media posts, and online marketing campaigns to inspire participants and illustrate best practices. <p>Marketing and Promotion Materials:</p> <ul style="list-style-type: none">• Promotional materials like flyers, brochures, or business cards to promote participants' ceramic crafts and sales channels.• Strategies and tips for effectively marketing ceramic crafts online and offline, including social media marketing, email marketing, and networking. <p>Evaluation and Feedback Forms:</p> <ul style="list-style-type: none">• Evaluation forms or surveys to collect feedback from participants on the workshop content, format, and facilitation.• Opportunities for participants to provide suggestions for improvement and share their overall learning experience.
Feedback and evaluation	<ul style="list-style-type: none">• Prepare a simple evaluation form to assess the overall level of satisfaction of participants with the provided topics, the logistics of the training session, the timing of the activities, etc.• Include questions of interest for the next module based on the overall knowledge and experience of participants.
Next steps	<ul style="list-style-type: none">• In the end, ask learners how they could use the acquired knowledge• Summarise the key elements and key findings• Ask them to identify their next steps.• Present the next module/topic.• Provide some external resources for further reading on the provided topics

Course 2: Logistics and supply chain in ceramic crafts

The course on ceramic craft logistics, explores every aspect of the industry, from sourcing materials to delivering finished products. Across modules, learners will gain insights and skills essential for managing logistics in small and micro ceramic businesses.

Throughout the course, participants will develop a deep understanding of the logistics involved in ceramic crafting, from procurement to delivery. They will learn efficient procurement practices, including sourcing quality raw materials and negotiating favorable terms with suppliers. Mastery of inventory management techniques to optimize storage, production, and turnover rates will be a key focus. Participants will craft tailored production





schedules aligned with creative processes while minimizing waste. They will explore warehousing and distribution strategies tailored to ceramic craft characteristics, ensuring safe and timely delivery.

Participants will harness the power of technology to enhance logistics processes, including barcode systems and logistics software. Implementing quality control measures to maintain consistent standards. The course will also embrace sustainable practices throughout the logistics journey, from eco-friendly materials to reducing carbon footprints. Lastly, participants will analyze case studies and artisanal solutions to apply theoretical knowledge to real-world logistics challenges.

By the course's conclusion, participants will emerge equipped with the knowledge and skills necessary to navigate the intricate logistics of ceramic crafting, ensuring efficiency, quality, and sustainability in their businesses.

<p>Main objectives (At the end of this session, what will the learner be able to do?)</p>	<ul style="list-style-type: none"> • To equip participants with the essential knowledge and practical skills required to manage the logistics of a small or micro ceramic craft business effectively. • To understand the logistics process in ceramic crafting, from the procurement of raw materials to the final delivery of finished products. • To be able to implement effective inventory control methods, tailor production schedules to their creative processes, and apply lean principles to minimize waste. • To gain the skills to integrate technology into their logistics processes, maintain high-quality standards, and adopt sustainable practices.
<p>Target group (Background and profile, current knowledge and skills)</p>	<p>Background and profile:</p> <p>The participants applying to the course should be prepared to turn their individual business into a small and micro businesses. They may have a background in art, design, or craft-making, with hands-on experience in creating ceramic products. However, they might have limited formal knowledge of logistics and supply chain management. These participants are keen to enhance their business operations, improve efficiency, and integrate sustainable practices into their processes. They are motivated to learn practical skills that can help them streamline their procurement, inventory management, production, warehousing, and distribution to better meet the demands of their customers while maintaining the quality and artistry of their work.</p> <p>Knowledge and skills required</p> <p>Participants should possess several prerequisite skills and knowledge areas. They should have a basic understanding of ceramic crafting</p>





	<p>techniques, including familiarity with various types of clays, glazes, and firing processes. Participants should also have fundamental business skills, such as basic accounting, budgeting, and simple financial management, which are essential for managing small or micro-business operations. Additionally, they should have some experience with inventory management, even at a basic level, to understand stock levels and order supplies as needed. Basic computer literacy is also required, as the course may involve using software tools for logistics and supply chain management. Finally, effective communication skills are crucial for negotiating with suppliers and coordinating with team members or collaborators in their craft business.</p>
<p>Materials and resources to use</p>	<p>Trainer should be knowledgeable and know the materials listed as core readings. The trainer expected to prepare personal notes related to it and use them in course of the training. Additional notes and readings related to the topics:</p> <ul style="list-style-type: none">• Logistics and Supply Chain Management in the Ceramic Industry by José Arturo Garza-Reyes, Vikas Kumar, and Aide Arcely Maldonado-Macías• Logistics Management and Strategy: Competing Through the Supply Chain by Alan Harrison and Remko van Hoek• Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra and Peter Meindl <p>During the workshops sessions aside from the learning materials and the session:</p> <ul style="list-style-type: none">• Inventory Management Templates:<ol style="list-style-type: none">a. Provide pre-designed inventory management templates in Excel or Google Sheets that participants can easily customize for their own inventory tracking needs.b. Offer guidance on how to use these templates to track raw materials, works-in-progress, and finished products, ensuring efficient inventory management.c. Include tips and best practices for maintaining accurate inventory records and optimizing stock levels to meet production demands while minimizing storage costs. <p>Supplier Relationship Management Guide:</p> <ol style="list-style-type: none">a. Develop a practical guide on building and maintaining relationships with suppliers, emphasizing communication, reliability, and trust.





	<p>b. Offer strategies for identifying reputable suppliers, negotiating favorable terms, and managing supplier performance to ensure timely delivery of quality materials.</p> <p>c. Provide participants with a checklist or template for evaluating and comparing different suppliers based on factors like price, quality, and lead times.</p> <p>Production Scheduling Tools:</p> <p>a. Suggest simple production scheduling tools or templates that participants can use to create production schedules aligned with their creative processes and customer demand.</p> <p>b. Demonstrate how to prioritize orders, allocate resources effectively, and schedule production batches to maximize efficiency and meet deadlines.</p> <p>c. Offer guidance on adjusting production schedules in response to changing demand, unforeseen delays, or other disruptions to minimize downtime and maintain productivity.</p> <p>Packaging and Shipping Guidelines:</p> <p>a. Provide practical guidelines and tips for designing cost-effective yet attractive packaging solutions that protect ceramic products during transit and enhance brand perception.</p> <p>b. Offer recommendations for choosing packaging materials, optimizing package sizes, and incorporating eco-friendly packaging options to align with sustainability goals.</p> <p>c. Include insights on selecting shipping providers, negotiating shipping rates, and managing logistics to ensure safe and timely delivery of products to customers.</p> <p>Online Resources and Support Networks:</p> <p>a. Curate a list of online resources, forums, and community platforms specifically tailored to small ceramic craft businesses, offering valuable insights, advice, and networking opportunities.</p> <p>b. Encourage participants to join relevant online groups or communities where they can connect with peers, share experiences, and seek advice on logistics and supply chain challenges.</p> <p>c. Provide ongoing support and follow-up resources, such as email newsletters or webinars, to help participants continue their learning journey and stay informed about industry trends and best practices.</p>
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	<ul style="list-style-type: none">• PowerPoint Slides• Paper and pens• Paper suitable for origami task• Projector to project PowerPoint presentation• Handouts for participants• Handouts with exercises.
Feedback and evaluation	<ul style="list-style-type: none">• Prepare a simple evaluation form to assess the overall level of satisfaction of participants with the provided topics, the environment of the training session, the timing of the activities, etc.• Include questions of interest for the next module based on the overall knowledge and experience of participants.
Next steps	<ul style="list-style-type: none">• Discuss how learners can apply new skills and knowledge to their ceramic craft businesses.• Summarize key elements and findings to reinforce understanding and highlight main takeaways.• Ask participants to identify their next steps, such as setting goals or planning actions.• Present the next module or topic to maintain engagement and prepare.• Provide external resources for further reading and self-preparation to encourage continuous learning.

Course 3: Digital marketing

In this course on digital marketing for micro businesses in the ceramic crafts industry, participants will learn of the potential of their online presence. As part of the course, participants will learn of digital marketing strategies tailored specifically for artisans, gaining insights, skills, and practical knowledge to improve the branding of their businesses and increase sales.

The course begins with an exploration of the fundamental principles of digital marketing, providing participants with a solid understanding of its relevance and key channels. From social media to email marketing, content creation to influencer collaborations, participants will gain a holistic view of the digital landscape and its potential for micro businesses in the ceramic crafts niche.

As the course progresses, participants will dive deeper into specific tactics and tools essential for success in the digital realm. They'll learn how to effectively showcase their unique craftsmanship to a global audience, expand their reach beyond local markets, and build a compelling brand presence that resonates with customers.





Hands-on workshops, interactive exercises, and real-world case studies will allow participants to put their newfound knowledge into practice, refining their digital marketing skills and strategies along the way. From crafting visually appealing content to optimizing online store setups, participants will emerge from the course equipped with the tools and confidence to navigate the digital landscape with ease.

By the end of the course, participants will not only have a solid foundation in digital marketing principles but also a tailored roadmap for success in their ceramic crafts businesses. Equipped with practical insights and actionable strategies, they'll be ready to harness the power of digital marketing to drive growth, connect with customers, and achieve long-term success in the competitive world of artisanal ceramics.

<p>Main objectives (At the end of this session, what will the learner be able to do?)</p>	<ul style="list-style-type: none">• To develop essential digital marketing channels and strategies relevant to ceramic crafts, enabling them to create and execute effective marketing campaigns that showcase their unique products and reach a broader audience.• To build a strong and cohesive online brand presence, utilizing high-quality visual content, engaging storytelling, and consistent social media interactions to attract and retain customers, ultimately fostering a loyal community around their craft and brand.• To gain hands-on experience with tools and techniques for website optimization, email marketing, and social media management, equipping them with practical skills to drive traffic, increase engagement, and boost sales for their ceramic crafts.
<p>Target group (Background and profile, current knowledge and skills)</p>	<p>Background and profile:</p> <p>Participants in this training are likely trying to establish micro-businesses, or artisans, and craft enthusiasts who specialize in ceramic crafts and are seeking to enhance their online presence and marketing efforts. They may have some experience in creating and selling their products but are looking to expand their knowledge of digital marketing to reach a wider audience and increase sales. These individuals might have basic familiarity with social media and online selling platforms but need structured guidance to effectively leverage digital marketing tools and strategies. Their backgrounds could range from self-taught artists to those with formal training in ceramics.</p> <p>Knowledge and skills required:</p> <p>Participants in this course should possess a foundational understanding of digital tools and basic marketing principles. Specifically, the prerequisite skills and knowledge include:</p>





	<p>Basic Computer Literacy, including browsing the internet, using email, and handling files and folders;</p> <p>Understanding of social media platforms such as Instagram, Facebook, and Pinterest, including posting content, engaging with followers, and using basic features like hashtags and comments;</p> <p>Basic photography and videography skills and ability to take clear, visually appealing photographs and videos of products;</p> <p>Basic skills in graphic design software such as Canva or Adobe Spark;</p> <p>Basic knowledge of online selling platforms and e-commerce fundamentals;</p> <p>Understanding of fundamental marketing principles, including target audience identification, brand positioning, and customer engagement strategies.</p>
<p>Materials and resources to use</p>	<p>Reads and resources:</p> <ul style="list-style-type: none">• Craft Business Power: 15 Days to A Profitable Online Craft Business by Jason G. Miles and Cinnamon Miles• The Artisan's Guide to Digital Marketing: Techniques for Ceramic Craftsmen by Sarah Davidson• Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry• Crafting an Online Presence: Digital Marketing Strategies for Ceramic Artists by Emma Jones <p>Trainer should be knowledgeable and know the materials listed as core readings. It's expected to prepare personal notes related to it and use them in course of the training. Additional notes and readings related to the topics are an asset.</p> <p>Digital Marketing Case Studies:</p> <ul style="list-style-type: none">• Case studies showcasing successful digital marketing campaigns by micro businesses in the ceramic crafts industry.• Examples of social media marketing strategies, email marketing campaigns, and online store setups specific to ceramic artisans. <p>Live Demonstrations:</p> <ul style="list-style-type: none">• Live demonstrations of digital marketing tools and platforms commonly used by micro businesses, such as social media scheduling tools, email marketing software, and website builders.





	<ul style="list-style-type: none">• Walkthroughs of setting up and optimizing social media profiles, creating engaging email newsletters, and managing online store platforms tailored for ceramic artisans. <p>Interactive Workshops:</p> <ul style="list-style-type: none">• Interactive workshops where participants can create and implement their own digital marketing strategies using provided templates, worksheets, and digital tools.• Group activities focusing on brainstorming digital marketing ideas, developing content calendars, and analyzing metrics to track marketing success. <p>Digital Marketing Trends and Insights:</p> <ul style="list-style-type: none">• Insights into emerging digital marketing trends specifically relevant to micro businesses in the ceramic crafts niche, such as influencer collaborations, content creation tips, and e-commerce trends.• Access to industry reports, webinars, or online resources discussing digital marketing best practices and success stories within the ceramic crafts sector. <p>Digital Marketing Tools Showcase:</p> <ul style="list-style-type: none">• Showcase of digital marketing tools and resources tailored for micro businesses, including free or low-cost options for social media management, email marketing, and website analytics.• Demonstrations of how to use tools like Canva for creating visually appealing social media graphics, Mailchimp for email marketing campaigns, and Google Analytics for tracking website performance. <p>Q&A Sessions and Expert Panels:</p> <ul style="list-style-type: none">• Opportunities for participants to ask questions and seek advice from digital marketing experts or experienced ceramic artisans who have successfully implemented digital marketing strategies.• Panel discussions featuring guest speakers sharing their insights, experiences, and tips for leveraging digital marketing to grow micro businesses in the ceramic crafts industry. <p>Hands-On Exercises:</p> <ul style="list-style-type: none">• Hands-on exercises where participants can apply digital marketing concepts learned during the workshop to their own micro
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	<p>businesses, such as creating sample social media posts, drafting email newsletters, or optimizing website content.</p> <ul style="list-style-type: none">• Feedback sessions where participants can receive constructive feedback on their digital marketing efforts and strategies from workshop facilitators and peers. During the session:<ul style="list-style-type: none">• PowerPoint Slides• Projector for presentations• Handouts for participants• Handouts with exercises.
Feedback and evaluation	<ul style="list-style-type: none">• Prepare a simple evaluation form to assess the overall level of satisfaction of participants with the provided topics, the environment of the training session, the timing of the activities, etc.• Include questions of interest for the next module based on the overall knowledge and experience of participants.
Next steps	<ul style="list-style-type: none">• In the end, ask learners how they could use the skills?• Summarise the key elements and key findings• Ask them to identify their next steps.• Present the next module/topic.• Provide some external resources for further reading on the provided topics and self-preparation regarding the next topic.

Course 4: Green practices in ceramic crafts

The course on green practices in ceramic crafting, will introduce innovative techniques and mindful approaches to minimize environmental impact while maximizing artistic expression.

Participants learn the fundamental principles of green ceramic crafting, from selecting eco-friendly materials to implementing energy-efficient firing techniques. By understanding the importance of minimizing waste and prioritizing sustainable practices, participants gain the knowledge and skills needed to create ceramics that are both aesthetically pleasing and environmentally responsible.

A key focus of the course is on the concept of mindful crafting, where participants learn to approach their artistic endeavors with intentionality and awareness of their environmental footprint. Through hands-on workshops and practical demonstrations, participants explore techniques for minimizing glaze waste, recycling clay, and maximizing resource utilization, fostering a culture of sustainability in their craft.





Moreover, the course emphasizes the significance of community engagement and collaboration in promoting sustainable practices. Participants are encouraged to participate in local markets, engage with fellow artisans, and educate consumers about the benefits of choosing locally sourced and environmentally friendly products.

<p>Main objectives (At the end of this session, what will the learner be able to do?)</p>	<ul style="list-style-type: none">• To provide participants with practical techniques and strategies for minimizing environmental impact and maximizing sustainability in ceramic crafting. By offering hands-on workshops and demonstrations, the trainer aims to ensure that participants leave the course with actionable skills they can immediately apply in their own studios.• To craft with mindfulness and intentionality, considering the ecological implications of their artistic choices. By emphasizing the interconnectedness of creativity and sustainability, the trainer seeks to instill a sense of stewardship for the environment in participants.• To empower participants to become advocates for sustainable practices within their communities and beyond. By encouraging participation in local markets, fostering collaboration with fellow artisans, and promoting consumer education.
<p>Target group (Background and profile, current knowledge and skills)</p>	<p>Background and profile:</p> <p>Participants in this training would likely have diverse backgrounds within the ceramic arts field, ranging from seasoned ceramic artists to beginners with a burgeoning interest in pottery. They may include individuals studying ceramics, artisans seeking to expand their skill set, or professionals looking to incorporate sustainable practices into their craft. Some participants may have prior experience in ceramics, possessing a foundational understanding of techniques. Others may be entirely new to the craft but are drawn to the intersection of artistry and environmental stewardship. Regardless of their background, participants share a common curiosity and enthusiasm for exploring how they can create beautiful ceramic pieces while minimizing their environmental footprint.</p> <p>Knowledge and skills required:</p>





	<p>Proficiency in fundamental ceramic processes will enable participants to more effectively apply the principles of sustainability covered in the course.</p> <p>A basic knowledge of ceramic materials, such as clay types, glazes, and firing methods, is important. Participants should understand the properties and characteristics of different materials used in ceramic crafting, as this knowledge will inform their decision-making regarding sustainable material choices.</p> <p>An awareness of environmental issues and an interest in sustainability are crucial prerequisites for this course. Participants should have a general understanding of the environmental impact of traditional ceramic crafting practices, such as energy-intensive firing processes and the use of non-renewable resources.</p> <p>Ability to adopt sustainable practices in their ceramic crafting endeavors. This includes a willingness to implement eco-friendly techniques, minimize waste, and advocate for environmental stewardship within their artistic communities.</p>
<p>Materials and resources to use</p>	<p>Preliminary reads and resources:</p> <ul style="list-style-type: none">• The Sustainable Studio: How to Create a Studio Space That Works for You and the Environment by Julia Galloway• Ceramics and Sustainability: Solutions for a Fragile Planet by Robert Harrison• Green Ceramics: Sustainable Practice in Ceramics by Robert Harrison and Prue Venables <p>It is recommended that the workshops is provided in mixed environment i.e. classroom and studio.</p> <p>Provide samples and/or opportunity for practitioners to practice in the studio.</p> <p>Ensure you provide towels for cleaning hands and workspace; containers for storing clay, glazes, and tools; examples of finished green ceramics or demonstrations to inspire participants, etc.</p> <p>During the sessions in classroom:</p> <ul style="list-style-type: none">• Use the PowerPoint Slides• Projector to project PowerPoint presentation• Handouts for participants• Handouts with exercises.





Feedback and evaluation	<ul style="list-style-type: none">• Prepare a simple evaluation form to assess the overall level of satisfaction of participants with the provided topics, the logistics of the training session, the timing of the activities, etc.• Include questions of interest for the next module based on the overall knowledge and experience of participants.
Next steps	<ul style="list-style-type: none">• In the end, ask learners how they could use skills?• Summarise the key elements and key findings• Ask them to identify their next steps.• Present the next module/topic.• Provide some external resources for further reading on the provided topics and self-preparation regarding the next topic.

Course 5: New materials and Tools

Throughout this course, participants will learn about the use of new materials and innovative tools in the realm of ceramic crafts. Embracing both tradition and cutting-edge advancements, the course offers a comprehensive exploration of the latest materials, tools, and techniques shaping the contemporary landscape of ceramic artistry.

Participants are introduced to a diverse array of materials, from high-fire glazes and nanotechnology-infused clay to sustainable alternatives and biomimicry-inspired innovations. Through hands-on demonstrations and interactive sessions, they gain practical insights into harnessing these materials to unleash their creative potential.

In addition to materials, the course delves into the realm of advanced tools and technologies revolutionizing ceramic production. From laser engraving tools and CNC machining to 3D printing and virtual reality sculpting, participants are equipped with the knowledge and skills to leverage these tools for precision, efficiency, and artistic expression.

Beyond technical proficiency, the course emphasizes the importance of embracing innovation while honoring the rich legacy of ceramic craftsmanship. Participants are encouraged to push boundaries, experiment fearlessly, and explore the intersection of tradition and modernity in their creative endeavors.

Throughout the course, emphasis is placed on sustainability practices, continuous learning, and collaboration as integral components of the ceramic craft community. By fostering a culture of research, experimentation, and cross-disciplinary exploration, participants are empowered to navigate the ever-evolving landscape of ceramic innovation with confidence and creativity.





<p>Main objectives (At the end of this session, what will the learner be able to do?)</p>	<ul style="list-style-type: none">• To have a comprehensive understanding of the latest materials and tools in ceramic crafts. This technical proficiency will empower them to incorporate innovative methods into their own practice, enhancing both the quality and creativity of their work.• To inspire participants to push the boundaries of traditional ceramic crafts via experimentation. By engaging with contemporary innovations and new technologies, participants should feel confident in exploring new techniques, troubleshooting challenges, and developing unique artistic expressions. The goal is for them to leave the session with a mindset geared towards continuous exploration and innovation in their craft.• To instill a deep appreciation for sustainable practices and the importance of collaboration in the ceramic craft community. Participants should understand how to integrate eco-friendly materials and processes into their work and recognize the value of collaborative efforts and knowledge sharing.
<p>Target group (Background and profile, current knowledge and skills)</p>	<p>Background and profile:</p> <p>The participants in this training are likely to be a diverse group, ranging from experienced ceramic artists and crafts persons looking to modernize their techniques, to art students and emerging artists eager to explore innovative materials and tools. Many will have a foundational understanding of traditional ceramic methods and a passion for enhancing their craft with new technologies. They may also include educators in the arts, seeking to incorporate contemporary practices into their curricula, and professionals from related fields such as design, engineering, and architecture, who are interested in the intersection of ceramics and advanced manufacturing processes. This varied background ensures a rich exchange of ideas and experiences, contributing to a dynamic and collaborative learning environment.</p> <p>Knowledge and skills required:</p> <p>Participants should have a solid grasp of fundamental ceramic techniques and of the use of standard ceramic studio tools and equipment, such as pottery wheels, kilns, and basic hand tools. This familiarity ensures that participants can easily adapt to and incorporate more advanced tools introduced in the course.</p> <p>Participants should possess a basic level of artistic ability and design skills and be comfortable with basic technical concepts and digital tools. This includes a basic understanding of computer operations, familiarity</p>





	<p>with design software, and an openness to learning about digital fabrication methods such as 3D printing and CNC machining.</p> <p>Problem-solving and a willingness to experiment are important. Participants should be prepared to engage in trial and error, troubleshoot issues that arise during the creative process, and explore new approaches to ceramic crafting.</p> <p>Latest developments in ceramics and a commitment to sustainable practices will help participants fully embrace the course content. This mindset encourages them to integrate innovative and eco-friendly methods into their work.</p>
<p>Materials and resources to use</p>	<p>Trainer should be knowledgeable about the materials listed as core readings. It's expected to prepare personal notes related to it and use them in course of the training. Additional notes and readings related to the topics can be distributed to students.</p> <ul style="list-style-type: none">• Sustainable Ceramics by Robert Harrison• Digital Ceramics: Advanced Techniques and Research by Robert K. Liu and Agnieszka L. Whelan• Ceramics Science and Technology: Materials and Properties by Ralf Riedel and I-Wei Chen <p>During the sessions:</p> <p>Presentation Materials:</p> <ul style="list-style-type: none">• PowerPoint slides or visual aids illustrating innovative materials, tools, and techniques in ceramic crafts.• Handouts or worksheets detailing key concepts, processes, and resources for participants• Printed copies of relevant articles, case studies, or research papers exploring advancements in ceramic materials and tools. <p>Demonstration Supplies:</p> <ul style="list-style-type: none">• Samples of innovative ceramic materials, such as advanced glazes, clays, or additives, to demonstrate their properties and applications.• Tools and equipment showcasing cutting-edge ceramic technologies, including 3D printers, CNC machines, laser engravers, and digital modeling software.• Workstations equipped with experimental materials and tools for hands-on exploration and experimentation by participants.





	<p>Visual Aids and Prototypes:</p> <ul style="list-style-type: none">• Display materials featuring prototypes, models, or finished pieces created using new ceramic materials and tools• Visual representations, such as charts, diagrams, or infographics, illustrating the benefits and potential uses of innovative ceramic materials and tools.• Interactive exhibits or multimedia presentations showcasing real-world applications and success stories of innovative ceramic crafts. <p>Safety</p> <ul style="list-style-type: none">• Safety gear such as gloves, goggles, aprons, and masks to ensure participants' safety when handling experimental materials or using advanced tools.• Clear instructions and guidelines on proper handling, usage, and disposal of new ceramic materials and tools to minimize risks and ensure responsible experimentation. <p>Networking and Collaboration Opportunities:</p> <ul style="list-style-type: none">• Networking opportunities for participants to connect with peers, experts, and industry professionals, fostering collaboration and knowledge exchange.• Group activities, discussions, or brainstorming sessions encouraging participants to share ideas, insights, and experiences related to ceramic innovation. <p>Evaluation and Feedback Mechanisms:</p> <ul style="list-style-type: none">• Evaluation forms or surveys to gather feedback from participants on the workshop content, delivery, and overall learning experience.• Mechanisms for ongoing feedback and follow-up, such as online forums, email newsletters, or feedback sessions, to maintain engagement and support participants' continued exploration of ceramic innovations.
Feedback and evaluation	<ul style="list-style-type: none">• Prepare a simple evaluation form to assess the overall level of satisfaction of participants with the provided topics, the environment of the training session, the timing of the activities, etc.• Include questions of interest for the next module based on the overall knowledge and experience of participants.
Next steps	<ul style="list-style-type: none">• In the end, ask learners how they could use skills?• Summarise the key elements and key findings• Ask them to identify their next steps.





	<ul style="list-style-type: none">• Present the next module/topic.• Provide some external resources for further reading on the provided topics and self-preparation regarding the next topic.
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Course 6: Communication and Branding

The course provides the essential concepts and practical techniques tailored to small-scale ceramic artisans looking to establish and grow their brands in today's competitive market. Throughout the course, participants delve into the intricacies of branding, communication, and customer engagement, gaining valuable insights and actionable strategies to elevate their businesses.

The course emphasizes the importance of crafting a strong brand identity that authentically reflects the values, aesthetics, and unique offerings of each micro business in the ceramic crafts niche. Participants learn how to define their brand's mission, vision, and target audience, setting the foundation for effective communication and market positioning.

A significant focus of the course is on developing compelling storytelling skills to captivate audiences and forge emotional connections with customers. Through interactive exercises and real-world examples, participants discover the power of storytelling in conveying the craftsmanship, creativity, and passion behind their ceramic creations.

Moreover, the course equips participants with practical tools and strategies to enhance their visual communication, from creating cohesive branding elements to mastering product photography techniques. Participants learn to leverage social media platforms effectively, crafting engaging content calendars and harnessing the power of visual storytelling to attract and retain customers.

Customer engagement is crucial for successful micro businesses, and the course provides participants with strategies to cultivate meaningful relationships with their audience.

<p>Main objectives (At the end of this session, what will the learner be able to do?)</p>	<ul style="list-style-type: none">• To define and articulate a strong, authentic brand identity that reflects their values, aesthetics, and unique ceramic creations. This includes crafting a clear mission and vision, identifying target audiences, and creating cohesive branding elements.• To learn to create compelling narratives and visual content that highlight the craftsmanship and creativity behind their ceramics. They will gain practical skills in product photography, visual storytelling, and content creation for social media to engage and attract customers effectively.• To be equipped with strategies to build and maintain meaningful relationships with their customers. This includes developing customer personas, conducting feedback sessions, and tailoring
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<p>Target group (Background and profile, current knowledge and skills)</p>	<p>their communication to meet the needs and preferences of their target market, fostering loyalty and retention.</p> <p>Background and profile:</p> <p>Participants in this training course are typically small-scale ceramic artisans and willing to start micro-business with a desire to elevate their brand presence in the competitive market. They usually have hands-on experience in ceramic crafting, having produced and sold their own pieces, either online or at local markets. These artisans often possess a basic understanding of business operations and are familiar with digital tools and social media platforms. They are eager to learn how to effectively communicate their brand's story, enhance their visual content, and engage more meaningfully with their target audience to grow their businesses.</p> <p>Knowledge and skills required:</p> <ul style="list-style-type: none">• Basic Ceramic Crafting Skills: Participants should be proficient in creating ceramic pieces, including knowledge of fundamental techniques and processes in ceramics.• General Business Understanding: A foundational understanding of running a small business, including basic concepts of marketing, sales, and customer service.• Digital Literacy: Familiarity with using computers and basic software applications, such as word processing and internet browsing. Participants should also have basic knowledge of using social media platforms for personal or business purposes.• Photography Skills: Basic skills in taking and editing photographs, as high-quality visual content is crucial for branding and communication.• Communication Skills: Proficiency in written and verbal communication to effectively engage with customers, craft compelling stories, and participate in interactive course activities.
<p>Materials and resources to use</p>	<ul style="list-style-type: none">• The Ceramics Bible: The Complete Guide to Materials and Techniques by Louisa Taylor• Branding: In Five and a Half Steps by Michael Johnson• How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity by Fiona Humberstone• The Brand Gap: How to Bridge the Distance Between Business Strategy and Design by Marty Neumeier





	<p>During the session the trainer should focus on the following:</p> <p>Interactive Branding Activities:</p> <ul style="list-style-type: none">• Branding exercises: Provide participants with branding workbooks tailored to micro businesses in ceramic crafts. These workbooks can include exercises to help participants define their brand identity, mission, values, and target audience.• Branding Mood Boards: Encourage participants to create branding mood boards using images and colors that reflect their unique brand identity. This hands-on activity allows participants to visually explore and define their brand aesthetics.• Brand Storytelling Exercises: Facilitate storytelling exercises where participants craft narratives about their ceramic crafts, their creative process, and the inspiration behind their work. This activity helps participants articulate their brand story in a compelling and authentic way. <p>Visual Communication Tools:</p> <ul style="list-style-type: none">• Social Media Content Calendars: Provide templates for social media content calendars specifically designed for micro businesses in ceramic crafts. These calendars can help participants plan and schedule their social media posts, ensuring consistent and strategic communication.• Branding Guidelines: Offer guidelines and templates for creating visually cohesive branding elements such as logos, color palettes, typography, and imagery. Participants can use these resources to maintain a consistent visual identity across their branding materials.• Product Photography Tips: Share tips and techniques for capturing high-quality product photographs that effectively showcase ceramic crafts. Provide examples and demonstrations of lighting, composition, and styling to help participants enhance their visual communication skills. <p>Customer Engagement Strategies:</p> <ul style="list-style-type: none">• Buyer Persona Development: Guide participants in creating customer personas tailored to their micro businesses in ceramic crafts. This activity helps participants understand their target audience's needs, preferences, and pain points, enabling them to tailor their communication strategies accordingly.• Interactive Customer Feedback Sessions: Organize interactive feedback sessions where participants can role-play customer interactions and gather feedback on their branding and
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	<p>communication efforts. This hands-on exercise allows participants to practice active listening and responsiveness to customer needs.</p> <ul style="list-style-type: none">• PowerPoint Slides• Paper and pens• Projector to project PowerPoint presentation• Handouts for participants
Feedback and evaluation	<ul style="list-style-type: none">• Prepare a simple evaluation form to assess the overall level of satisfaction of participants with the provided topics, the environment of the training session, the timing of the activities, etc.• Include questions of interest for the next module based on the overall knowledge and experience of participants.
Next steps	<ul style="list-style-type: none">• In the end, ask learners how they could use skills?• Summarise the key elements and key findings• Ask them to identify their next steps.• Present the next module/topic.• Provide some external resources for further reading on the provided topics and self-preparation regarding the next topic.

Course 7: Financial management

The course on financial management for ceramic craft businesses provides a comprehensive understanding of essential financial concepts and strategies tailored to the unique needs of micro-business owners in the ceramics industry. Participants gain insights into managing their finances effectively to support sustainable growth and success in their craft ventures.

Throughout the course, participants learn to identify and analyze various financial components critical to their businesses, including revenue, expenses, profits, assets, and liabilities. They explore techniques for creating business budgets, forecasting financial performance, setting prices, and conducting competitor analysis to make informed pricing decisions.

Moreover, the course equips participants with practical skills to manage cash flow, working capital, and investments in business growth. They discover strategies for optimizing inventory levels, negotiating favorable terms with suppliers, and monitoring accounts receivable and payable to maintain healthy financial operations.

In addition to financial management principles, the course emphasizes the importance of record-keeping and financial statement interpretation for informed decision-making. Participants learn bookkeeping basics, financial statement analysis, and performance evaluation techniques to assess their business's financial health and identify areas for improvement.





Furthermore, the course addresses taxation, legal considerations, and funding options relevant to ceramic craft businesses. Participants gain insights into tax obligations, business structures, and tax planning strategies to minimize liabilities and ensure compliance with regulations. They also explore various funding sources, including self-funding, external funding, crowdfunding, and grants, to support business growth initiatives.

Overall, the course empowers participants to develop actionable financial plans, set strategic goals, and make informed decisions to drive the success and sustainability of their ceramic craft businesses. Through practical learning materials, hands-on exercises, and networking opportunities, participants gain the confidence and skills needed to navigate the financial landscape and achieve their business objectives.

<p>Main objectives (At the end of this session, what will the learner be able to do?)</p>	<ul style="list-style-type: none">• To equip participants with a thorough understanding of key financial management concepts, including budgeting, forecasting, pricing strategies, and cash flow management.• To provide hands-on exercises, case studies, and interactive activities that enable participants to apply financial management principles directly to their own businesses.• To guide participants in developing actionable financial goals and growth strategies that align with their overall business objectives, emphasizing long-term sustainability and scalability.
<p>Target group (Background and profile, current knowledge and skills)</p>	<p>Background and profile:</p> <p>The participants should have some background knowledge in how to manage small businesses. They should possess practical experience in business planning, budgeting, marketing, and sales, tailored to the unique dynamics of micro-businesses. Familiarity with basic financial concepts, such as financial statements, cash flow management, and accounting principles, is essential. Additionally, an understanding of the ceramics industry, including manufacturing processes, materials, and market trends, is an advantage. Participants should exhibit an entrepreneurial mindset, demonstrating a willingness to innovate and adapt, and a commitment to continuous learning and professional growth.</p> <p>Knowledge and skills required:</p> <ul style="list-style-type: none">• A solid understanding of financial concepts and of interpreting financial data and making informed decisions.• Industry Knowledge: Familiarity with the ceramics industry, including the manufacturing process, materials, market trends, and consumer preferences, is beneficial but not mandatory.





	<ul style="list-style-type: none">• Entrepreneurial Mindset: Participants should have an entrepreneurial spirit, be willing to innovate, and adapt to a dynamic business environment. Openness to new ideas, technologies, and business models is crucial.
Materials and resources to use	<p>Preliminary reads and resources:</p> <ul style="list-style-type: none">• Financial Management for Nonprofit Organizations: Policies and Practices by John Zietlow, Jo Ann Hankin, and Alan Seidner• Craft, Inc.: Turn Your Creative Hobby into a Business by Meg Mateo Iasco• The Craft Artist's Legal Guide: Protect Your Work, Save on Taxes, Maximize Profits by Richard Stim• The Potter's Studio Handbook: A Guide to Hand-Built and Wheel-Thrown Ceramics by Kristin Muller <p>Financial Planning Templates:</p> <p>Provide participants with customizable templates for creating business budgets, financial forecasts, and cash flow projections tailored to the specific needs of micro businesses in ceramic crafts. These templates should include sections for identifying fixed and variable expenses, allocating funds for materials and marketing, and setting aside emergency reserves.</p> <p>Financial Analysis Tools:</p> <p>Offer spreadsheet-based tools or software applications that allow participants to analyze their financial data, calculate key performance indicators (KPIs), and conduct variance analysis to track deviations from budgeted figures. These tools should be user-friendly and capable of generating visual reports to facilitate decision-making.</p> <p>Industry-Specific Case Studies:</p> <p>Present case studies or success stories of small ceramic craft businesses that have effectively managed their finances and achieved sustainable growth. Highlight key financial strategies, challenges, and lessons learned from these real-world examples to inspire and inform participants.</p> <p>Budgeting Simulations:</p> <p>Facilitate interactive budgeting simulations where participants can make financial decisions for hypothetical ceramic craft businesses in different scenarios. Provide feedback and guidance based on participants' choices to reinforce learning and improve financial decision-making skills.</p>





	<p>Financial Literacy Resources:</p> <p>Offer educational resources such as articles, guides, and videos covering basic financial concepts relevant to micro businesses in ceramic crafts, including revenue and expense management, cash flow analysis, and financial goal setting. Encourage participants to explore these resources independently to deepen their understanding of financial management principles.</p> <p>Consultation Sessions:</p> <p>Arrange expert consultation sessions with financial advisors, accountants, or small business mentors who specialize in supporting entrepreneurs in the ceramic crafts industry. Allow participants to ask questions, seek advice, and receive personalized guidance on financial planning, tax compliance, and funding options.</p> <p>Peer-to-Peer Learning Opportunities:</p> <p>Encourage peer-to-peer learning through group discussions, brainstorming sessions, or networking events where participants can share their experiences, exchange ideas, and offer support to fellow ceramic craft entrepreneurs. Foster a collaborative learning environment where participants can learn from each other's successes and challenges.</p> <p>Interactive Quizzes and Assessments:</p> <p>Create interactive quizzes or assessments to test participants' knowledge and understanding of key financial management concepts in the context of ceramic crafts. Use gamification techniques to engage participants and reinforce learning outcomes through friendly competition and rewards.</p> <ul style="list-style-type: none">• PowerPoint Slides• Paper and pens• Paper suitable for origami task• Projector to project PowerPoint presentation• Handouts for participants• Handouts with exercises.
Feedback and evaluation	<ul style="list-style-type: none">• Prepare a simple evaluation form to assess the overall level of satisfaction of participants with the provided topics, the environment of the training session, the timing of the activities, etc.• Include questions of interest for the next module based on the overall knowledge and experience of participants.





Next steps	<ul style="list-style-type: none">• In the end, ask learners how they could use the acquired skills?• Summarise the key elements and key findings• Ask them to identify their next steps.• Present the next module/topic.• Provide some external resources for further reading on the provided topics and self-preparation regarding the next topic.
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Your target groups

The Crafts + programme can be delivered to various target groups. Prior to delivery of the training the trainer needs to establish understanding of the following key elements:

- Target group: who receives the training?
- Roles of the target groups: what are the actual skills of the participants?
- Prior knowledge: what is the participants' level of understanding of the topics and how it fits their skills?
- Outcomes: in what way the training knowledge will help them?

Mixed groups:

- participants with variation of skills. The trainer should consider if the variation is too great and that the material will fit their level of skills.

Assessing needs and circumstances

In order to establish the needs of the target group, it is recommended to assess the needs and capacity of the target group.

The trainer can set their own method for conducting the needs assessment of the group. However, the training preparation should be based on the following and recommended activities:

- Identify the type of professionals will attend the training
 - Experience
 - Cultural background
 - Education
 - Location
 - Mind-set/Motivation
 - Possible constraints (location, job demands, etc.)
- Their particular needs (some of them might be related to their field of operations)
- Collect and assess information through informal discussion with professionals in their networks
- Prepare and collect information from surveys
- Semi-formal focus groups and individual interviews if needed





Planning a programme delivery

How you plan and deliver the units in this toolkit will depend on the context, the learners and the time available. The time given in each unit is the suggested time to be allocated to each unit and is intended to be flexible:

- Time / duration for presentations – should be focused and succinct but responsive to questions and interactive with the audience;
- Timings of group work – should match with the needs of the group whilst ensuring learning outcomes are met by the end of each Module.

The delivery of the modules was tested prior to their completion. Each module can be delivered in one day. However, based on the specific circumstances, two modules can be delivered in one working day.

We highly recommend that, in addition to the courses, an introductory session or materials are delivered to the participants prior to the training sessions which will also contribute towards facilitation of positive group dynamics.

It is recommended that you take the following steps as introduction to the training but also as opening session for each module:

- Open the session with explain the purpose of the workshop keeping in mind the learners' needs. What will the learner gain? What they can expect to learn?
- Each objective needs to be listed and explained as well as how they relate to the reasons of the participants to take part in the training.
- List the agenda items of the module as well as the methodology to achieve them.
- Discuss with the group (during the first module) their expectations. Take notes and refer to the notes in course of the training.
- Set clear guidelines for each training session and establish clear time boundaries.
- List the results of the assessment (prior to this, discuss them with the group)

Finally, the size of the group needs to be considered when planning the training. Depending on the numbers of learners attending, please consider delivering the training with an assistant. This is highly recommended due to the attentive needs during the participants group work.





The materials which were developed for delivering of Crafts + training can be delivered as suggested. However, should the trainer needs to make adjustments; the following list could help in the planning process:

1. Develop needs assessment for the group and analyse the results
2. Prepare the materials based on the suggested logical sequence provided, adjusted to results of the needs assessment
3. Each group might need different sequence of learning activities for each module. This should be done based on the assessed learning styles of the group.
4. Set the timeframe in coordination with the participants.
5. Prepare, and adapt if needed, the visual aids and materials in order to enhance the learning experience.

The presentation slides as well as the exercises are the recommended elements in delivery of the training. However, the style of transferring knowledge by the trainer can require various approaches in delivering the training.

We propose the following learning activities:

- Case Study delivery

Identification of skills and context of the group's environment and adjust case studies to their needs.

- Discussion

Engage participants by discussion on their experience and link the material to that; inspire them to think of their challenges and obstacles and how they relate to Crafts+

- Icebreakers, engagers and games (role playing)

Assess and analyse the participants daily routine, learning tendencies and provide ways to engage participants in thinking how they can apply the know-how into their activities

- Research by participants

Engage participants to research the implementation of know-how in their area of work

- Visual aids (example: story telling)

Some materials can be presented via story telling

Evaluation

Evaluation should be a process which is implemented throughout the whole training – all stages.

- Needs assessment: the results should be shared with the group and discuss their relevance.



CRAFTS+

- Training materials for each module: discuss if the materials are well structured, sufficient information provided and exercise relevant.
- Dynamics of the module delivery: assess if the dynamic fits the group's capacity to follow the material

All evaluations should be done immediately after training day by either discussion (informal) with the group or by completing an evaluation form.

In addition, if the circumstances allow, it is recommended that the trainer assess the implementation of the skills after six months or after a year. This kind of follow up and long term evaluations will measure how the participants use their newly acquired knowledge and skills in their professional roles.

Disclaimer

The training course is not certified and as such the format as well as the accompanying materials can be used and amended by the trainers. We cannot guarantee the quality of the amended materials henceforth the delivery of the training.

