



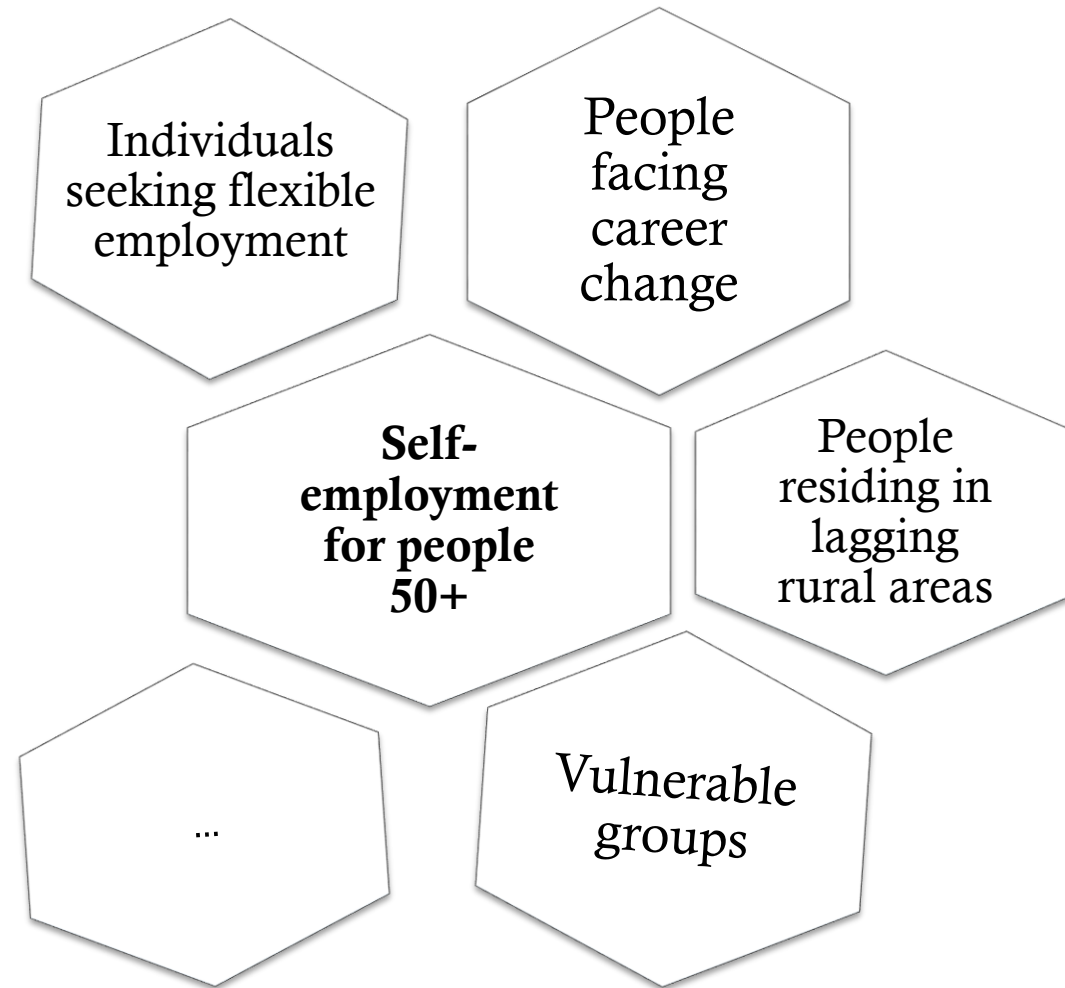
EU-CART: Experience with craft entrepreneurship in Latvia

Lana Radčenko
Biedriba Eurofortis
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The World Bank study “The Active Ageing Challenge For longer working lives in Latvia” (2015)

- According to The World Bank study, self-employment is emphasized as an important measure to support older workers to stay in employment. Self-employment is considered as a tool to prevent unemployment among people 50+.
- Study concludes that though self-employment extends the working lives, transition from employment to self-employment is low.

Self-employment target groups in Latvia



Project E.U. – Country Artisans

- Erasmus+ KA2 Strategic Partnership in Adult education
- Duration: 2 years (2015-2017)
- Target group:
 - Socially disadvantaged adults (especially from rural areas) who want to become entrepreneurs
 - Regional artisans who practice crafts

Project E.U. – Country Artisans

- Project aims to help the adults who practice crafts and would like to sell their products. Project promotes the popularity of traditional crafts, but also supports artisans in starting their own business, turning a hobby into a successful business.
- **Involved countries:**



Project results to benefit from

1. E-platform for cooperation, building of networks and realization of crafts products among partner countries (www.euartists.eu)
2. Self-learning materials for promotion of entrepreneurial mindset and acquisition of relevant skills
3. Videos tutorials for learning new craft skills

Project results: E-platform

1. Available www.euartists.eu
2. Register and promote your craft products to customers in Latvia, Austria, Romania and Czech Republic.
3. Use platform as information channel to promote yourself and your webpage, Facebook page.
4. Share ideas with likeminded people/craftsmen who are already registered.
5. Enter a self-guided course on Entrepreneurship.

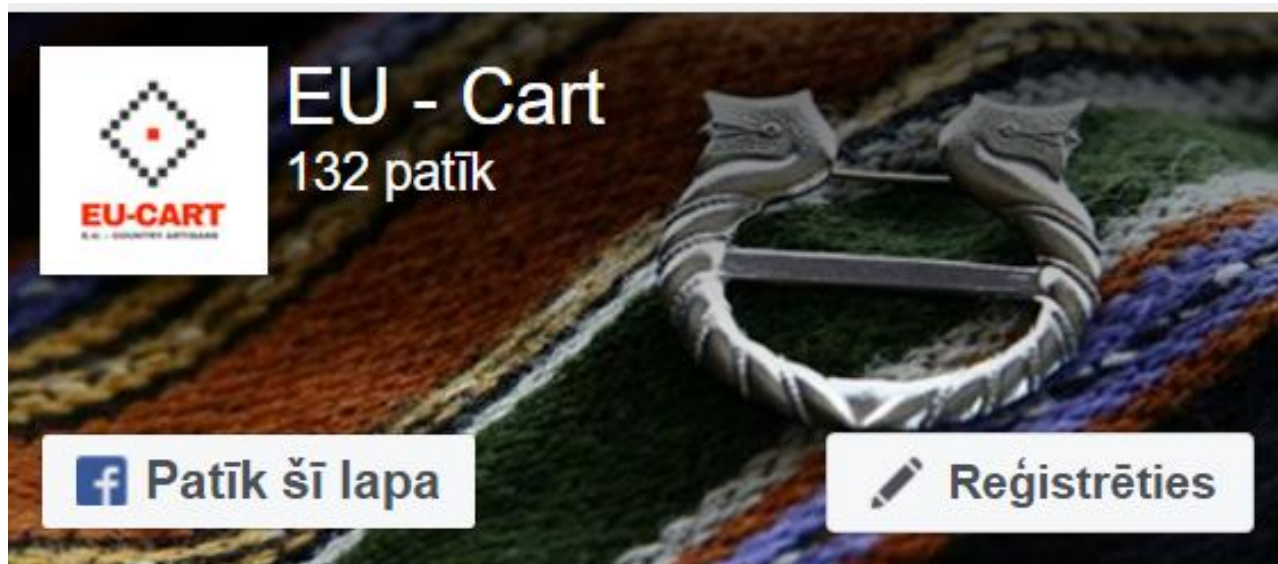
Project results: Self-learning materials in Entrepreneurship

1. Available for registered users on www.euartisans.eu under *My Profile-Training course*
2. Learning materials consist of eight modules, specially created for artisans who want to start or expand their entrepreneurship:
 - Entrepreneurship legislation
 - Marketing
 - Business Plan
 - Hazardous Business- Risk and Success
 - Qualities and competences of an entrepreneur and development of the business
 - The Ethics of Business
 - Labour motivation
 - Extra module: basic didactic principles for practical hand craft teaching - for artisans without teaching experience
3. Learning materials are available in English, Czech, German and Latvian languages.

Project results: Video tutorials

1. Video tutorials and additional theoretical course t for adult learners in order to perform different crafts.
2. Tutorials are available on the BLOG part of the website www.euartisans.eu (free public access)
3. Useful way in learning new skills.

Project appearance on social networks



Platform - www.euartists.eu



SEARCH

[◇ Blog](#) [◇ All artisans](#)

Clothing

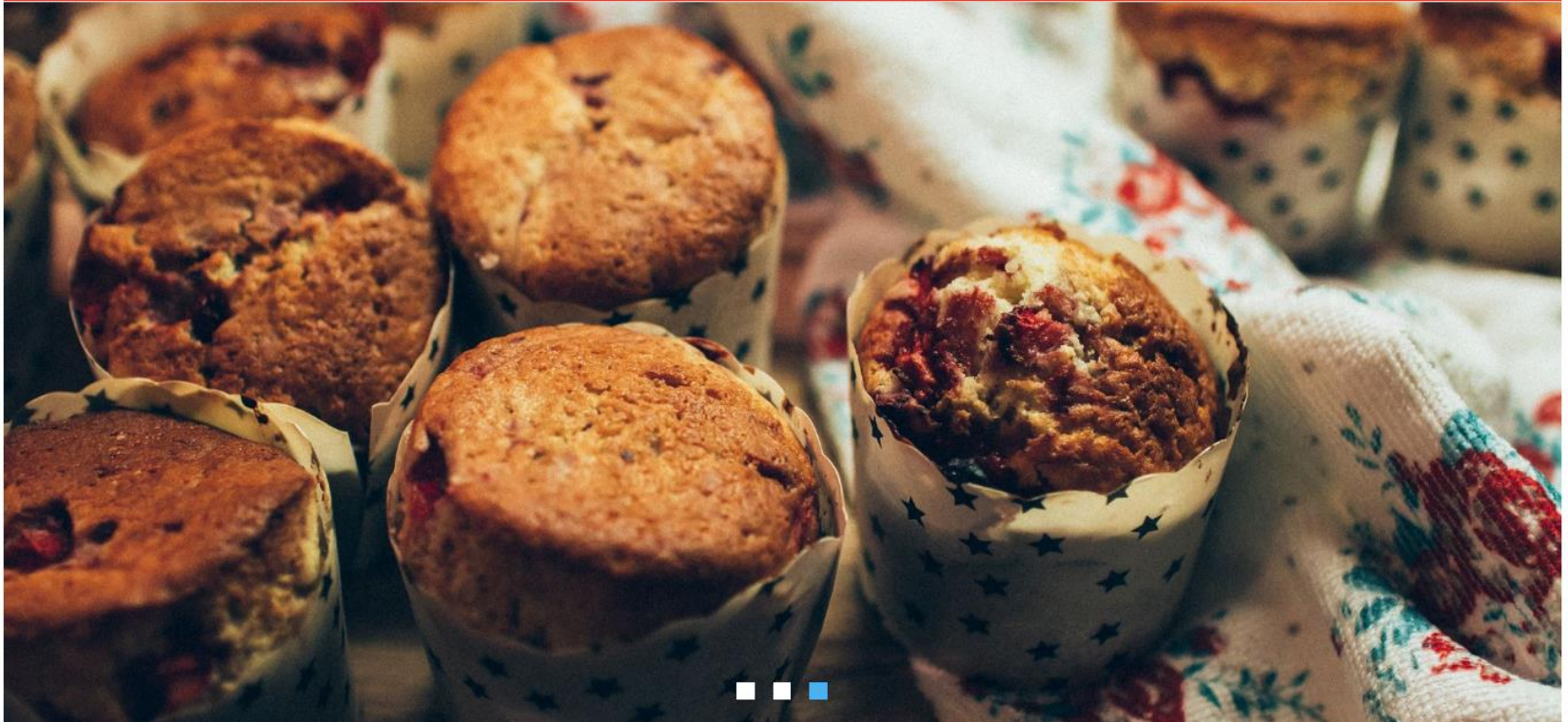
Accessories

Jewelry

For kids

Home & Living

Taste



Platform categories

Clothing

Accessories

Jewelry

For kids

Home & Living

Taste

Home / Home & Living

Categories

- Clothing
- Accessories
- Jewelry
- For kids
- **Home & Living**
 - Interior & accessories
 - Pots & dishes
 - Textiles
 - Garden & outdoors
 - Beauty & health

Home & Living

Interior & accessories



Pots & dishes



Textiles



Garden & outdoors



Beauty & health



Paper & art



Advantages for people 50+

- Upskilling: learning materials in craft entrepreneurship topics – *such as legislation, ethics of business, qualities of an entrepreneur etc.* (available in national languages)
- Free of charge business activity either to promote your products or brand itself – *no membership fee*
- Tutorials on learning different crafts
- ICT support - *Video tutorials on using platform* (in national languages)

How to benefit from the project?

- Register and promote your brand/craft products to customers outside your country free of charge – in Latvia, Austria, Romania and Czech Republic.
- Enter a self-guided course and learn more about Legislation, Marketing, Business Plan and other topics.
- Share experiences with likeminded people.

Thank you!



Lana Radčenko

Biedriba Eurofortis

lane.radcenko@eurofortis.lv