

2018/2019



FLORA'
HANDMADE WOMEN
ACROSS THE
EUROPE

Guide for Handmakers



Erasmus+

www.handmade-flora.com

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FLORA': GUIDE FOR HAND MAKERS

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1. Introduction

"Florà: handmade women across the Europe" is 24 months Erasmus+ strategic partnership project KA2.

We focused on EXCHANGES OF BEST PRACTICES. The consortium is a mix of appropriate complementary five institutions with the necessary profile, experiences and expertise to deliver all aspects of the project, coming from different fields of educations and trainings including newcomers to this action. There are partners from Poland, Italy, Spain, Czech Republic, and Bulgaria. Coordinator is Creativi108 from Italy.

The project is designed to share experiences and best practices in adult education and to share and to create innovative methods useful tools for women hand makers through training courses based on European cooperation.

The project is the answer on local demands of all partners who comes from the regions of high unemployment of women and participants are looking for alternative way for self-employment to work in creative sector and open micro-enterprises.

The general objective of the project is to develop partnerships between educational organizations focus on potential growth area such as handmade.

The specific objectives of the project are:

- 1-Share good practices of self-employment through open source learning.
- 2-Sustain a net of European Handmade workers.
- 3-Sustain the exchange of competences.

The impact of the project is seen on project participants who gained new competencies and became able to compete on the labor market with professionals. Partners' organizations created strong partnership and continue cooperation. The potential long-term benefits will be seen as improvement of the quality of education and training in the partners' organizations. It will emerge as improvement of the situation on the women labor market when learners share own experience and newly gained skills with future learners professional level and start to work as hand makers.

1.1 Foreword - The project

Florà project has contributed to increasing the skills and knowledge of 15 European hand makers. They will be promoting peer-to-peer events with other handmade women in their country.

There have been some training courses:

- Valencia in entrepreneurship;
- Bulgaria in e-commerce;
- Cracow in social media marketing;
- Prague in Business and Management aspects;
- Italy in financial discipline.

They have become more aware of their abilities. Increased confidence in their potential. Acquired skills to turn a passion into a work pay.

Use ICT working, and communicate better in English. They will become more aware about own national culture and other European cultures. Most of the learners will develop your micro-business, becoming an example for other women.

Partners organized video conferences for staff and learners to exchange good practice, to communicate and share the experiences. Partners organized dissemination activities with the involvement of local stakeholders, other vocational institutions and NGOs to make project's impact more sustainable.

The main output is E-Book Manual as pedagogical and methodical material for dissemination in own and other organizations, in local communities, on national, European and international levels.

Project Facebook page was created and web site <http://handmade-flora.com>.

Florà project will continue on the website with new continents and implementation and new projects.

1.2 Introduction to the concept of self-employment in the field of the hand makers

The definition of self-employment is 'starting and running a successful business or social enterprise'. Many handmade women start as hobbyists and then move on to self-employment constituting a micro-business. Self-employment is sometimes the only option if you wish to pursue a specific career path.

For some women, it is a lifestyle choice achievable because:

1. it allows a flexible commitment and part time;
2. it facilitates the reconciliation of family work;
3. allows the creative expression of one's potential.

Reasons why people choose self-employment may also include:

1. the desire to sell their skills and/or expertise;
2. the desire to prove an idea;
3. because they relish the challenge;
4. wanting to generate a second income stream;
5. a feeling that there are no other options.

Self-employment has its benefits and risks

The Benefits

1. Freedom
2. Being your own boss
3. Earning money work you enjoy
4. Working fewer hours
5. Independence
6. Working from home

The Risks

The more Handmade aspirations attached to self-employment take years of hard work and commitment to achieve. It is this realization that provides the biggest shock to most women who decide to work for themselves. This may cast some light on why only few hand makers succeed in the first three years of to produce a sustainable income. Therefore, in the early days Hand maker may need to consider the following:

1. You do everything yourself and are responsible for the day-to-day running of the micro business. This may mean doing tasks that you dislike as some financial or administrative aspects, for example;
2. Large or income are rare in the early days. Need for personal financial investment in the micro business, learning, multi-skilling competences;
3. You may need to consider having a second job to help provide a guaranteed source of income for day-to-day living costs;
4. You need to offer a product for which there is a demand. This may depend on projecting a certain image, perfecting a technique or making a unique product;
5. You alone are accountable. Taking an unwise decision could reduce your income;
6. It is impossible to escape some pressures, especially those that come from clients and customers;
7. Setbacks may affect your confidence and profits. Be realistic and learn from your mistakes;
8. You will have to make your own tax, pension and health insurance arrangements

2. Competences necessities to become a hand maker

There is a high level of commitment involved in starting a business so you need to take a good hard look at yourself to see if you are ready for this challenge. Auditing for skills and personality and building a support team of family, friends and advisors is as important.

Essential knowledge include:

1. Self-Branding;
2. social media communication;
3. research and product design;
4. administration and financial discipline;
5. Tic competences;
6. time management;
7. customers service.

Essential qualities include:

1. willingness to take risks;
2. acceptance of uncertainty;
3. self-discipline;
4. passion;
5. energy;
6. creativity.

It is essential to make a realistic assessment of your talents and work out whether you lack any of the skills essential to the success of your project. You may be able to acquire some of these skills and techniques through training or courses or Mentor activities.

2.1 Self-Entrepreneurship and tools

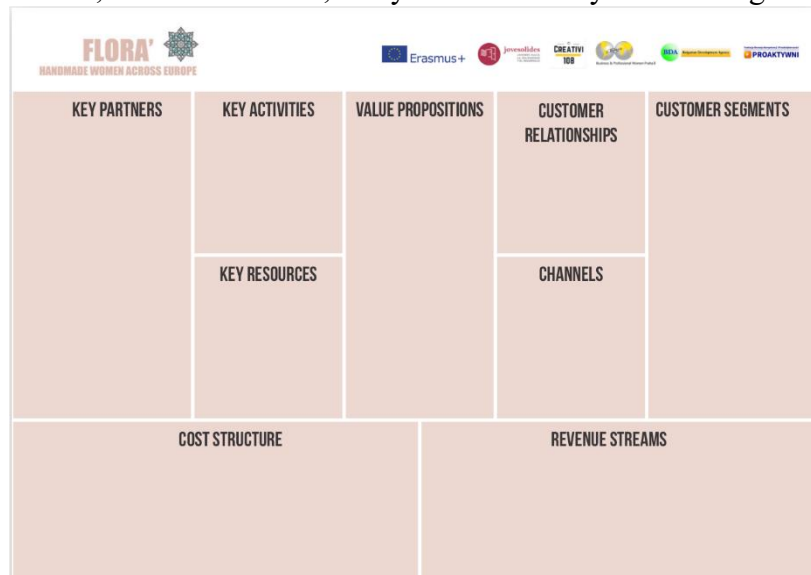
The training was designed to ignite the right spark to:

- Raising awareness that we are all creative, we just need to "wake up" our creativity;
- Create IDEAS creatively and collectively from words;

- Strengthen the capacity to face real problems by providing innovative solutions;
- Promote the collective construction of the key concepts of the project, empathizing with what is going to work on the project and laboratories;
- Introduce improvements in your projects and take advantage of teamwork to produce more ideas;
- To experience an approach to the expression of a business model through the structure provided by the Canvas;
- To structure the different elements that make up your project / business, develop new ideas and improvements in an orderly manner and knowing the relationships between each of the elements;
- To produce a reflection on the need to adapt to the context, type of client or other aspects, according to needs and circumstances;
- Thinking outside the box, using imagination we intend to generate new ideas to improve a product or service;
- To visualize the possibilities of improving their proposal with the use of creative and participatory techniques;
- To present ideas and concepts in different ways, working our imagination;
- Create message that reaches the customer;
- To summarize our idea / project effectively (key elements).

To achieve this the training used different games, techniques and dynamics. The main three elements and methodologies as a goal during this training has been the following:

- CANVAS Social Business Model - Work on your idea / project, using a simple newsletter presentation. From there you will be able to jump on a more professional perspective by using a BM CANVAS, brainstorm ideas, ask yourself where you want to get at and how...



marketing of their products. It is important to pay attention to photographing/video one's products in order to successfully sell online. While there are advantages in using ready-on sales platforms, one should also consider the risks and costs related. Developing a self-sale platform might be difficult but as the sales rise, it may be an invaluable tool for growth and success.

At a further step, the type of company (legal entity) should be considered. It could be self-employed, limited liability or other. In each country, there are various definitions, but generally the most important thing is to consider liability and costs.

Finally, a hand maker own business must develop a clear strategy for product pricing. It should include the price of supplies, cost of labor, cost of marketing, advertising, any bank fees, packaging, insurance, tax on income and depending on country VAT.

Two legal issues are particularly relevant to the handcraft activities and the marketing of the products: the intellectual property (IP) rights and data protection issues. The copyright is the IP legal protection that is provided to the authors/originators of original creative works, including the different forms of handcrafts. While the real property of an artistic product can be transferred to another person or entity, the author still holds the copyright over it.

Copyright law is territorial and it differs according to the national legal system. Harmonization of copyright protection at international level has been achieved through the Berne Convention for the Protection of Literary and Artistic Works adopted in 1886. Up to 2018, 176 countries (out of 195), including all EU member states and the U.S. have ratified the convention. The EU copyright law related to handcrafts consists of two directives that the Member States are obliged to enact into their respective national legislation: Directive 2001/29/EC on the harmonization of certain aspects of copyright and related rights in the information society and Directive 2006/116/EC on the term of protection of copyright and certain related rights.

According to the Berne Convention and relevant EU legislation copyright protection covers only specific expressions and it does not extend to ideas, procedures, methods of operation, mathematical or other concepts as such. Usual requirements for the copyright to originate include existence of a type of material expression of the work and a certain level of creativity/ originality of the work, although usually the threshold is set very low. While in the typical case, the author holds the copyright over his/her creative work, in some cases defined by the national laws, the copyright can be allocated to the employer for whom the author did a contracted work.

According to the Berne Convention, copyright originates according to the principle of “automatic” protection and no registration or other formalities are required. Protection is given to works of the authors who are nationals of the States that ratified the Berne convention and works that are first published in such States (country of origin). The principle of "national treatment" “is applied which means that in the countries members of the Berne Convention other than the country of origin, authors have the rights which their respective laws grant to their nationals. The extent of protection, as well as the means of redress afforded to the author to protect his rights, is governed exclusively by the laws of the country where protection is claimed.

Copyright protection consists of moral and economic rights and according to EU law, the protection is granted for the life of the author and for 70 years after his death. It must be noted that copyright protection is subject to exceptions and limitations, as for ex. fair use clause in the U.S. legislation. Another legal issue that is of importance for the marketing and selling of handicraft products is related to the data protection legislation. The General Data Protection Regulation (EU) 2016/679 (GDPR) is directly applicable on the territory of all EU member states since 25th May 2018. The Regulation sets very high standards regarding data protection of individuals and requires from the data administrators (individuals and legal entities that process personal data) to adopt policy documents ensuring transparency of the data processing and to ensure that the rights of the data subjects are guaranteed.

2.3 Social Media Marketing

The globalization of markets and the dynamic development of information and communication technologies mean that enterprises must systematically adapt to new operating conditions. Consequently, in the conditions of the modern market, new media has become an important area marketing activities of enterprises. The internet is currently key communication channel, which is a challenge for stakeholders. The number of subscribers, users and advertisers regularly increases and companies reaching customers electronically, which makes the Internet enables effective promotion of enterprises and in case of stakeholders – promotion of art. Work, building own brand and increasing sales.

Unlike traditional media, social media stand out two-way communication ensuring ease of interaction, universal accessibility for creators without barriers to entry, being subject only social control, ease of modifying content and speed of providing information.

How does social media drive business?

Currently there are over 2.41 billion active Facebook users (September 2019) and more than 1 billion active Instagram users (September 2019) users on YouTube, and Instagram brings together over 8 million people. From a business point of view, social media are a cluster of clients.

The main assumption of social media is to function in such a way as to allow all participants to dialogue and interact. These include not only popular social networking sites, but also blogs, discussion forums, photo sharing platforms or websites where you can post product and service reviews. Social media is a tool with a huge range of influence for every company that can be promoted through them on the network, both reaching new customers and connecting existing ones and building their loyalty.

Such high results may prove one thing. Social media will be perfect as a sales and promotional tool for companies. In addition, they are a great place to engage in dialogue with clients.

First of all: dialogue and relationship building like radio, press or television, social media are a powerful source of information. It is a kind of arena for exchanging views, observations and issuing opinions between users. Even more so if we consider the fact that a significant part of life has moved to the Internet today and social media has become a place where Internet users literally share everything, including their experiences with brands.

Therefore, the presence of the brand in social media not only guarantees the possibility of creating a virtual business card. It is primarily a chance to engage in dialogue with clients and interact with them. This, in turn, creates undeniable value for every company - building trust and authority in the eyes of customers.

There are two main the most important social networking sites used in sales:

FACEBOOK

The main activity in the field of social marketing on Facebook is the creation and management of a brand or company fan page. As part of the activity, photos, videos or text messages are posted on the profile. The activities are aimed at activating the company's fans, which translates into creating a positive brand image. It is possible to create special applications that allow competition between fans, which translates into greater involvement. This is an action on the border of E-PR, which should be carried out in parallel with marketing activities. Special Facebook tools are used to observe Facebook, which allow us to monitor the phrases we have chosen in real time.

INSTAGRAM

It is a medium that has emerged from other Social Media channels in the last few years. It stands out with a strong emphasis on the visual aspect, and today's consumers prefer to see products that they can buy over reading about them. Instagram gives great opportunities in creating a positive image of the company and building a brand.

2.4 Business and Management

Two parts, homework and workshop Hand makers, preparation prior to workshop: Define, describe your customer and your unique offer. It is important for own business understanding and competitors research to be realistic and not in a wish only.

Workshop:

Flora Handmade Why and How to Prepare Own Business Plan

28.3.2019 Prague Ingrid Šůrová

Business Plan gives your business direction, defines your objectives, maps out strategies to achieve your goals and helps you to manage possible bumps in the road.

Preparing a business plan will help you work out the goals you want to achieve, and the strategies to achieve them.

A business plan is not a document you create once and store in your bottom drawer. You should develop a living guide as your business grows and changes. Successful businesses review and update their business plan when circumstances change.

Creating a well-structured business plan will give you direction and help your business become a success. A business plan provides a roadmap for your business's future and is essential to attracting funding.

Business plan – preparation

- Competitor Analysis
- Define your customer

1. Competitor analysis:

Please double check your competitors and their

- o Offer, service, products, prices
- o References, experience
- o In your town, country, abroad maybe?

- o Describe 2-3 competitors, direct or similar products

I recommend to do a list, a tab, depends on your style

Example: feel free to extend it

Name/website	address	offer	products	service	prices	references	experience	comment

2. Define your customer

Your company name:

Date:

Describe your customer, be precise (describe a buyer of your product)

- **Who are your customers and how exactly you solve their problem**

.....

- **What they want to achieve**

.....

- Customer: name (like Eva, Adam)
- Age:
- Gender: (Male/Female)
- Address: (like Europe/Poland/Krakow)....
- Profession: (like entrepreneur/student etc).....
- Status: (like single/family/married).....
- Kids: yes or no

- **Write a list of 5 areas (at least) where your customers spend their time online/offline to solve a problem, to find what they want, what they need and they are interested in**

Google/Facebook/Instagram/Pinterest.....

Shops/e-shops.....

Magazines.....

Courses

Other sources.....

Describe your unique offer

- Why and how you will succeed in a market, where a lot of producers succeeded and even more failed

.....

- Your product/service description

.....

- What exactly you will not do

.....

- What is a unique

.....

- How you will show your success, how to recognize it and where

.....

- Your price strategy

.....

Worktables

Personal & Company Vision

To address both personal and business goals to make sure you achieve complete success

A vision statement provides the direction and describes what you want to achieve in the future; it's more about the "what" of a business.

- 1 Imagine how you want the business to be like in five to ten years.
- 2 Infuse the business' values in the statement.
- 3 Make sure that the statement is implying a clear focus for the business.
- 4 Write your vision statement in the present tense.
- 5 Use clear and concise language.
- 6 Ensure the statement is easily understood.

Disney: To make people happy.

Ikea: To create a better every day life for the many people.

Facebook: To give people the power to share and make the world more open and connected.

TAB: To help owners and leaders of businesses reach their goals through local advisory boards and business coaching.

Your Vision Statement

Champagne Moment

The most important objective that I am striving to accomplish by the end of the current year is:

SWOT analysis

is a strategic planning technique used to help you to identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.

Internal	
Strengths	Weaknesses
1	
2	
3	
4	
5	

External	
Opportunities	Threats
1	
2	
3	
4	
5	

Strengths Statement

Weaknesses Statement

Opportunities Statement

Threats Statement

Sales Plan

Market segmentation Who is your target group? Who is your customer?

Specify your groups by geograpy, behavior, age, market (at least like FB)

How much is your full year plan? Is your plan measurable and achievable?

Plan Rules	
S	Specific
M	Measurable
A	Achievable
R	Realistic
T	Time-oriented

Target group -customers	Describe customer characteristic	Full Year Plan of Sales (\$/year)	Share in %
Segment 1			
Segment 2			
Segment 3			
Segment 4			
Segment 5			
Notes		Sales in Total \$/year	

Financial Performance

Financial performance is a subjective measure of how well a firm can use assets from its primary mode of business and generate revenues.

This term is also used as a general measure of a firm's overall financial health over a given period of time.

	Month				Full Year		
	Actual	Budget	Last Year		Actual	Budget	Last Year
Gross Revenue							
Cost of Goods Sold							
Gross Profit (\$)							
Gross Profit (%)							
Operating Expenses							
Operating Profit \$							
Operating Profit (%)							
Other Expenses							
Net Profit \$							
Net Profit (%)							

2.5 Financial Discipline

One-day training, workshop

Discipline in business, in finance and follow up

Goal: Sustainable business development and financial habits fixing

Annotation: During last training with Flora Handmade women, we could see many shortcomings in financial practice understanding and follow up. Workshop summarizes important aspects of small entrepreneur in compliance in business and takes mainly creative attitude of women into account in Flora project. Ladies receive a few practical samples with a focus to systematic administrative work, simple repetitive process and discipline not in finance only.

Finally they define their own business way and tools to achieve a success.

Agenda:

1. Introduction
2. Business and Success principles
3. Business Plan and follow up
4. Financial performance, basic rules
5. Annual planning, practice with numbers
6. Personal commitment and performance
7. Summary, End

1. Introduction

My last training with Flora Handmade ladies showed many shortcomings in financial practice understanding and follow up.

The workshop summarizes important aspects of small entrepreneur in compliance in business and takes mainly creative attitude of ladies into account in Flora project.

Ladies receive a few practical samples with a focus to make systematic administrative finance work, simple repetitive process and to stay self-disciplined in business.

Expectation:



2. Business and Success principles

1. Maintain a positive, realistic attitude and limit your view of failure
2. Define a business strategy and focus
3. Cash Flow – do not underestimate it
4. Work effectively and delegate where possible.
5. Define what you consider success and find a way to measure your small business
6. Identify risk and remain flexible
7. Hire good people



Cash flow is not profit or loss!

It is the amount of cash coming in the door minus what is going out.

3. Business Plan and follow up (quick overview of last training)

Business Plan gives your business direction, defines your objectives, maps out strategies to achieve your goals and helps you to manage possible bumps in the road.

Preparing a business plan will help you work out the goals you want to achieve, and the strategies to achieve them.

A business plan is not a document you create once and store in your bottom drawer. You should develop a living guide as your business grows and changes.

Successful businesses review and update their business plan when circumstances change.

Creating a well-structured business plan will give you direction and help your business become a success.

A business plan provides a roadmap for your business's future and is essential to attracting funding.

Company & Personal Vision

To address both personal and business goals to make sure you achieve complete success

A vision statement provides the direction and describes what you want to achieve in the future; it is more about the “what” of a business.

SWOT Analysis

Is a strategic planning technique used to help you to identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.

Sales Plan

Is about market segmentation, target group, customer profile. Specify your groups by geography, behavior, age, market (at least like FB)

How much is your full year plan? Is your plan measurable and achievable?

- S Specific**
- M Measurable**
- A Achievable**
- R Realistic**
- T Time-Oriented**

Sales Plan – Customer segmentation

Target group - customers	Describe customer characteristic	Full Year Plan of Sales (€/year)	Share in %
	Total		100%

supplies				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
events				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
loan				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
tax				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
web				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
extras				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
Total	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2. Step - Fill your new income expectation based on sales plan, use customer segmentation

	Month			<input type="checkbox"/>	Month			<input type="checkbox"/>	Month			<input type="checkbox"/>	Month			<input type="checkbox"/>	
Income 2020	1	2	3	1Q	4	5	6	2Q	7	8	9	3Q	10	11	12	4Q	Total year
1				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
2				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
3				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
4				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
5				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>

List 3 things that have disappointed you in the year 2019:

Top 3 risks your business now faces:

REVIEW OF LAST YEAR II.

How has your role changed this year- 2019?

--

How would you like your role in the business to change next year-2020?

--

ANNUAL PLANNING

2020 in €	Last year History 2019	This year Plan 2020	Change	Biggest hurdle
Costs				
Income				
Profit				

The single most important improvement we can make in the company in the coming 12 months is:

--

Target market: We will target the following new markets and customer segments in the coming year:

--

Existing customer: We will offer the following new products or services or adaptations to current products or services to our existing customers:

Competition: The one thing we can do to improve our areas of differentiation over competitive offerings is:

Quality: The one thing we can do to improve the quality of products or services we deliver to customers is:

7. Summary

Make your own summary

RISK The one thing we can do to reduce risk in our business in the coming year is:

2.6 Canvas Florà and mentoring

Mentorship is a key element of personal and career development and has become the subject of intense study since the early 1980s. Numerous definitions of mentorship exist in the literature all sharing the following basic elements, including that mentorship:

1. Focuses on the acquisition or achievement of knowledge;
2. Consists of emotional support and assistance with career and professional development;
3. Is reciprocal, where both the mentor and the mentee derive benefits;

4. Is personal in nature, involving direct integration.

As such, a general definition of mentorship is offered by Berk et al. (2005, p.67)(1) as, “A relationship in which a person with useful experience, knowledge, skills, and/or wisdom offers advice, information, guidance, support, or opportunity to another for that individual’s professional development.”

During the course of the project Florà what emerged from the women was the need for individual support. The courses carried out during mobility and online training were not sufficient to support their personal and business development. The possibility of dealing with other women in the sector or experts in some key topics for the work of handmakers was a request often raised by the participants.

The project did not include mentoring sections for the participants, but Creativi108 devised a specific path to be used during the Mentoring sections. Useful to help women handmakers focus and evaluate the direction of their work efforts.

1. Berk RA, Berg J, Mortimer R, Walton-Moss B, Yeo TP. 2005. Measuring the effectiveness of faculty mentoring relationships. *Acad Med* 80(1): 67.

CANVAS-What Kind of hadmakers are you?

Women Hand makers often find themselves confronted with their initial starting skills. Underestimating their potential is a very common case. Very often, their goals are not clear. Creativi108 has designed this canvas to help them in the initial analysis phase. An activity that pretends to be an orientation.

WHAT KIND OF HANDMAKER ARE YOU?



Floràhandmadethinkers
www.handmade-flora.com



 Skills <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 Product <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 Knowledge <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 Personality <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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CANVAS-What Kind of had makers want to be?

This Canva generates the possibility of reflecting on one's desires as Hand makers. From impulse to creativity and "out of the box" thinking. Hand makers often do not dare to dream because they think they have no opportunities. Creative thinking, on the other hand, can offer strategic ideas and suggestions to reach one's goals.

WHAT KIND OF HANDMAKER WANT TO BE?



Flora **handmade**thinkers
www.handmade-flora.com



 Dreams

 I would know...


 I wish to do...

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CANVAS-Action Plan


Creative phase will be followed by the evaluation of resources to orientate oneself to the realistic and possible. Often women hand makers must be helped in the search for resources: internal and external. Resources can be internal (knowledge, skills, personal attitudes) or external (economic resources, funds, mentors, friends who support them, hand makers network).The strategy mentioned in the Canvas refers to the evaluation of possible actions to overcome the obstacles that prevent the achievement of the goal.


ACTION PLAN




Floràhandmadethinkers
www.handmade-flora.com





 **How can i improve?**



STRATEGY

↓

 **Limits and constraints**

 **Who can help me?**

 **Resources**

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3. Conclusion

3.1 Results collected from the trainings evaluation collected during the project

Four blended mobilities were implemented in the project, every each with different thematic scope. To monitor the learning progress of the participants before and after the training for the needs of the project, have been designed tools for evaluation. Evaluation surveys were necessary follow group learning progress, and to assess individual learning progress.

Training evaluation tools were prepared in the project:

1. Questionnaire before training - self assessment consist closed questions referring to the subject of the training to the training topic on a scale from 1 (very pour) to 5 (very high) and 6 open questions referred to knowledge and skills concerning the training content, self-assessment of strengths, also fears and expectations, carried out at the beginning of the training.

2. Questionnaire after training – self-assessment consist closed questions referring to the subject of the training on a scale from 1 (very pour) to 5 (very high) and 6 open questions referred to knowledge and skills concerning the training content, self-assessment of strengths, usefulness of training content and the indication of the possibility of using the acquired knowledge and skills in practice. Carried out at the end of the training

Questionnaires before and after the training were the starting point to determine the increase in knowledge and skills acquired during the training. It consist some of the same question which allowed determining whether there was an increase or decrease in a given area of knowledge or skills

The Questionnaire was constructed with the intention of monitoring the learning outcomes of the group (the median of individual responses are taken into account) and to monitor the individual learning progress of individual participants participating in the training which provides tips for the mentor in his individual work with the participants.

3. Table for monitoring the results of individual participants

The table for monitoring the learning progress of individual participants contains a summary of the answer results and a comparison of the answers to the question before and after the training, and a summary of the results.

4. Trainers evaluation form

A trainer evaluation table has been prepared as a assessment of the work of trainers. Tool for organizers to monitor quality of the trainers work.

Trainings:

I. Training in Valencia

Topic: Soft skills of self-employment and entrepreneurship

Dates: 28.05.2018 - 1.06.2018 + online training

This first of 4 step training in the project “Florà: Handmade women across Europe” was design according to main objectives in the projects, career pathway analysis, the learning needs analysis, individual needs of participants selected in recruiting process. The training was initiated by active methods aimed at shaping soft skills and entrepreneurial features in relation to the challenges of the handicraft market that handmade stakeholders struggle with. Training consist 2 stages: on-site training and online training.

The leading training topics were:

- **Creativity** (Work with creativity through different creative activities, searching the best solutions and ideas)
- **Innovation** (How to search of change that improves something, gives a new quality or allows you to create a new product)
- **Entrepreneurship** (Bringing our idea/project to life, creating the process of activities concentrated in given conditions on the use of the new idea in order to generate benefits on the market)
- **Social aspect** (The importance of the soft skills)
- **Reaching out** (The art of communication with customer)

Result and impact on participants:

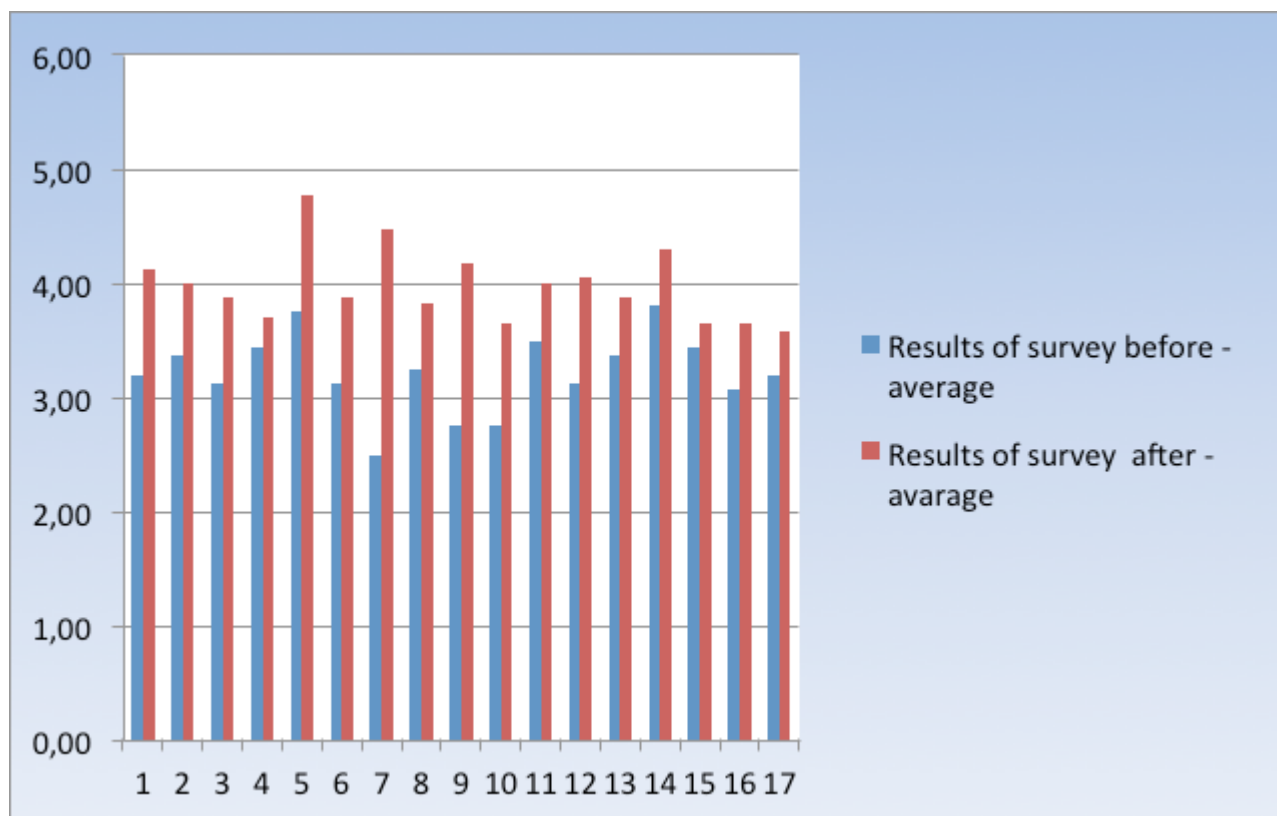
In general, there was an increase in knowledge and skills for all participants.

The biggest growth was in following areas of knowledge and skills. All participants responded their ability to motivate themselves and the ability to motivate others increased their ability to carry out a professional speech about their products increased. Definitely increased their knowledge about „Elevator Pitch”, what should consist to attract to their products.

Participants gained growth in knowledge and skills to use creativity tools in generating new ideas, also what to do, how to plan process to turn a creative idea into action and to sell their innovative/creative solutions to others. They gained big growth also in ability of planning business model, which means they explored successfully the process of business model construction were worked on own ideas/project, using a simple newsletter presentation and more professional perspective by using a Business Model Canvas.

The lowest progress we can define in areas connected to turning creative ideas into workable solutions, taking risk in work and commitment in situations when there are no obvious answers and there is no of sure results (all areas common for risk-taking skills).

Comparison of the average answers to closed questions in the questionnaire



Questions:

1. I have the knowledge and skills to use techniques to generate new ideas
2. I know how to make research and collect information to find creative and flexible solutions
3. I can see what is required to turn a creative idea into action
4. I can turn creative ideas into workable solutions
5. I can motivate myself and others
6. I can prepare a professional speech about my products
7. I know what should consist presentations of my products according to Elevator Pitch
8. I can easily see how to develop and build something new on a good idea
9. I can sell my innovative/creative solutions to others
10. I can design business model.
11. I know how to communicate ideas.
12. I can prepare a professional speech about my products
13. I am not afraid when facing challenges when I implement my plans
14. I am able demonstrate originality at my work
15. I am able to take risk in my work
16. I can make plan how to put my creative idea into solid strategic sense
17. I am ready to be committed into a project/idea when there are no obvious answers and I am not sure of results

Conclusions:

The increase of knowledge and skills referred to the training topic was satisfactory. In general participants gained growth in all training topics. As a the most useful and important topic for them was exploring business model and designing own. Growth in self- assessment of individual strengths points to increase in positive self-esteem of participants and confidence. Participants are before taking first steps in taking risk of setting own business, hey are at the beginning of the process of creating their own image, introducing their ideas into life, the beginning of the process of creating new quality. There is doubt here, a new step into the unknown, some are not sure where they will lead new ideas, so they still need time to experience risk, they need time to see hard effects of slightly implemented changes. It is recommended to support participants in case of doubts in these areas.

This training was important as a starting point – group setting, motivating and inspiring the group, getting to know the group, getting to know each other, establishing cooperation, beginning the processes of improvement of participants knowledge and skills in creating a new quality.

II. Training in Sofia

Topic : ICT & e-commerce

Dates: 28.05.2018 - 1.06.2018

Training in Sofia is a second of 4 step traning in the project „Florà: Handmade women accross Europe”was design according to main objectives in the projects, career pathway analysis, the learning needs analysis, individual needs of participants selected in recruting proces.

The training was on purpose to explore ICT capabilities in leading own business and exploring issues related to e-commerce. Training was leaded with teoretical inputs about and practical exercises.

The leading detailed topic of the training were:

1. **E-commerece** (exploring e-commerce basics and ways to start e-commerce business).
2. **Copyright and Data protection** (exploring tips on copyright and how to follow GDP regulation)
3. **Customer Relationships** (exploring importance of relationship building and the best ways to maintain them)

Detailed topics related to the training:

- Basics of e-commerce
- Starting e-commerce bussiness.
- Exploring Blog and Payment menthods

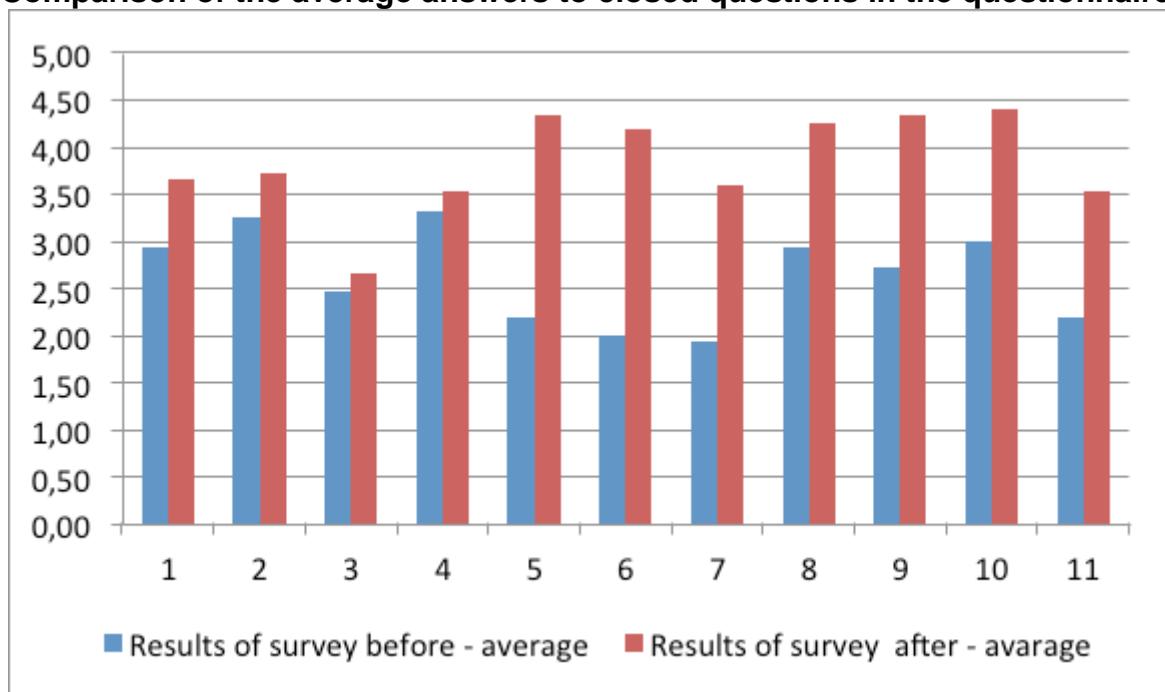
- Exploring Copyright and why is it important
- Personal data and data protection
- GDP regulation and Online privacy
- Customer Relationship Management
- Nurturing good customer relationships
- CRM solutions - out source and off-the-shelf

Result and impact on participants:

There was a significant increase in the knowledge of the training participants. The highest indicators of growth occurred in following areas of knowledge and skills. Definitely the biggest growth was in knowledge about copyright data protection. (about 50%), also in relevant to those topics GDP regulation and Online privacy. Also high growth was in knowledge referred to building Customer Relationships and Customer Relationship Management, Customer Relationship Management, solutions - outsource and off-the-shelf. It increased knowledge of the group in maintaining old customer relationships. Participants admit their gained knowledge about e-commerce and know how to start e-commerce business.

The lowest progress was in the topic about setting own blog and payment methods in business. In case of knowledge about setting own blog it shows there are participants in group who may have difficulties in this area. To refer for payments methods growth was not to high, because participants had quite high knowledge in this topic.

Comparison of the average answers to closed questions in the questionnaire



Questions:

1. I have knowledge about basis of e-commerce
2. I know how to start e-commerce buissness
3. I know how to set on and lead blog
4. I kave knowledge about possible payment methods for my buissness
5. I have knowledge about copyright
6. I have knoledge about data protection
7. I know how to follow GDP regulation and Online privacy
8. I have knoledge about Customer Relationship Management
9. I know how to build good customer relationships
10. I know how to maintein good customer relationships
11. I know usefull CRM solutions - outsource and off-the-shelf

Conclusions:

The topic of using ICT and e-commerce is another significant topic in the Flora project training cycle. Trnaing was succesfull. There is a very large increase in knowledge and skills in this training. Certainly this topic was a challenge and the most important topic for many participants. In general te weakness some of the people associated with handicrafts is the hard knowledge in the skills associated with moving in the world of internet marketing and the legal and technical aspects of functioning in the world of the Internet, the possibility of existence on the web.

Therefore, a significant increase in knowledge is observed. There is also an increase in the involvement of participants and a greater concentration on the goals of the training, and the integration of the group. Participants indicate as a benefit the exchange of experiences, ideas in the group. Answers indicate a significant group inspiration and crystallization of own ideas. It is advisable to pay attention to the topic of setting up and running a blog, and to support participants who would need to discuss this topic more.

III. Training in Kraków

Topic : Social media&branding

Dates: 28.11.2018 - 30.11.2018

Training in Kraków is a third of 4 step traning in the project „Florà: Handmade women accross Europe”was design according to main objectives in the projects, career pathway analysis, the learning needs analysis, individual needs of participants selected in recruting proces.

The training was on purpose to explore Social media & branding. Training was led with theoretical inputs about and practical exercises.

The leading detailed topic of the training were:

1. **Facebook** (What is it? How does it work?).
2. **Instagram** (What is it? How does it work?).
3. **Marketing strategy in social media** (how to plan content in marketing and how to reach target groups on Facebook and Instagram, how to measure results on Facebook).
4. **Useful tools** (Hootsuite and other platforms for publishing content, Brand 24 for social media monitoring, Canva, Chat fuel).
5. **Case studies**

Detailed topics related to the training:

- Presentation of Facebook
- Facebook algorithm.
- Business page on Facebook.
- Post formats and types of reactions.
- Presentation of Instagram.
- Instagram for business - brand communication.
- Post formats.
- How to get followers on Instagram?
- Marketing strategy in social media
- Communication in social media
- Measure results on Facebook
- Hootsuite and other platforms for publishing content
- Brand 24 - social media monitoring
- Canva
- Chat fuel

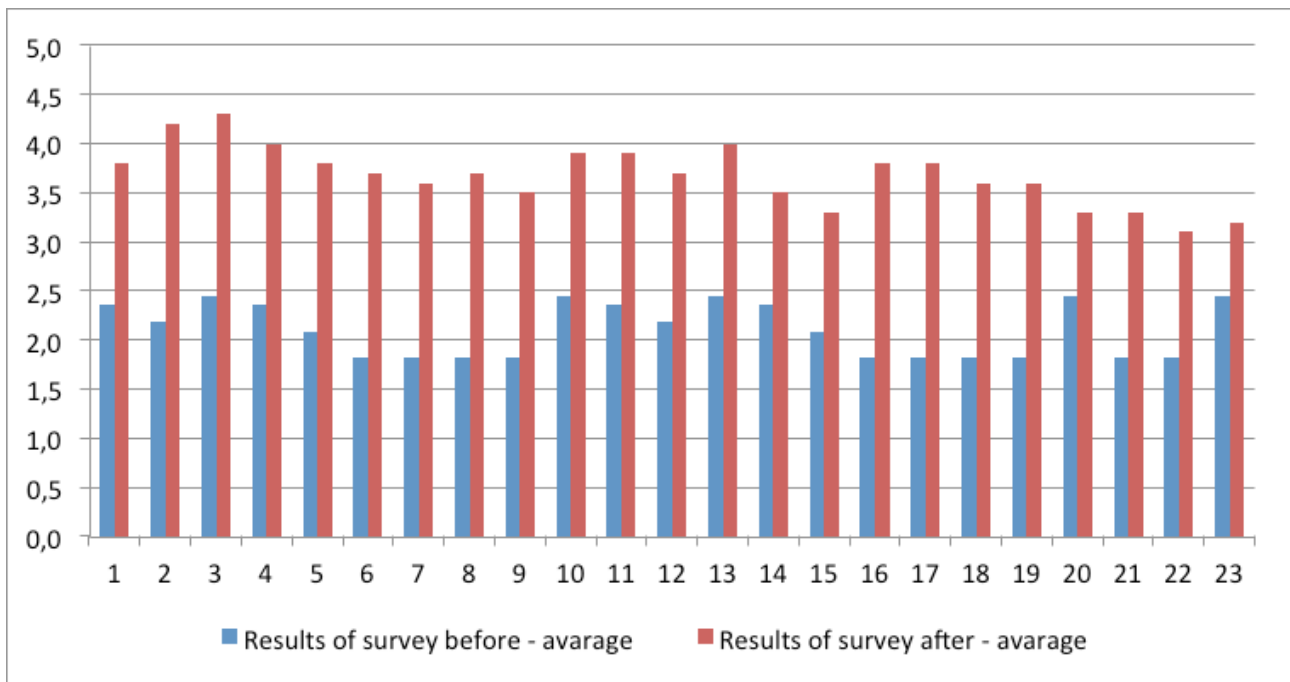
Result and impact on participants:

There was a significant increase in the knowledge of the training participants. The highest indicators of growth (between 48 % - 52%) occurred in following areas of knowledge and skills. Definitely the

biggest growth was in knowledge about creating business page on Facebook, how to use Canva, do monitoring of social media, getting followers on Instagram, prepare marketing strategy, plan and setting out goals in marketing on Facebook and Instagram. High growth (between 38 % - 45%) was in knowledge referred to about "Facebook algorithm", Instagram, how to prepare post formats, using Instagram for brand communication, how to measure results on Facebook and Instagram..

The lowest progress was in the topics referred to setting paid advertising on Facebook and Instagram, set the budget in paid advertising, setting target group, area in paid advertising

Comparison of the average answers to closed questions in the questionnaire



Questions

1. I have knowledge about "Facebook algorithm"
2. I know how to prepare Business page on Facebook
3. I know how post formats should look like and what are types of reactions
4. I Have knowledge about Instagram
5. I have knowledge about using Instagram for business and brand communication
6. I have knowledge how to get followers on Instagram
7. I Have a knowledge about marketing strategy on Facebook and Instagram
8. I know how to set the goals and determinate target groups on FB and Instagram
9. I know how to do competitor analysis and how to prepare a media plan
10. I have a knowledge about communication social media

11. I know how to prepare visuals for communication in social media
12. I know how to reach target groups on Facebook and Instagram
13. I know how to measure results on Facebook
14. I know Hootsuite and other platforms for publishing content
15. I know have knowledge about brand 24
16. I know how to do social media monitoring
17. I have a knowledge about Canva
18. I have a knowledge about Chat fuel
19. I know how to do setting (target group, area etc..) paid advertising on Facebook
20. I know how to do setting (target group, area etc..) in paid advertising on Instagram
21. I know how to set budget in paid advertising on Facebook
22. I know how to set budget in paid advertising on Instagram
23. I know how to prepare paid advertising on Instagram

Conclusions:

The topic of Facebook and Instagram – nowadays the most known platforms in social media like Facebook and Instagram have a big impact on the development of e-commerce. The ability to navigate in social media is a valuable skill important in running a business and another significant topic in the Flora project training cycle.

Training was successful and was rated the training as useful and significantly increased their knowledge of the world of social media and branding. Certainly most participants indicated the ability to create a business profile on Facebook as the most important aspect of the training. Most of them also pointed to learning the principles of Facebook and Instagram, both technical and informal rules, trends in social media and their impact on e-commerce, building their own brand and developing their own company.

IV. Training in Prague

Topic : Management & Budget

Dates: 27.03.2019 - 31.03.2019 + online training

The last of 4 step training in the project „Florà: Handmade women accross Europe” was design according to main objectives in the projects, career pathway analysis, the learning needs analysis, individual needs of participants selected in recruiting process. The training was initiated by active

methods aimed at the basics of budget management and management necessary to run your own business Training consist 2 stages: on-site training and online training.

The leading training topics were:

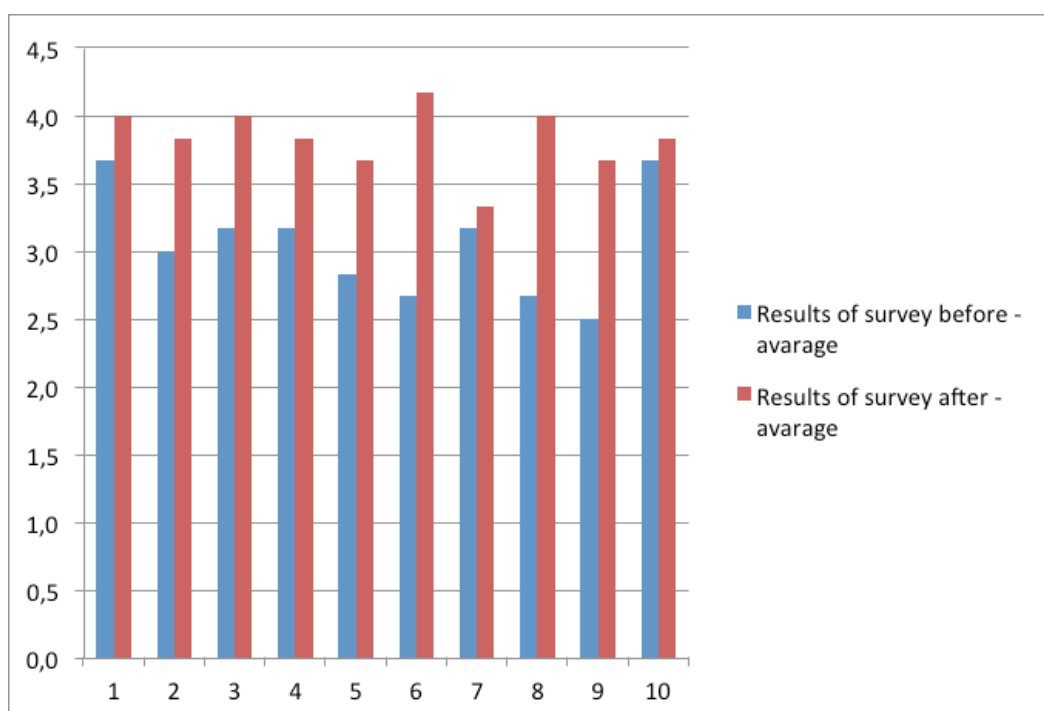
- **Management** (Exploring basis of management and searching of own vision of management of own business, get to know good features of management, setting up goals in management strategy)
- **Analysis in management** (Exploring swot analysis)
- **Annual planning in th own business** (Best practices, strategy and implementation)
- **Financial performance**

Result and impact on participants:

In general, **there was an increase in knowledge and skills for all participants.**

The biggest growth was in following areas of knowledge and skills. All participants responded their ability to do annual planning, preparing financial performance, to use strategic analysis in management (swot analysis) has grown significantly. Average growth was noticeable in areas like knowledge about the features of good vision of management, setting up goals in management. The lowest progress we can define is increase of knowledge in vision of own management and knowledge about annual planning.

Comparison of the average answers to closed questions in the questionnaire



Questions:

1. I have knowledge about importance of vision in management
2. I have knowledge what are features of good vision in management
3. I have defined and visualised my vision of my own management
4. I have knowledge of different types of goals and their importance in own management
5. I have knowledge about methods of strategic analysis in management (like swot analysis)
6. I know how to conduct a swot analysis for my own business
7. I have knowledge about annual planning
8. I know how to do annual planning for my own business
9. I have how to prepare financial performance

Conclusions:

The increase of knowledge and skills referred to the training topic was satisfactory. In general participants gained growth in all training topics. The training topic was very important was a challenge for some participants who never led business. They admit they are afraid of financial topics and strategic analysis - topics they never dealt with that they had never heard of.

Often creating art work was a hobby activity in which profits were not motivation. Sometimes the challenge and dilemma is to abandon the art we create in favor of art that is ordered by the recipients. Many of them are currently on a transitional stage, where from practicing non-profit art enters the world of sales, which is governed by other laws. The knowledge acquired during the training, as the participants admitted, will be used in running their own business.

Some of them in open questions admitted that they want to go on their own business, which confirms that the transferred knowledge about the management of the company and the company's budget has reduced their fears about taking a step forward. This is the last training that closes the cycle of comprehensive training for participants from the Flora project.

3.2 Success stories from Poland

The Flora project, like any mobility project, brings a lot of benefits both in the professional and personal sphere. Participants in the Flora project had the opportunity to strengthen soft competences, entrepreneurship, digital competences, and learn new tools necessary for the development of the company i.e. e-commerce and ICT skills, the power of social media marketing in brand building and increasing sales as well as company and budget management.

Participation in the project as most of participants admit gave a lot of inspiration, intercultural exchange and sharing experiences with artists from other countries. Which gives a greater dimension to this experience and whether or not it is more valuable and meaningful. Participant confirm the enormous effectiveness of the support provided in the project and encourage participation in Erasmus Plus projects. Below are successes stories of some participants.

Natalia Klinowska – participant, Poland

"My name is Natalia Klinowska. I studied Design at the Lodz University of Technology.

I lived in Lodz since my birth, after many years I moved to the place where I



always dreamed - to the mountains. I set up a company in the Jizera Mountains and I do tailor-made sewing. My favorite handicraft techniques are knitted crochet and knitting. I try to treat it as a hobby, but in the Muslibymusli collection you will also see winter accessories in all the colors of the rainbow :)

Participation in the "Flora Handmade" project, which is dedicated to women, allowed me to believe in myself and spread my wings. I have been dealing with handicrafts for over 10 years, but only now did I find courage and in the

project I received knowledge and tools to open my own company. Shortly after the first meeting in Valencia, I released the first collection, then for a year I acted as Unregistered Business Activity (because we have recently been able to test my ideas in this way!), And after 12 months I had to register the company, because sales increased so:)



Each meeting in the project brought with it powerful substantive knowledge, but also practical experience. I immediately tried to implement them, but also look deeper, which I would like to encourage all women to do! Believe in yourself!

Look for a program for yourself - Erasmus Plus projects offer great opportunities!"

Agnieszka Wójtowicz – participant, Poland



"It is a colorful bird, although it is not associated with the scream of the Jungle, but with peace and harmony"

That's how my colleague from work described me, which I inspired to act and create your jewelry. My name is Agnieszka Wójtowicz works in a corporation, and "I give up after hours of my passion - I create jewelry, crochet my neck, renovate furniture and paint. I finished school tailoring, in which I learned to give fabrics a new life and a new application.

I am fascinated by colors - the play of colors and mutual penetration. I like to infect others with my passion and inspire to act and implement their plans. The art of creating something new gives me joy and strength to overcome difficulties in life.

Confirmation of my thesis that dreams come true is my participation in the project", Which has greatly strengthened confidence, faith in his skills and capabilities.Meetings with women for whom art and design are key are priceless joint moments and trips. The exchange of experiences, ideas and inspirations have done a lot in my development change and tremendous progress. Developing your own wings in creating new projects is an effect creative meetings and training among people focused on creation. Participation in training broadened my knowledge, I learned how to appear in social media, I created my page on FB, I started to create jewelry using different techniques, mixing the soutache technique with crocheting. I was fascinated by the photograph of my works, I see how important every element is made in hand made. Creation, selection of materials, colors and display of own "works of art". Combination of all elements caused more interest in my work. Thanks to the project, I met fantastic people, especially women who share a passion for creation and I believed that miracles happen.

3.3 Considerations

The work of Hand makers today with the opportunities of e-commerce and the internet can become a source of income for many women.

There are many knowledge to make this sustainable. Some women are discouraged by this complexity. The possibility of meeting other women for peer-to-peer training could support the overcoming of this obstacle. Furthermore, the laws of some European countries, among them, are very different. The category of Hand makers who want to start up a micro-enterprise has more opportunities here in countries where taxation has less impact. The sector is not very regular and often becomes a container for illegal work.

The political parties could support the sector by facilitating access to specific training/mentoring and regulating the sector with specific laws useful to facilitate the transition to micro-enterprise.

It would be useful to support the sector with mentoring actions.

Involve policy makers in facilitating this. One way to supporting gender equality, in response to female unemployment in favor of work-family balance policies.



A WISE WOMAN KNOWS HER LIMITS
BUT AN INTELLIGENT ONE KNOWS
SHE DOESN'T HAVE ANY.

Marlyn Monroe
