

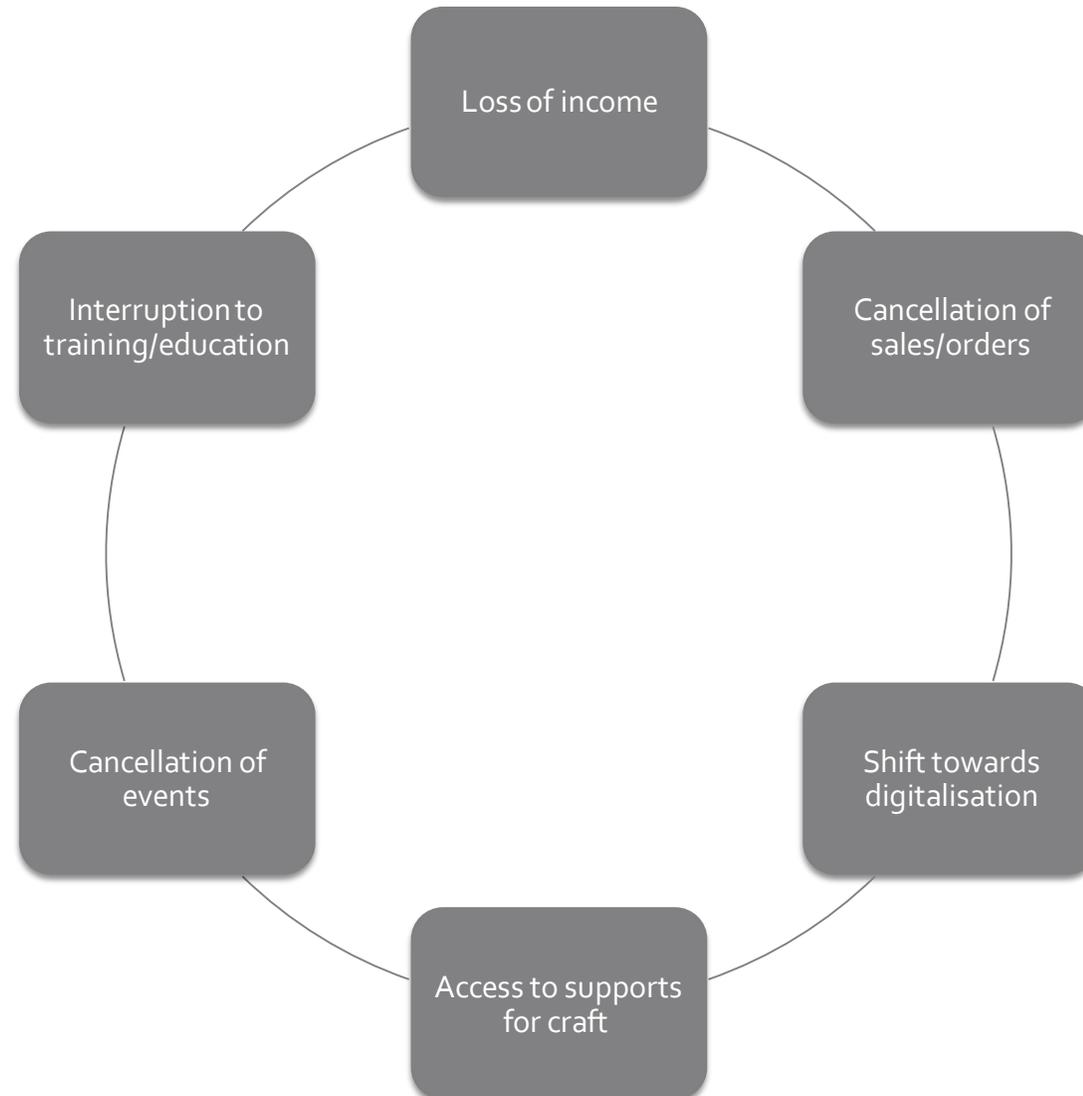
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WCC EUROPE SURVEY: IMPACT OF COVID-19

About the survey:

- We had 16 responses to our survey - 'Impact of COVID-19 on the crafts sector'
- The aim of this survey is to get a general overview from each member organisation of the current situation the crafts sector is facing in their country

The main challenges facing the sector



Q4 What are the consequences of the COVID-19 situation for your organisation?

TOP ANSWERS:

- Working from home/closing of offices
- Reduction in staff
- Cancellation/postponement of events and exhibitions
- Members unable to pay fees
- New ways of working - online



Q5 What activities have you had to cancel in the current situation?



- Fortunately most members responded that activities have been postponed or moved online rather than cancelled
- Events that have been cancelled include craft fairs, festivals, residencies, public workshops, graduate awards, exhibitions and training programmes.

Q6 Can you outline the measures being taken by the government in your country? Are there any specific tasks being taken to help the sector?

- Most organisations reported that measures have been provided to support employment, the economy and vulnerable social groups.
- The majority of members reported that there are no specific support measures for artisans/craftspeople as they are included in the self employed / entrepreneur group
- Some specific examples of support supplied by members includes:

Q6 Can you outline the measures being taken by the government in your country? Are there any specific tasks being taken to help the sector?

Country/ organisation	Government measures
Belgium BeCraft	<p>Significant assistance has been offered by the Wallonia-Brussels Federation for artists and institutions in difficulty.</p> <p>That said, the eligibility criteria for this grant is very limited and stipulates, among other things, that the artists who request them earn a relatively considerable income through their creation. This is not the case for our artists, most of whom exercise their passion in addition to part-time work already subject to partial unemployment.</p>

Q6 Can you outline the measures being taken by the government in your country? Are there any specific tasks being taken to help the sector?

Country/ organisation	Government measures
Spain Eoi-Fundesarte	<p>The Spanish Government has established grants for entrepreneurs, freelancers and SMEs, as the “Líneas ICO”: a series of guarantees to facilitate access to credit and liquidity for companies and self-employed; or “Acelera PYME”: specific measures to accelerate the digitalisation process of SMEs.</p> <p>However, most of the regions of Spain have developed their own specific measures to support the sector. In Catalonia for example, they designed two programs, one to reactivate the economy of crafts companies and the other one devoted to support municipalities in the field of commerce and crafts. In the region of Galicia, they have offered free training on online sales and digital marketing. In Valencia, they created a aids to those self-employed who have stopped their activity or which has been reduced by 75% or more.</p>

Q6 Can you outline the measures being taken by the government in your country? Are there any specific tasks being taken to help the sector?

Country/ organisation	Government measures
Denmark Danish Crafts & Design Association	Yes, financial support for artists and small business by the Ministry of Culture and the Ministry of Industry, Business and Financial Affairs. The Danish Arts Foundation has launched a new funding opportunity in collaboration with private funds for initiatives that relates to new communications of art projects in the light of covid-19.

Q7 How will you reorganise (or have you reorganised) your activity in order to respond to this situation?

TOP ANSWERS:

Almost all answers involved focusing on digital content. This includes:

- Signposting to financial supports on website
- Engaging with social media more frequently
- Free training using digital tools, e-commerce platforms and online mentoring
- Online seminars / workshops / interviews
- Moving resources online
- Virtual meetings
- Other answers included reduction of membership fees.

Q8 What impact is COVID-19 having on the craft sector's income in your country?



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General responses:

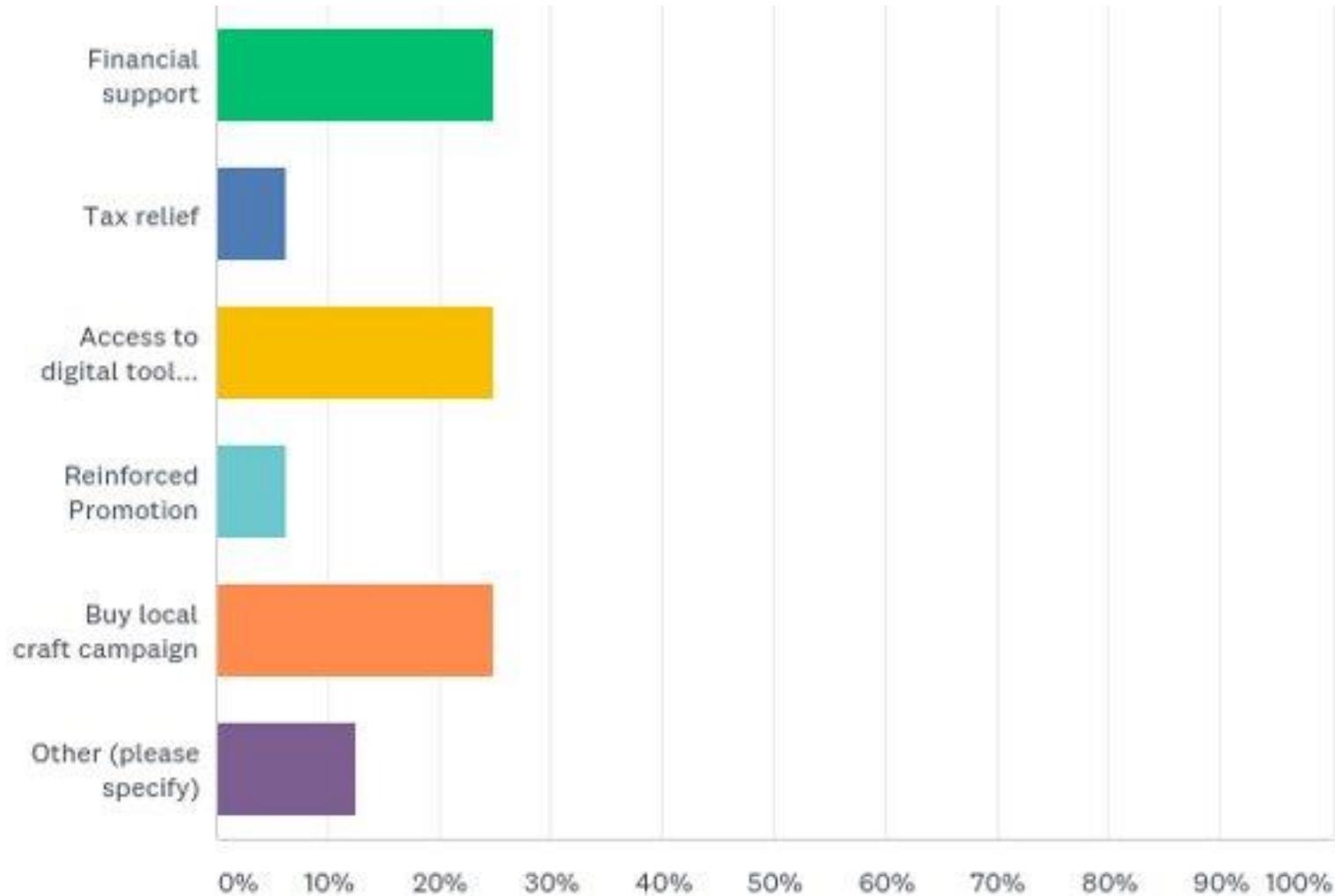
- Lack of accurate data yet / too early to assess
- Most agree there will be a significant impact due to loss of income, export sales, reduction in orders and producing products and inability to sell in shops/fairs/markets
- Small businesses in particular will suffer
- Danish Crafts & Design Association reported that 85% of their members have been affected by COVID-19

Q9 What impact will the loss of tourism have on the craft sector in your country?



Country	Stats
Portugal	Portugal is one of the European countries where international tourism is expected to fall the most this year due to the pandemic, with an expected drop of 40% in the number of visitors in the year and 80% in the 1st half of the year. Tourists (national and international) are the main customers of crafts sector : in fairs and events and shops located in touristic spots
Denmark	The museums are under pressure. Designmuseum Denmark has just announced they will stay closed until the end of 2021 to reorganize and rebuild. About 80% of their visitors are tourists.
Ukraine	The Ukrainian travel market fell by 90%, as reported by the Center of Tourism development. The whole industry is expected to suffer even after the cancellations of quarantine and see losses of about \$1 billion
Georgia	Approximately 70% of income depends on tourists.

Q10 What would be the specific measures to take for the crafts sector to face this unprecedented situation?





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MEMBER SURVEYS

Q12 Has there been any positives during this time e.g. More time to plan strategically or to reflect on activities?



- Time to reconnect with cultural council members and network members.
- Work on strategies and corporate projects.
- Solidarity between the artists and increase in supporting each other
- More time to plan activities both short and long term
- Opportunity to engage with new digital tools and connect with network virtually
- Opportunity for making new plans, strategies and concepts and time for reflection

Other feedback:

- We need to focus on the professional skills of makers, and why these are valuable. The public conversation has been about making craft at home, which is great, but the risk is a misunderstanding of the quality, skill and professionalism that underpins the sector. A campaign to promote this would be very valuable.
- Lack of data available shows the need to come together and create a campaign that lobbies craft at a political level. We have to ask governments and policy makers to think about a strategic plan to help craftsmanship and crafts people going through next years' crisis, finding new ways to develop business models, different paths to follow in order to maintain competitiveness.



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