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CRAFT2SUCCESS

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ENABLING WOMEN'S ECONOMIC EMPOWERMENT

THROUGH ARTISAN CRAFTS

CRAFT2SUCCESS



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Enabling Women's Economic Empowerment Through Artisan Crafts

Threads & Tech: Weaving Tradition with Innovation



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Contents

1. Title of the Workshop	3
3. Introduction	3
A) Theoretical Background	3
B) Practical Guidance	4
C) Case Studies or Success Stories	5
D) Exercises / Activities.....	6
5. Visuals and Tools- Emphasizing Technical Integration	7
Self-Assessment: Reflecting on Your Learning.....	9
6. Summary	10
7. Resources and Further Reading	10
8. Evaluation / Self-Assessment Questions.....	10



1. Title of the Workshop

Threads & Tech: Weaving Tradition with Innovation

2. Learning Objectives:

- *Acquire elementary digital literacy skills to be able to utilize smartphones and online platforms for marketing their crafts confidently*
- *Acquire skills to incorporate technology into established artisanal methods to promote product design, documentation, and innovation.*
- *Develop an understanding of key entrepreneurship principles such as branding, pricing, and digital marketing for micro-scale craft enterprises*
- *Develop a basic digital portfolio or online platform (e.g. product catalog or social media page) for promoting and selling their handmade products.*

3. Introduction

Traditional skills are of profound cultural and personal significance for women artisans, who commonly pass them down from generation to generation. Yet in the rapidly evolving era of digital economy, most artisans; particularly those from less represented or vulnerable groups, lack access to the tools and knowledge necessary to succeed. This workshop fills that gap by assisting women artisans in combining their traditional skills with useful digital tools in order to expand their creative output and revenue.

Digital literacy is an essential component of engaging in the contemporary economy. Understanding smartphones, product photography, online marketplaces, and setting up a minimal social media presence allows artisans to market to more diverse audiences and sell outside local markets. The bridge between tradition and technology creates opportunities for new customers, visibility, and income.

The workshop also strengthens entrepreneurial mindset, where participants learn about pricing, brand, narrative, and customer interaction. Women will discover how to preserve their cultural techniques while they are modified to suit today's market needs through minor innovations. Participants towards the end of session, will be equipped with hands-on competencies, improved knowledge of how to showcase and market their crafts on-line, and more confidence take control of their economic future.

4. Main Content Sections

A) Theoretical Background

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This workshop acquaints women craftspeople with the basic concepts that integrate their heritage skills into current tools.

The first such concept is Digital Literacy, or the skill of accessing smartphones and basic digital tools in order to upgrade their craft. For instance, the participants will learn how to capture images of handmade products like block-printed scarves, woven baskets, or clay pots and post them on markets such as WhatsApp, Facebook Marketplace, or Instagram. Such a woman can make use of such skills to market her products over the internet and get customers from outside their immediate locations.

The second is Entrepreneurship. This is learning to operate a small craft enterprise. Women will learn how to price their products reasonably, narrate the history of their work, and interact with customers. For example, a lady who makes soaps by hand or sews clothes can learn how to package her goods in an appealing manner and gain the trust of consumers.

The third is Innovation in Traditional Crafts. This involves learning how to enhance or modify traditional methods for the contemporary market. A rug weaver woman could try out new designs with a digital design tool, or an embroidery expert could make trendy products such as tote bags or cushion covers based on traditional designs.

Lastly, the workshop focuses on Economic Empowerment. It instructs women to apply their artistic skills to earn income, become independent, and feel proud of their cultural heritage. Using these working techniques, participants will be motivated to develop as artisans and successful businesswomen.

B) Practical Guidance

Step 1: Establish a Digital Identity

Tool: Design a logo or banner for your craft business using Canva (free app/website).

- Select colours or symbols that identify with your culture and craft.
- Include your name or brand name.

Mini-Exercise: Design a business card or Instagram post using Canva that introduces your brand.

Step 2: Capture & Share Good Product Photos

Method: Take photos using your smartphone camera in natural light.



- Use a plain background (such as white cloth or wooden surface).
- Capture various angles of the product.

Tip: Use free Snapseed app to brighten and tone up.

Mini-Exercise: Capture 2 photos of a handmade product and compare before and after editing with Snapseed.

Step 3: Marketing Your Work Online

Tool: Create a Facebook or Instagram page.

- Post your best product photos with brief descriptions.
- Include location, price, and contact details.
- Use local hashtags (#Handmade, #MoroccanCraft, #WomenInCrafts).

Mini-Exercise (Think-Pair-Share): Write down 3 ways you would promote your craft online. Share with a partner and provide feedback.

Bonus Checklist: Getting Started Online

- *Pick your brand name*
- *Create a logo/post using Canva*
- *Take 5 product shots*
- *Create a Facebook or Instagram page*
- *Upload a minimum of 3 items with prices.*

C) Case Studies or Success Stories

Case Study 1: Lavinia Ghimbăsan, Romania (WIPO Women Entrepreneurs Program)

Lavinia Ghimbăsan from Transylvania co-founded NALBA, a collective for textile innovation that brings traditional Romanian crafts to life with natural pigments and heritage weaving methods. Under the WIPO Women Entrepreneurs Program, she merged cultural heritage with digital technology to create sustainable artisanal products. By means of community-based ethnographic fieldwork and online storytelling, Lavinia and her team have professionally marked their product and invested in registering trademarks to cover and market their textile patterns. This combination of innovation, intellectual property culture, and digital visibility has assisted in taking their craft-based product to new markets while maintaining cultural heritage

Case Study 2: Czech Lace Makers – Česká Palička Association (WIPO Program)

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Anna Halíková and her team at Česká Palička in Prague are restoring the tradition of bobbin lace. With the assistance of the WIPO Women Entrepreneurs Program, Anna's team has made their craft official by registering a trademark and issuing lace pattern guides. They share tutorials online, connect with international lace enthusiasts, and collaborate with other artisans. This contemporary spin on ancient lace-making has gained exposure, inspired heritage maintenance, and assisted in the creation of revenues while empowering women artists within their own locality

D) Exercises / Activities

Exercise 1: Create a Compelling Online Post

Task: In groups or individually, participants select one of their self-made products and compose a concise marketing post appropriate for Facebook or Instagram. The post should contain:

- ◆ A specific name of the product
- ◆ A brief, compelling story or message (Why is it unique? What's the cultural heritage?)
- ◆ A call to action (e.g., "DM to order", "Link in bio", "Limited pieces available!")

They will then exchange drafts with a partner and review each other's using a simple checklist:

- ◆ Is it clear?
- ◆ Culturally engaging?
- ◆ Emotionally appealing?

Tools: Post Writing Template, phones or paper, peer feedback checklist.

Objective: Empower participants with the skills to sell their craft online through genuine storytelling and easy-to-implement digital marketing practices that engage with their audience.

Example Post:

"Marigold Bloom" Hand-Embroidered Pouch

This is inspired by the marigolds that my grandmother grew every spring in rural Romania. Each stitch is her memory.

DM to order yours – limited to 5 this season!

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Exercise 2: Write Your Heritage Story

Task: In small groups of 4–5 people, each member tells the story behind one of their beloved handmade objects. Questions to consider:

- ◆ Who demonstrated the technique or inspired you?
- ◆ What tradition or memory does it hold?
- ◆ What feeling or message do you wish customers to experience?

Following oral sharing, each individual has a brief retelling of their story (3–4 sentences) that they might employ in their Etsy bio, product description, or exhibition stand.

Materials: Paper, writing instruments, optional audio recorder (for subsequent use in digital storytelling).

Outcome: Enable participants to root their work in personal and cultural narratives, rendering their product more accessible and emotionally resonant for consumers.

Example:

"I learned bobbin lace from my aunt in the countryside of Slovenia. Each thread I weave is in honour of the afternoons we spent gossiping over tea and patterns. My shawls possess the tranquillity and attention of those moments, designed for today's women who appreciate unhurried, thoughtful fashion.

5. Visuals and Tools- Emphasizing Technical Integration

These resources will assist participants **visualize how contemporary tools and platforms can be utilized to support conventional crafts**, both production and marketing.

A. Digital Embroidery Workflow Diagram

Description: A step-by-step infographic labelled illustrating the process of creating an embroidery digital output from a hand-drawn pattern.

Steps Illustrated:

- ◆ *Scanning hand-drawn pattern*
- ◆ *Vectorizing design in Adobe Illustrator or Inkscape*



- ◆ *Converting to embroidery format with SewArt or Wilcom*
- ◆ *Uploading to embroidery machine*
- ◆ *Direct comparison of final stitching output (machine vs hand)*

Purpose: Clearly demonstrate the **technical design-to-stitch flow**, enabling artisans to digitize their motifs.

B. Augmented Reality (AR) Craft Display Demo

Description: Screenshots of an AR app (e.g., Artivive or Adobe Aero) demonstrating how a conventional textile (such as a batik shawl) looks in 3D or interactive form on a smartphone.

Tools Used: Artivive, smartphone

Purpose: Encourage participants with **technologically advanced presentation ideas** to engage digital viewers and galleries.

C. Laser Cutting File Preview

Description: An illustration of a classic woodcarving design exported as an SVG file and ready to be laser cut.

Software Visuals:

- ◆ *Design traced in Inkscape*
- ◆ *Exported to LightBurn or Glowforge App*
- ◆ *Laser-cut item revealed in complete form*

Purpose: Demonstrate how artists can modernize wood, leather, or paper precision cutting with the use of technology tools.

D. Online Shop Backend Dashboard (Etsy or Shopify)

Description: A step-by-step screenshot walkthrough of uploading a craft item onto an online store.

Elements Shown:

- ◆ *SEO keyword field*
- ◆ *Inventory manager*
- ◆ *Language translation settings for reaching global consumers*



Purpose: Educate participants on how to not merely upload, but optimize listings for discoverability.

E. AI Color Palette Generator for Design Inspiration

Description: Screenshot of applying a utility such as **Coloros.co** or **Adobe Color Wheel** to pull palettes from vintage textiles or pictures.

Use Case: Upload photo of grandma's vintage family quilt → create 5-color palette → apply to new product designs

Purpose: Bridge emotional heritage and tech-enabled creativity.

Self-Assessment: Reflecting on Your Learning

Take a few minutes to reflect on what you've learned during this workshop. This selfassessment will help you identify areas of growth, clarify next steps, and highlight what support you may still need.

† What were the three most valuable things you learned today?

(Write 1–2 sentences for each.)

† Which digital tool or method are you most excited to try with your craft practice, and why?

(Write 2–3 sentences.)

† Where do you feel you need more support or guidance?

- Product photography
- Online selling platforms (e.g., Etsy, Instagram)
- Pricing strategy
- Creating digital versions of my craft (e.g., digital embroidery files, 3D models)
- Building my brand story
- Other: _____



† Set Your Action Goal

Write one action you will take in the next two weeks to apply what you've learned:

- I will _____
- by _____ (set a date)

6. Summary

This workshop explored ways in which traditional crafts can be reinvigorated by the careful adoption of digital technologies. Participants were taught how to digitize handembroidered patterns, employ tools such as laser cutters and AR-enabled apps to reinvent production and presentation, and increase their online profiles through targeted web marketing. Examples from around Europe, brought these practices down to earth with concrete success stories. With experiential exercises, designers found their essential narrative, charted product-market alignment, and discovered digital storytelling methods. Technology such as AI-powered colour palette generators and online store dashboards was brought in to serve creative as well as business objectives. The workshop finally enabled craft practitioners to conserve cultural identity while embracing innovation; giving them the right mindset as well as techniques to succeed in today's digital world.

7. Resources and Further Reading

1. Google Digital Garage: "Get Your Business Visible Online"
Link: <https://learndigital.withgoogle.com/digitalgarage>
2. WIPO Women entrepreneurs
Link: <https://www.wipo.int/en/web/traditional-knowledge/womenentrepreneurs/indigenous-peoples-gallery>
3. Glowforge Catalog & Community Tutorials Link:
<https://community.glowforge.com/>

8. Evaluation / Self-Assessment Questions

True/False Questions

Q1. Digital embroidery and laser cutting are examples of how modern technology can be integrated into traditional crafts.

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True

False

Q2. Creating a two-sentence brand story has no impact on how potential customers connect with your product online.

True

False

Q3. Visuals such as clean product photos, logo mockups, and screenshots of online platforms are important tools for marketing crafts digitally.

True

False

Q4. Social media is not considered a reliable tool for promoting handmade products in today's market.

True

False

Q5. Using e-commerce platforms like Etsy, Instagram Shops, or Shopify can help artisans expand their customer base beyond their local communities.

True

False

Multiple-Choice Questions

Q1. What is one benefit of integrating technology like digital embroidery or laser cutting into traditional crafts?

- A) It replaces the need for artisan skills entirely
- B) It helps modernize the craft and reach broader markets
- C) It reduces the cultural value of traditional crafts
- D) It increases the time required to create products



Q2. What should a basic online product listing include to attract buyers?

- A) Price, product weight, artisan's age
- B) Title, price, short description, and a photo
- C) Customer testimonials and packaging photos only
- D) Only the name and country of the artisan

Q3. Why is crafting a two-sentence brand story important for artisans?

- A) It serves as a legal trademark for the business
- B) It helps hide the artisan's background
- C) It emotionally connects the maker with the customer
- D) It boosts SEO ranking only

Q4. Which platform is recommended for creating visually appealing content for online marketing? A) Zoom

- B) Canva
- C) Excel
- D) Trello

Q5. In the exercise “Design Your Product Listing,” what was the main objective?

- A) Learn how to code a website from scratch
- B) Understand how to set up international shipping regulations
- C) Present products clearly for an online shop
- D) Create traditional craft items on-site



Answers:

True/False Questions

1. **Correct Answer: True**
2. **Correct Answer: False**
3. **Correct Answer: True**
4. **Correct Answer: False**
5. **Correct Answer: True**

Multiple-Choice Questions

1. **Correct Answer: B** — Integrating modern tools allows artisans to innovate and expand their reach while preserving core traditions.
2. **Correct Answer: B** — A clear product listing with a strong title, price, concise description, and good photo helps customers make informed buying decisions.
3. **Correct Answer: C** — A personal, values-based story humanizes the brand and builds trust with online buyers.
4. **Correct Answer: B** — Canva is a user-friendly tool widely used for designing attractive posts, banners, and product visuals.
5. **Correct Answer: C** — The goal was to help participants practice presenting their crafts in a way that is concise, attractive, and online-market ready.