**AVANT CRAFTS PROJECT**

BERLIN, 5 JUNE 2014

**REPORT FOCUS GROUP –**

**VOCATIONAL ORIENTATION AND GUIDANCE SYSTEMS**

In Berlin partners had the opportunities to know better the incubators services, the Vocational orientation and professional guidance system in Germany. Partners agreed that entrepreneurship in art crafts needs resources but also network and integration between different both public and private institutions involved. Germany succeeded because of human and economical investment, mostly from European Social Fund, but also because they created a complex system from primary schools to professionals enterprises composed by educational programme, vocational orientation, career consultancy, training offers and apprenticeships programme.

All partners in different way are facing same problem:

* lack of relationships between Vocational guidance system and schools,
* lack of specific creative programme able to link artisans experience and scholars
* art and crafts incubators able to take care of start up exist only in UK and France
* A social misunderstanding that consider training and vocational schools as lower level compare with lyceum or other college and consequentially aimed to disadvantaged or less educated social groups

Partners agree on some recommendations

1. supporting space for selling and incubate artisans enterprises
2. supporting EU market
3. creating brand to make artisans product recognisable to customers.
4. Improving creative and training programme since primary and secondary schools
5. Promoting incubators and creating district with common services and business guidance.

Avantcrafts next meetings will be held in:

7-10 Oct 2014  -  UK

13-16 Jan 2015  -  France

14-17 April 2015  -  Bulgaria

In discussion to add a meeting in Budapest on August 2014 or June 2015.