

# TEMPLATE

## Output factsheet: Strategies and action plans

Version 1

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| Project index number and acronym         | CE1324 CerDee  |
| Lead partner                             | Porzellanikon -Staatliches Museum für Porzellan in Hohenberg a. d. Eger / Selb   |
| Output number and title                  | O.T3.1   |
| Responsible partner (PP name and number) | PP n. 3 - Museo Internazionale delle Ceramiche in Faenza - Fondazione onlus (MIC Faenza)   |
| Project website                          | <a href="https://www.interreg-central.eu/Content.Node/CerDee.html">https://www.interreg-central.eu/Content.Node/CerDee.html</a><br><a href="https://www.ceramicsineurope.eu/">https://www.ceramicsineurope.eu/</a> |
| Delivery date                            |  |

### Summary description of the strategy/action plan (developed and/or implemented)

The project activity, focused on supporting educational elements to the ceramic entrepreneurs, necessary starts with the full range of training possibilities available in each partner territorial context. In particular, the MIC Faenza focuses on Emilia Romagna situation. The reality of ceramic handicraft in the whole region is analysed in order to identify the main needs of enterprises, and the perspectives on which to operate.

Data on regional institutions are collected for a comprehensive overview.

The educational models represent "case studies". It is necessary to enter in each of them for a wide proposal to entrepreneurs. An example is the "ISIA University" case: not only an overview of training and access possibilities, but also a complete activity of interaction between school and territory, resulting in an official operational contract. This must be done by cultural institutes for future entrepreneurs. New training policy are preparatory to the creation of new artistic and artisan ceramics companies.

84 European educational possibilities have been selected and deepened by the partners for the entrepreneurs, disseminated in whole European territory represented by CerDee. The data collected focus on strengthening the knowledge of entrepreneurs in the field of ceramic technique and production and also concerning the possibilities to communicate their work, the economic and social opportunities offered in the sector, together with facilitations in facing the practical and business field.

Together with universities and schools of higher education, this research includes professional institutes, private schools, institutions arranged for the purpose of temporary and specific trainings. All these institutions offer wealth to the territories in terms of occupational spin-off and specializations. The research and relevant documentation has been enriched in a second phase by an in-depth survey on the COVID-19 situation for Faenza business activities, with interviews, questionnaire and final report.

#### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Max. 500 characters

The level of the analysis concerned European ceramic regional contest is relevant to the project partner areas. The research is crucial to reinforce the strategy, it involved:

|   |                          |
|---|--------------------------|
| Norther Italy (IT), Emilia Romagna (ITH5)                   | 13 training institutions |
| Slovenia (SIO)  | 14 training institutions |
| Austria (AT)  | 6 training institutions  |
| Germany (DE), Oberfranken (DE24),<br>Thüringen (DEG0)       | 26 training institutions |
| Czech Republic (CZ) Jihozápad (CZ03),<br>Severozápad (CZ04) | 17 training institutions |
| Poland (PL), Dolnośląskie (PL51)                            | 8 training institutions  |

Statistical survey carried on about the presence of training institutions is necessary to assess the receptivity of ceramic territories, to collect, compile and disseminate of regional statistics on education policies.

#### Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

Max. 1.000 characters

The document emerged from the first three points of WP3.1 offers a wide range of training possibilities disseminated in the European ceramic regions of the partners, with specific technical-operational as well as managerial training. All training institutions were evaluated in terms of results achieved and depth of proposals. The 4<sup>th</sup> point produced regional handbooks "How to set up a business in ceramics" from national and regional point of view. For this deliverable the regional Chambers of Commerce have been involved to offer a wide vision on specific laws, rules, and economical advises. They have been foreseen and realized for young entrepreneurs. The benefits for ceramics entrepreneurs are considerable because joint investigations revealed the need for both training proposals (there was a lack of a joint survey) and an operational, practical handbooks created with administrative, and communication technicians, also experts of specific laws.

#### Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The joint work of institutions that have historically been involved in ceramics from a production, culture, design and training perspective is in itself a guarantee of the sustainability of the project. Careful research has selected the training possibilities most closely related to the needs of ceramic entrepreneurs. In addition, commercial and political institutions such as the chambers of commerce involved and the trade associations protecting ceramics have a deep and institutional background on training and entrepreneurship. The 4 handbooks produced have specific features related to the ceramic territories of origin, but start from a general model with adaptable features for each ceramic region and European country. While all the 6 the structures of the training research document are anticipated by explanatory previews that enable its comprehension and repeatability.

#### Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The added value of the transnational cooperation faced on creating a strategy for training on ceramics, starts from the partners' knowledge of European realities beyond their borders. The joint work made it possible to overcome mental and operational barriers, broadening the vision on the world of ceramics, providing entrepreneurs with operational insights and giving new opportunities. The regions involved share economic challenges that start from similar problems even though the geographical contexts are different. Each ceramics region has set itself a knowledge base to be transferred to the others, which makes it easier to overcome disparities arising from different operational and economic possibilities. The communication strategy dedicated to ceramics entrepreneurs makes it possible to lay the foundations for reaching a collaborative, cohesive Europe.

References to relevant deliverables and web-links  
If applicable, pictures or images to be provided as annex

In the research and informative document about training for ceramic entrepreneurs WP3.1, produced and made available for the project CerDee, there are many links to institute of training, and center to support ceramic entrepreneurs. So as many images and videos have been produced to testify the Eutropean trasnational cooperation and the joint strategy aimed at reaching a good level of training support for ceramic entrepreneurs. The handbooks are available at the CerDee webpage:

[https://www.interreg-central.eu/Content.Node/CerDee.html#Documents/\\_Publications](https://www.interreg-central.eu/Content.Node/CerDee.html#Documents/_Publications)  
<https://www.ceramicsineurope.eu/>

Other material are uoloaded in the MIC Faenza youtube page:

<https://www.youtube.com/user/MICFaenza>