



APPLIED ARTS AND CRAFTSMANSHIP IN THE OECD

Shaping future skills and sectors often overlooked

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Martha Bloom

Economist/Policy Analyst, Culture, Creative Sectors and Global Events Unit
The OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

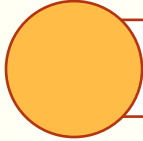
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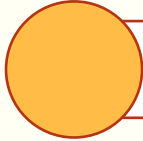
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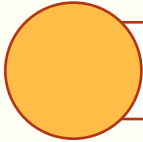
Agenda



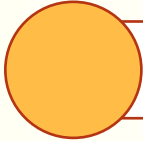
About the OECD work on culture, creative industries and global events



What are cultural and creative sectors and why are they important



Zoom in on handicraft data



Skills needs and challenges



About OECD work on culture and creative sectors



The OECD strives to support governments to:

- ✦ **Connect** culture to other policies such as employment, social cohesion, innovation, well-being, the environment and sustainable local development.
- ✦ **Adapt** policies on employment, social protection, innovation and entrepreneurship to the needs of CCS.
- ✦ **Improve internationally comparable statistics** and the evidence base on the scale, scope and impacts of CCS.
- ✦ Leverage opportunities such as **large-scale cultural, sporting and business events** as catalysts for local development.





OECD work on culture, creative sectors and global events

Data, country & regional reviews



Global dialogue



Standard setting, guides and toolkits



Capacity building



The background of the slide is an abstract composition. It features a series of diagonal stripes in various colors including red, orange, yellow, green, blue, and purple. A prominent dark red diagonal band runs from the bottom left towards the top right, creating a sense of movement and depth. The overall effect is vibrant and modern.

**What are cultural and
creative sectors and why
are they important**



Why do Cultural and Creative Sectors (CCS) matter?

CCS include sectors such as: Advertising; Architecture; Book publishing; Dance; Design; Fashion; and magazine publishing; Heritage sites; Libraries and archives; Film and television; Museums and art galleries; Music; Radio; Theatre; Video games; and visual Arts

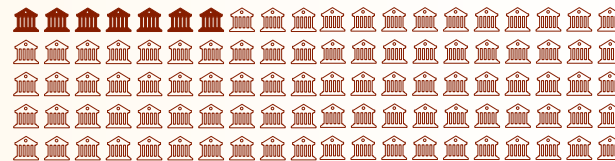
Cultural and creative employment (including those in creative jobs outside CCS) account for **1 in 20 jobs** in some OECD countries and up to **1 in 10 jobs** in some capital regions.



Around **7% of businesses in the OECD are in CCS.**

CCS businesses generate over **2% of GVA** on average in the OECD.

Global trade in creative goods has increased by **19%** from 2017-2022 and trade in creative services has increased by **29%**



CCS generate important **social benefits**, including on health and wellbeing, education, social inclusion, etc. CCS also create a **magnet effect** – making places more attractive to live, work and invest in.

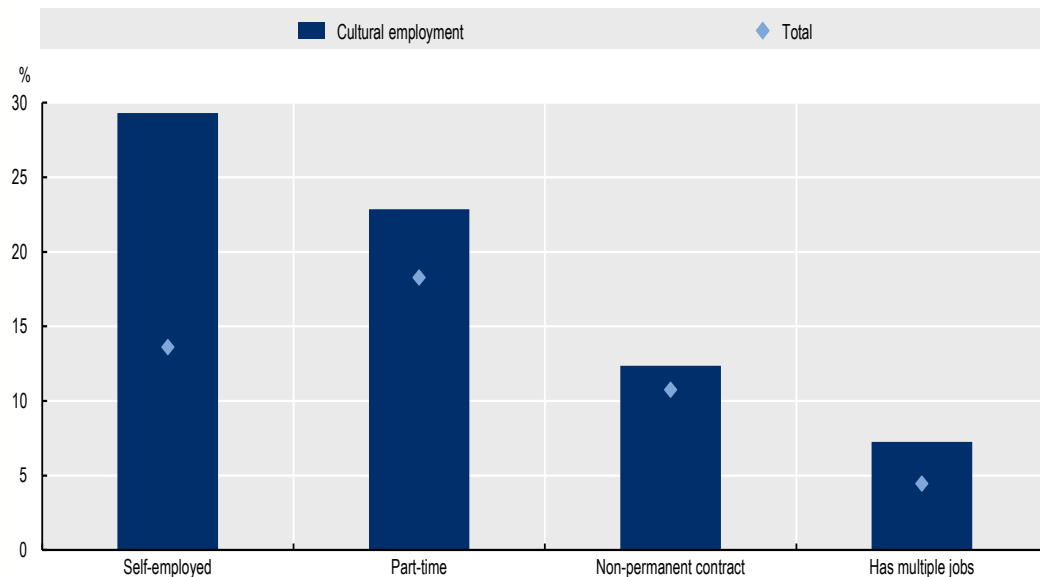


But they are different to other sectors

- **Smaller** - 99.9% of CCS firms are MSMEs, including 96.1% micro firms, compared to 92.9% in total business economy
- **Project based** - relying on freelance and flexible workers
- **Diverse sector** - including not-for-profit and mixed business models
- **Based on intangible assets** - challenging to access finance

So need targeted policies

Share of workers who are self-employed, work part-time, have non-permanent contracts, or have multiple jobs, OECD average



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**Zoom in on arts and crafts
data**



Statistical definition of the craft sector and skills

Occupations:

73 Handicraft and Printing Workers

731 Handicraft Workers

- 7311 Precision-instrument Makers and Repairers
- 7312 Musical Instrument Makers and Tuners
- 7313 Jewellery and Precious Metal Workers
- 7314 Potters and Related Workers
- 7315 Glass Makers, Cutters, Grinders and Finishers
- 7316 Signwriters, Decorative Painters, Engravers and Etchers
- 7317 Handicraft Workers in Wood, Basketry and Related Materials
- 7318 Handicraft Workers in Textile, Leather and Related Materials
- 7319 Handicraft Workers Not Elsewhere Classified

732 Printing Trades Workers

- 7321 Pre-press Technicians
- 7322 Printers
- 7323 Print Finishing and Binding Workers

Field of Education

Handicrafts is the study of techniques and skills in a chosen craft, such as jewellery, pottery, weaving, woodcarving etc. Programmes and qualifications with the following main content are classified here:

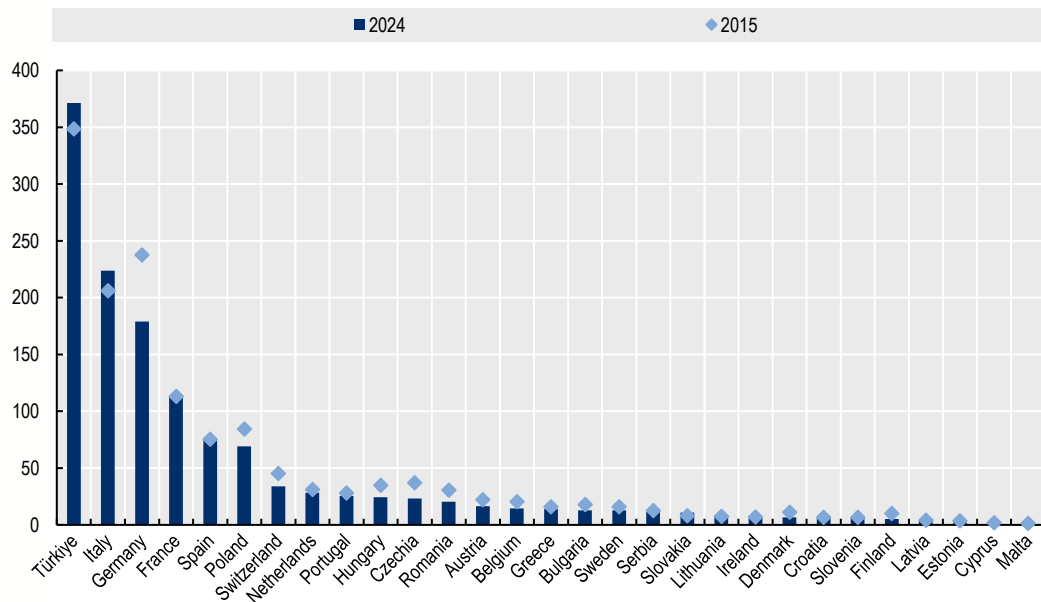
- Ceramics
- Crafts, folk arts and artisan
- Decorative metal crafts
- Indigenous crafts
- Embroidery
- Floristry (flower arranging)
- Glass arts and craft
- Goldsmithing
- Jewellery
- Making of musical instruments (not industrial)
- Musical instruments (repairing and tuning)
- Silversmithing
- Stone carving (craft)
- Weaving (craft)
- Woodcarving



Employment in the craft sector

- Employment in Handicrafts and Printing has **declined by 12%** in the EU overall over the last decade
 - from **1.37 million people in 2015 to 0.9 million in 2024**
- Some EU countries have bucked this trend, e.g.:
 - Slovakia – 37% increase
 - Lithuania – 18% increase
 - Ireland – 11% increase
 - Italy – 9% increase
 - Türkiye – 7% increase
- But in some countries the decline has been extreme, e.g.:
 - Finland – 49% decrease
 - Estonia – 44% decrease
 - Denmark – 39% decrease
 - Czechia – 38% decrease

Employment in Handicraft and Printing Workers occupations, 2015 and 2024
(thousands)

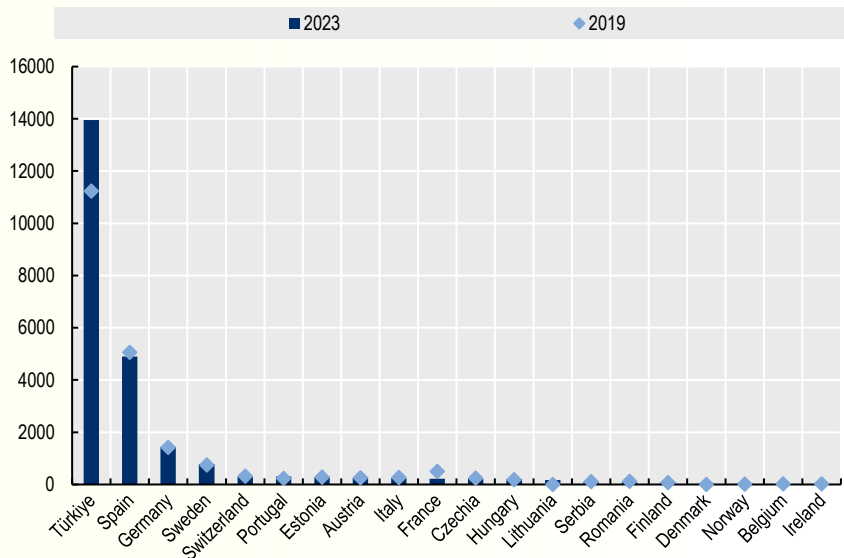


Source: Eurostat



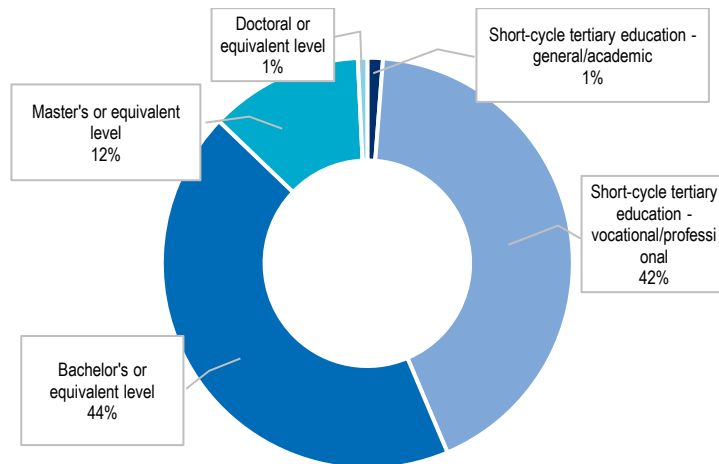
Students in craft education

Students enrolled in tertiary education in Handicrafts, 2019 and 2023



- Student enrolment in tertiary level handicraft education has also declined in the EU – **4% decline** from 2019-2023

Student enrollment in handicraft by level and type, 2023



- Short-cycle vocational education makes up **42% of training** in handicraft subjects, compared to an average of 7% of all subjects

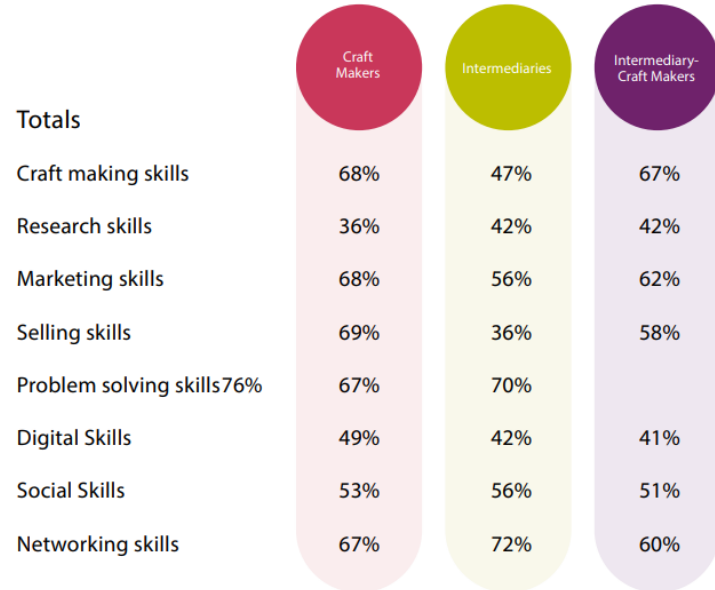
Source: Eurostat



Skills needs and challenges

Key skills in craft practice, business or organisation associated with resilience.

- Demographic change meaning fewer young people to take up new crafts
- Movement out of rural areas risks loss of traditional skill base
- CEDEFOP projections estimate 387 thousand job openings for handicraft and printing workers will need to be filled between 2022 and 2035
- Funding landscape to support art and crafts is decreasing
- Increased digitization represents opportunity to sell to new markets, but requires additional skills



Source: European Craft Alliance

Thankyou!

Dr Martha Bloom

Economist/Policy Analyst
Culture, Creative Industries and Global Events

✉ Martha.Bloom@oecd.org

Twitter: @OECD_local

LinkedIn: www.linkedin.com/company/oecd-local

Website: www.oecd.org/cfe

Blog: oecdCogito.blog

