



**Background information**  
**on the Euro Crafts 21**  
**Qualification and Consulting Concept**

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## **Imprint**

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The Leonardo da Vinci project Euro Crafts 21 is carried out under the administration of plenum - society for holistic sustainable development and the Factor 10 Institute Austria. The objective of the project is to establish a significant added value in the vocational education in Austria and the participating partner countries (Finland, Germany, Slovakia, Spain and Hungary). This will be achieved through the innovation transfer of an already completed pilot project - aiming at the development and testing of an overall qualification and consulting concept for sustainability management in the handicraft branch of North Rhine-Westphalia (Germany).

[www.eurocrafts21.eu](http://www.eurocrafts21.eu)

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**Project Partners in Euro Crafts 21:**

|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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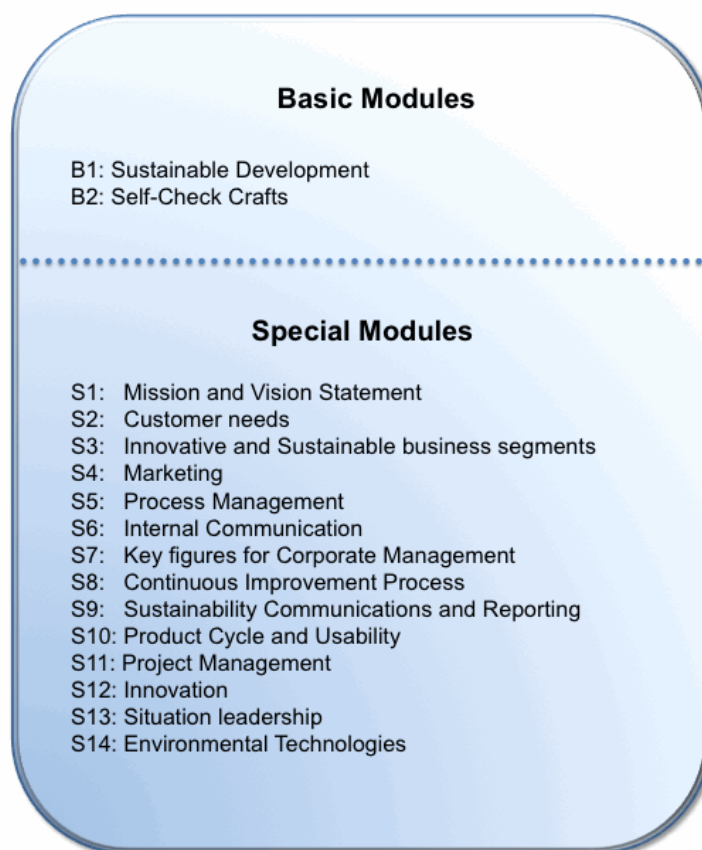
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## 1. Background

For the European craft sector appropriate qualification and consulting possibilities are still missing, especially for employees in small-sized enterprises. Yet, due to its employment figures, its huge significance for the support of jobs and its influence regarding growth, innovation and initiative, the European craft sector has been identified as a significant target group. For this reason, a German project was selected for realising an innovation transfer of a German Qualification and Consulting Concept. Within the project "Euro Crafts 21 – Vocational Education for Sustainability in the European Craft Sector" (2008-2010), this German concept was adapted at the European level in order to improve the vocational education in Europe. Germany, Finland, Austria, Slovakia, Spain and Hungary were among the participating partner countries. The achievement of the above-mentioned aim was realised by developing, pilot testing and disseminating an adapted and expanded Qualification and Consulting Concept (QCC). The results are published at [www.eurocrafts21.eu](http://www.eurocrafts21.eu).

## 2. Content of the Qualification and Consulting Concept

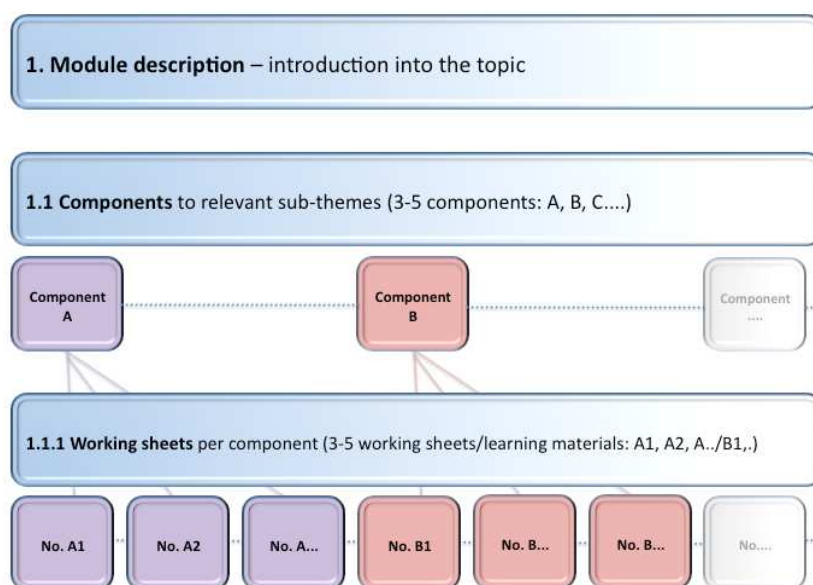
The Qualification and Consulting Concept as the main Euro Crafts 21 product has a modular structure and consists of two basic modules and fourteen special modules (see figure 1). The basic modules ("B Modules") contain the core aspects necessary for the qualification in sustainable business for the crafts sector. They consist of an introduction to the topic of Sustainable Development (B1) and of module B2: "Self Check-Crafts"- self-assessment of sustainable management in craft businesses. Module B1 and B2 can basically be used independently, but module B1 creates the necessary basis for the instrument "Self-Check Crafts". The special modules ("S Modules") serve to address the qualification needs identified in self-assessment processes in the Euro Crafts 21 European partner countries. Maintaining the structure and the didactic approach of the concept, the partner countries developed and tested additional specialisation modules with regard to the country-specific qualification needs (see figure 1, Modules S9 - S14).



**Figure 1: Modules of the Qualification and Consulting Concept (own source)**

### 3. Didactic Design of the Qualification and Consulting Concept

All qualification and consulting modules follow the same structure (see figure 2). After an introductory module description the content is presented in form of three to five components, which introduce the topic. References to further literature, useful media and links are given. Each module includes a number of working materials from which a selection can be taken. The working material contains working sheets, tasks and notes as well as tips for the trainers how to conduct the sessions and what is the necessary time-frame for the implementation of the relevant material. Competence and knowledge acquisition through direct reference to the participants' individual scope of action is supported by the different modules of the qualification and consulting concept. The modules as well as the components and materials can be used independently.



**Figure 2: Structure of the Qualification and Consulting Concept (own source)**

## 4. Target Groups

The material has been designed for the target group of instructors and teachers in vocational training, entrepreneurs and executives in handicraft, as well as for supervisors (e.g. consultants and multipliers) in the crafts sector. Nevertheless the provided working sheets, methods and media can be useful and educational to a wide range of users from the highly advanced to the one with no previous knowledge. All this ensures a broad and flexible usability and applicability of the qualification and consulting concept in the European crafts sector.

## 5. Train-the-Trainer Concept

To ensure that on termination of the Project Euro Crafts 21, the qualification and consulting concept would continue to be spread out, a “Train-the-Trainer” concept was developed. The concept is designed for a workshop format of a duration of 1.5 days. The Train-the-Trainer workshops include informational input parts and active working parts. Using concrete learning material from the modules, the participants, on the one hand, make an active experience with the existing material. On the other hand, they become more familiar with the structure of the Qualification and Consulting Concept.

The Pilot-Testing Process that the qualified Trainers of Euro Crafts 21 did attend is shown in figure 3. During the Euro Crafts 21 project a number of 70 trainers participated in train-the-trainer workshops.

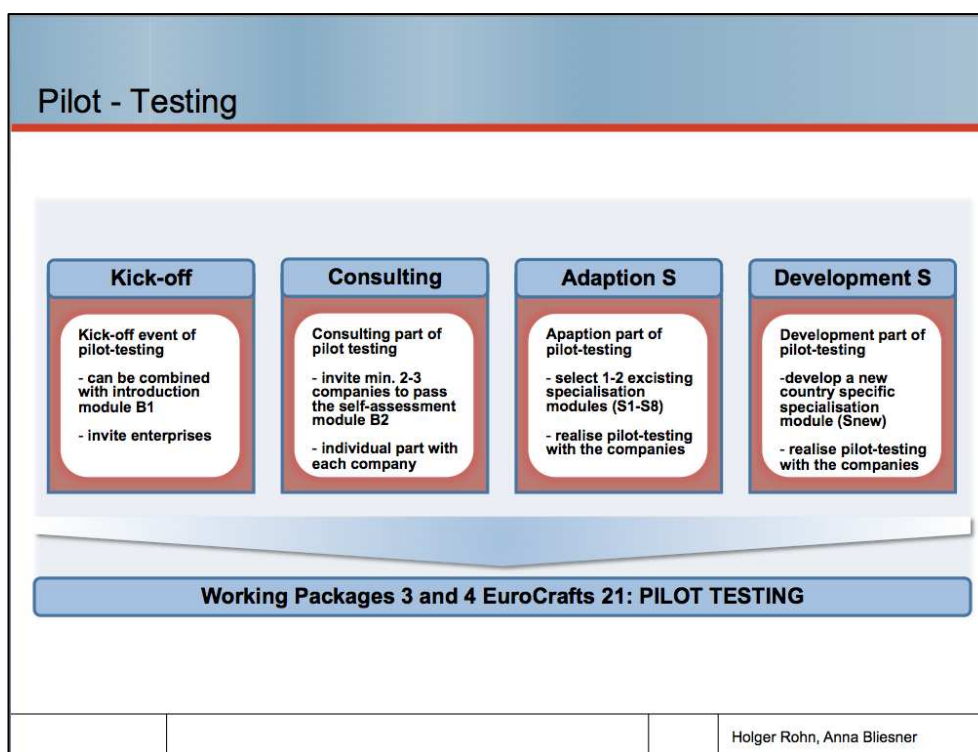


Figure 3: Pilot-Testing Process within the Project Euro Crafts 21 (own source)

## 6. Euro Crafts 21 Tool

The Qualification and Consulting Concept is offered to the public as a multilingual internet tool (also available on CD-Rom, Manstein/Rohn 2010). At [www.eurocrafts21.eu](http://www.eurocrafts21.eu), the former German modules as well as the adapted and new developed modules are available for trainers and multipliers on the European level. Most of the modules are available in English. Different specific materials are additionally available in the languages of the partner countries.

A detailed description of the train-the-Trainer concept and the documentation of the implementation in the frame of the project Euro Crafts 21 can be found in an English download file ("Train-the-Trainer (TTT) Workshop Concept") (Rohn/Bliesner 2009).



## Sources

Manstein, Christopher; Holger Rohn (Ed.), (2010): EU project "Euro Crafts 21". Qualification and Consulting Concept (CD-ROM). Vienna, Friedberg (ISBN: 978-3-200-02040-5).

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