



WEBINAR

APPLIED ARTS & CRAFTSMANSHIP SECTOR SKILLS ANALYSIS

**Understanding skills challenges and opportunities in the
Applied Arts & Craftsmanship sector across European regions**

16 December 2025

Online

AGENDA

- 10.00** **Welcome and introductory remarks,** Regional Ministry of Education, Catalonia & EARLALL WG Skills and Labour Market co-leader
- 10.10** **Session 1 | Shaping future skills and sectors often overlooked**
- **Martha Bloom**, policy analyst/economist at the OECD Centre for Entrepreneurship, SMEs, Regions, and Cities (CFE)
- 10.20** **Session 2 | Regional examples: Advancing Applied Arts & Craftsmanship skills and careers: challenges and opportunities**
- **Centre Val de Loire: Claire Chartier (Orientation Directorate / DOA) Anne Rivière, Director of Guidance, Centre-Val de Loire Region, and Charlotte Fuchs, Project Manager at the Campus of Trades and Qualifications of Excellence.**
 - **Tuscany Region: Miriana Bucalossi, Head of Apprenticeship and WBL Activities**
 - **Catalonia: Agnès Wasserman Olivé and Felip Vidal Auladell, Escola d'Art i Disseny "Llotja", Barcelona**
- 11.20** **The floor is yours: Q&A session**
- 11.30** **Concluding remarks and closure**

Session 1 |

Shaping future skills and sectors often overlooked



Martha Bloom is an **economist and policy analyst, specialising in cultural statistics and creative economy policy**. Her work focuses on measuring the social and economic contributions of culture and creativity, as well as sports and global events. **Martha co-leads the OECD Informal Experts Group on Cultural Statistics, as well as coordinating the OECD Global Events Knowledge Exchange Community**. She has also contributed to expert groups and initiatives with UNESCO, Eurostat, the G20, and the G7. Prior to joining the OECD, Martha worked for the UK Creative Industries Policy and Evidence Centre (PEC) and had a varied career in the arts sector. She holds an BA in Theatre Studies, an MSc in Project Management and Innovation, and a PhD in Technology and Innovation Management, where her thesis examined skills and innovation in the UK creative industries.

SESSION 2



Session 2 | Regional examples: Advancing Applied Arts & Craftsmanship skills and careers: challenges and opportunities

- **Centre Val de Loire: Claire Chartier (Orientation Directorate / DOA) Anne Rivière, Director of Guidance, Centre-Val de Loire Region, and Charlotte Fuchs, Project Manager at the Campus of Trades and Qualifications of Excellence.**
- **Tuscany Region: Miriana Bucalossi, Head of Apprenticeship and WBL Activities**
- **Catalonia: Agnès Wasserman Olivé and Felip Vidal Auladell, Escola d'Art i Disseny de Barcelona**

GUIDELINES FOR YOUR PPX

Please, we suggest you to cover these aspects:

- **A short introduction to the Applied Arts & Craftsmanship sector skills landscape in your region**
- **Key challenges and opportunities (supported by facts or figures if possible)**
- **A practical example (presented by you or an invited VET school/external speaker)**
- **A brief exchange with the moderator on future perspectives (no slides needed for this part)**

CENTRE VAL DE LOIRE



Claire CHARTIER

Project manager about lifelong guidance – Région Centre Val de Loire
Expertise on social, labour market and lifelong guidance policies
Indre – area with 216 000 inhabitants – central city : Châteauroux



Anne RIVIERE

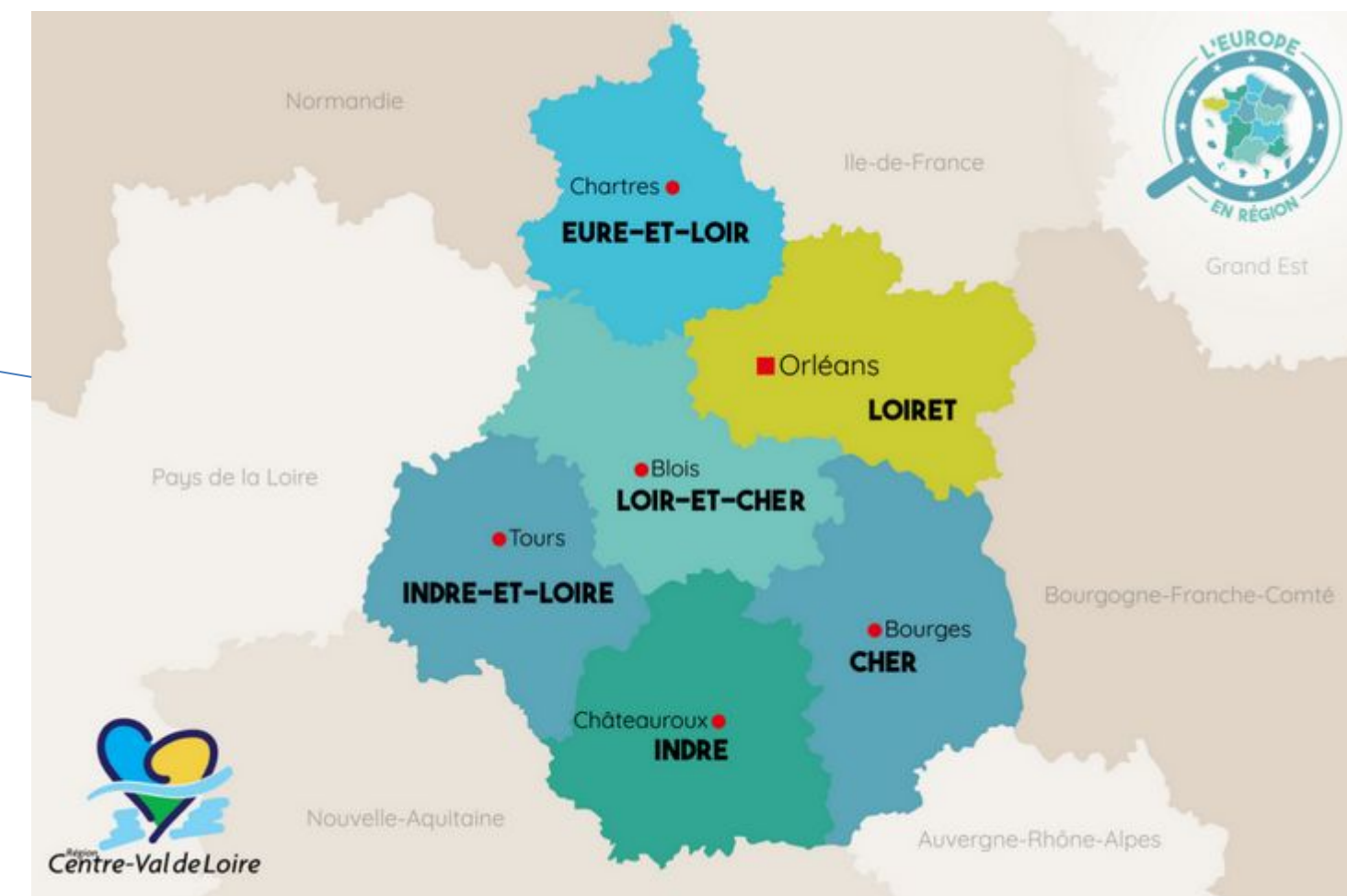
Project manager about lifelong guidance – Région centre Val de Loire
Expertise on social, labour market and lifelong guidance policies
Cher – area with 300 000 inhabitants – central city : Bourges (European capital of culture in 2028)

CENTRE VAL DE LOIRE



What is **Région Centre-Val de Loire**?

- One of the 13 administrative regions of France,
- A population of 2.5 million,
- Local authority (the president and the 77 regional councillors are elected for 6 years).



CENTRE VAL DE LOIRE

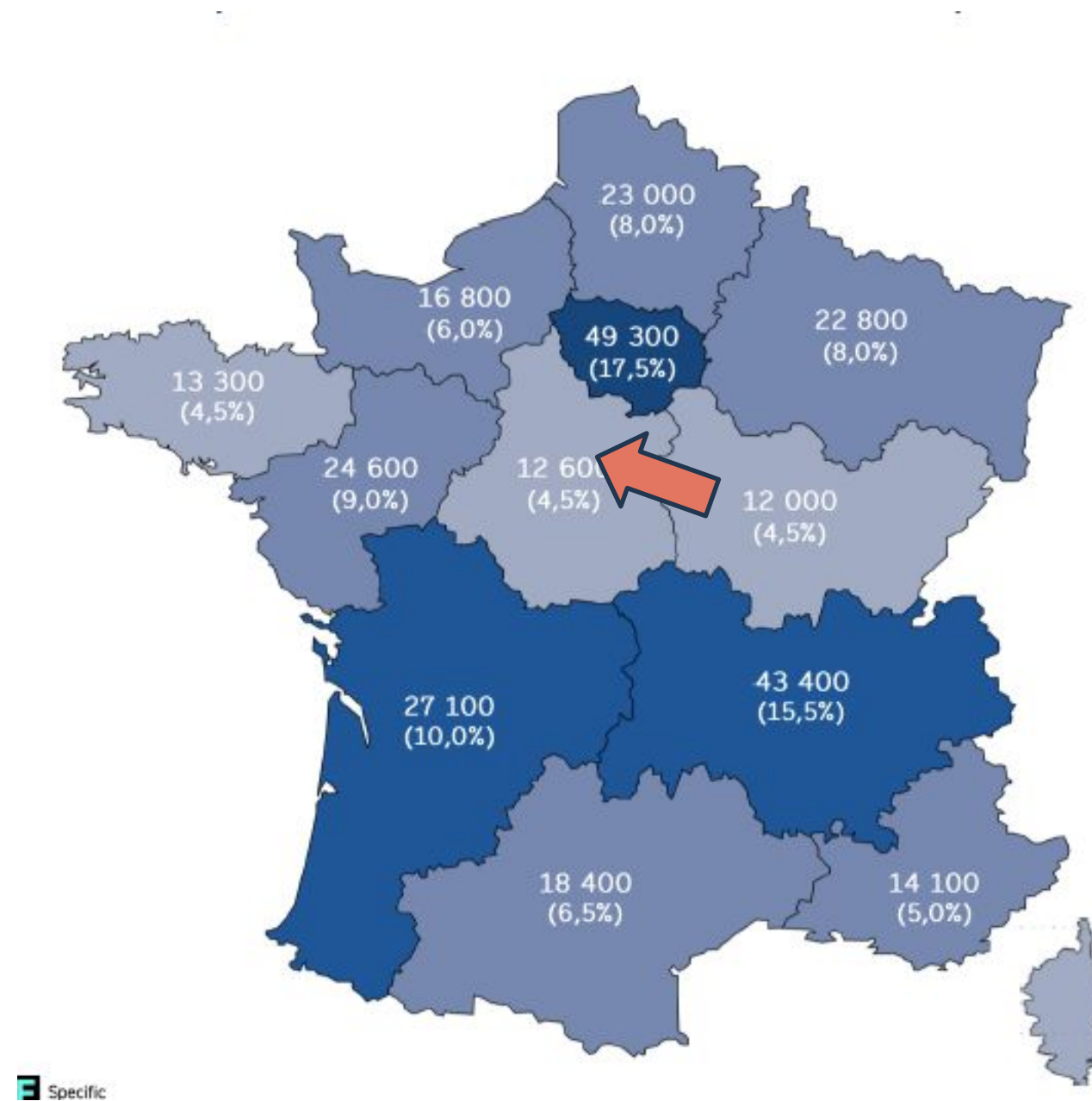
At the national level, the crafts sector is:

- **234,000 companies**
- **500,000 professionals** (50% employees, 50% self-employed – manager of a micro-enterprise)
- **68 Md€** in revenue

The most represented activities:

- artistic creation related to graphic arts (painting, sculpture, engraving, illustrations, ceramics)
- masonry work and structural works of the Building (historic buildings, landscape)
- design (textile, graphic, industrial, furniture)
- carpentry,
- photography
- perfume
- leather goods

CENTRE VAL DE LOIRE



Specific

❑ **12 600 people** work in the crafts sector (4,5% of the people who work in the crafts sector in France)

❑ **10 500 companies**

❑ The most used materials in our Region:

Wood
textile/fabric
Ceramic/clay
Metal (industrial region)

❑ The most represented sectors in our Region:

decoration
restoration of ancient heritage
Vehicles



Charlotte FUCHS,

PhD in Renaissance history, Charlotte Fuchs has been project manager of the Campus d'excellence PatMAT since 2020.

The Campus des métiers et des qualifications (CMQ)

Hubs for vocational education and training excellence

CMQ

- National label created to meet the economic needs of the region in the field of trades and skills
- Awarded to a network of secondary schools, higher education institutions, training organisations, research laboratories and economic and associative partners

CMQ
« excellence »

- Response to a particularly strategic socio-economic challenge
- Research and Innovation
- Physically embodied in a place of life and exchange
- International outlook

Objectives of CMQs: in response to the expectations of professionals in a strategic economic sector, to work in a concerted manner to contribute to the development of learners' skills and their integration into the labour market through the development of a wide range of vocational, technological and general training.

The Campus d'excellence Patrimoines, Métiers d'Art et Tourisme (PatMAT)

- **Certified as “Campus des métiers et des qualifications d'excellence”,** PatMAT will launch its activities **in December 2020.**
- Concerns an overarching theme, that of **cultural and natural heritage, with a focus on tourism.**

Heritage / Arts & Crafts and Design / Landscaping / Hospitality & Catering / Tourism / Food

- **Focuses on funding programmes that support** specific initiatives of common interest to several partners and with a proven impact on learners and the Centre-Val de Loire region.
- Brings together **32 organisations and institutions under one governing body and has more than 160 partners.**

The PatMAT ecosystem is committed, among other things, to promoting the development of skills and training, including in relation to research.

CENTRE VAL DE LOIRE

The Rencontres des savoir-faire of Mosnes

2 110 secondary school pupils between 2022 and 2025. Since 2024, young people under the supervision of the Judicial Protection of Minors service have been welcomed.

26 secondary schools participated in the event at least once.

➤ **108%** of the number of young people in the event

27 CMQ partners participated in at least one edition, including **19** vocational schools.



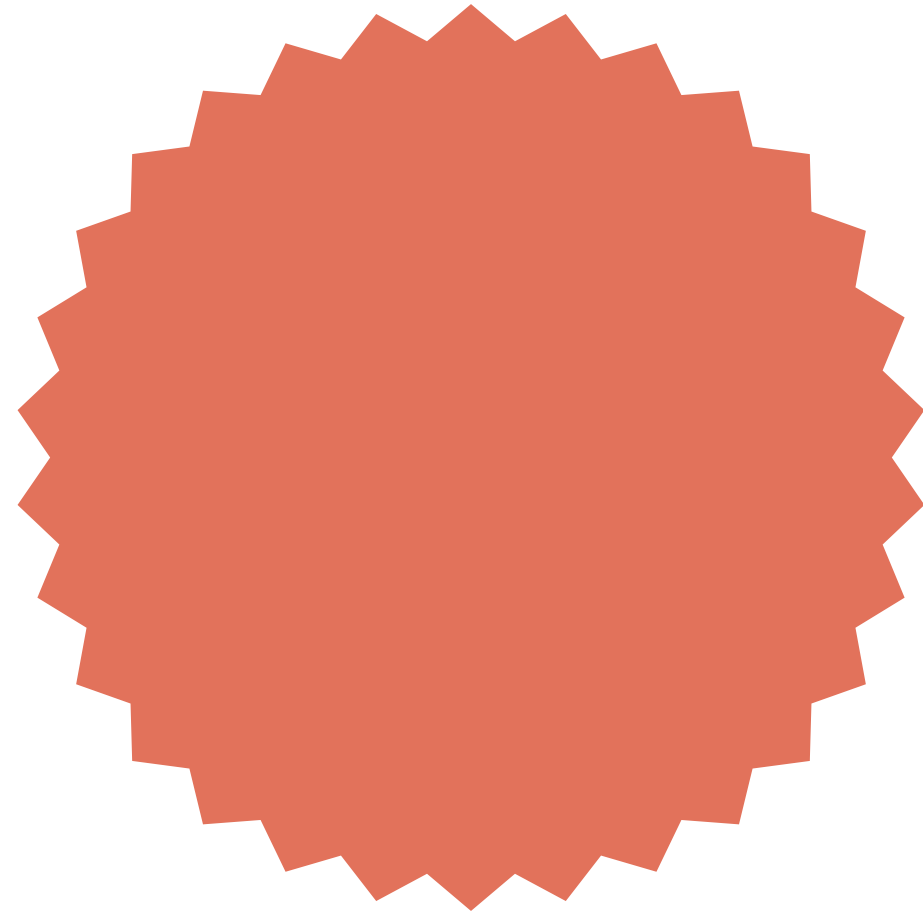
CENTRE VAL DE LOIRE



« Métiers en scène – the crafts sector »

- An **escape game** for students or the general public to discover the craft sector
- several missions of **45 minutes for 30 people at a time**, to discover professions in a fun way, while being an actor in the process
- A mobile device that can be mobilized for different types of events
- A tent of 50 m2 / 1 or 2 animators





Regione Toscana

- **Miriana Bucalossi** is Head of Apprenticeship and WBL Activities, EU Projects UNIT. Master in innovation, design and evaluation of policies and services, she is in charge for Apprenticeships, internships, dual learning and EU Projects at Tuscany Region. Within the EARLALL network, the EU Association of Regional & Local Authorities for LIFELONG LEARNING, she coordinates the working group "Youth Policies" led by Tuscany Region and aimed at promoting youth employment.

TUSCANY

- **Your pptx...**

CATALONIA



Felip VIDAL AULADELL

PhD in Communication Studies. Director of the Llotja School of Art and Design (Barcelona) since 2021, specialized in phenomenological approaches to contemporary design.



Agnès WASSERMAN OLIVÉ

Licensed architect with a degree on Architecture from the Barcelona's University of Architecture ETSAB-UPC. She also studied artistic jewellery at the School of Art and Design La Massana, in Barcelona. Later she did a Post Graduate at "Massana Off" Artistic Cooperative, at Massana School. She is currently a professor of contemporary jewelry projects at LLOTJA Superior School of Design and Art in Barcelona, where since 2012 she coordinates the art jewelry department.



**Generalitat
de Catalunya**

Arts and Crafts of the 21st Century

Tradition meets innovation, sustainability and thecnology

Students as active agents in a creative world

Professionalization, teamwork and real-world projects

Key Initiatives

Creative Talent and Enterprise Program: links schools and companies

CooperArt: real commissions with social purpose

Students as active agents in a creative world

Innovation: Rodatge Maleït at Sitges Festival

Aliatges: A Collaborative Project

Interdisciplinary space: jewelry, photography, graphic design

From concept to materialization and communication

CATALONIA

*Transversality,
Multidisciplinary,
Collaboration,
Collectivity*



*“ALIATGES”
project*

INTERDISCIPLINARY

- _artistic photography
- _artistic jewelry
- _advertising graphics

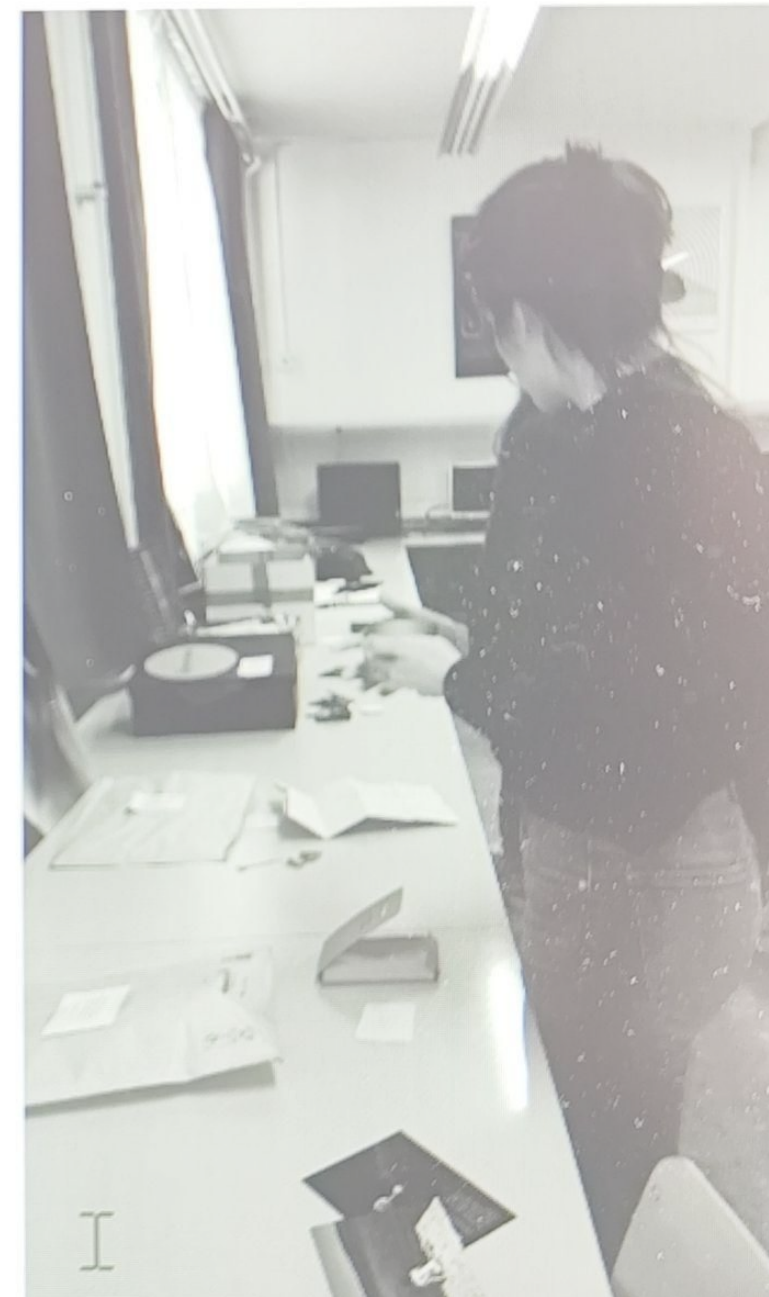
3 ART SCHOOLS

- _EA Llotja
- _EA Serra i Abella
- _EA Pau Gargallo

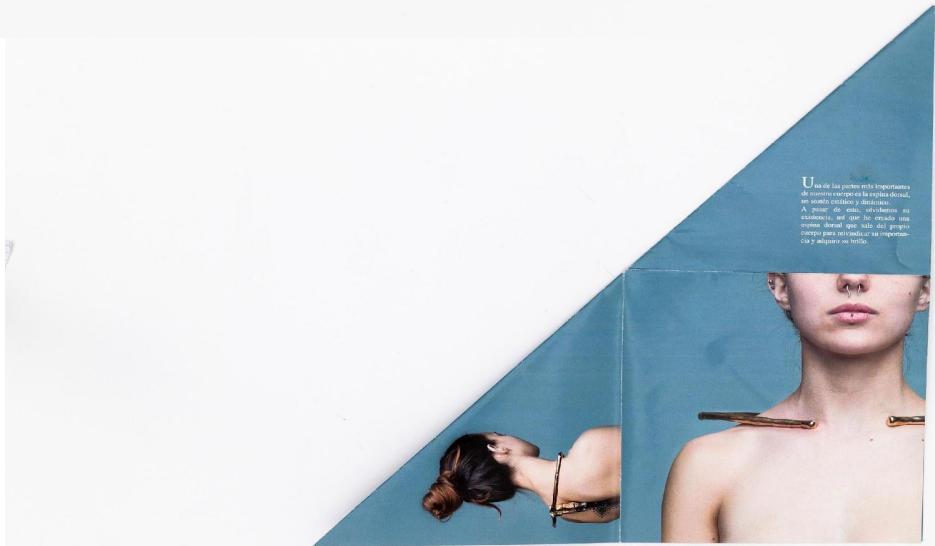
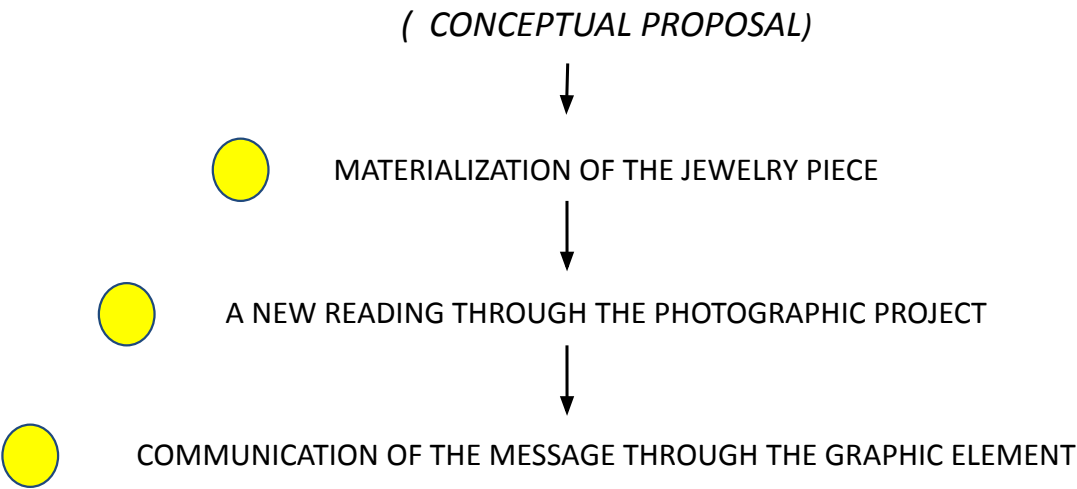
Aliatges was born in the 2014/15 academic year from the collaboration between the Photography Department of EA Serra i Abella and the Jewelry Department of EA Llotja. The interest in multidisciplinary led to the addition of the Department of Advertising Graphics at EA Serra i Abella in 2015/16.

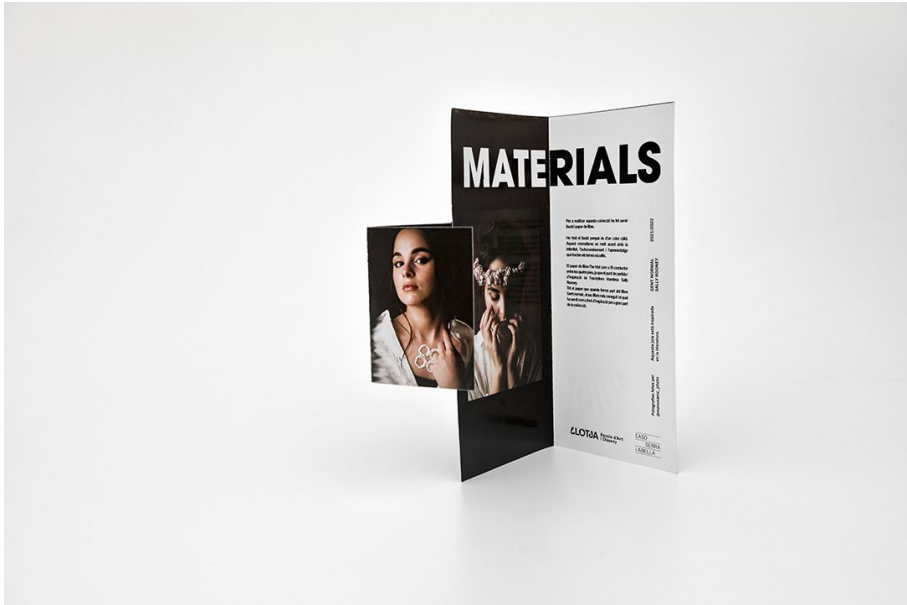
CHALLENGES AND OPPORTUNITIES

- Develop creativity
- Teach a method for achieving a final result
- Promote multidisciplinary work
- Encourage cooperative work



Collaborative Project (Project-based work in 3 axes)





EXHIBITIONS

ALIAS

ALIAS

Col·laboració entre les especialitats de **FOTOGRAFIA** i **DISSENY GRÀFIC** de l'**ESCOLA SERRA I ABELLA** i l'especialitat de **JOIERIA** de l'**ESCOLA LLOTJA**



ea
Escola d'Art i Disseny Serra i Abella

del 26 de maig al 30 de juny de 2016

dilluns a divendres, d'11h a 13h i de 16h a 20h

 **llojja**
Joieria i Orfèria

NAU U
Espai d'Art i Disseny

 **Generalitat de Catalunya**
Departament de Cultura

 **EASD**
Escola d'Art i Disseny Serra i Abella



3_24
març 2017

ALIAS

INAUGURACIÓ
3 març_12:00h

Participen:
CFGS de Fotografia i Disseny Gràfic_EASD Serra i Abella
CFGS de Joieria_EASD Llotja

EASD SERRA I ABELLA
Jerusalem 20 i Llotja
www.escola-serra-i-abella.com

ea 

ALIAS

Del 30.05 — 26.09

INAUGURACIÓ
30 MAIG — 19:00h



Participen:
CFGS de Fotografia_EASD Serra i Abella
CFGS de Joieria_EASD Llotja

Lloc:
Espai **la Nau U**
EASD Llotja Sant Andreu
Carrer Pare Manyanet, 40

 **EASD SERRA I ABELLA**

 **llojja**

 **Generalitat de Catalunya**
Departament de Cultura

 **EASD**
Escola d'Art i Disseny Serra i Abella



EASD
SERRA
I ABELLA

ALIAS

DATES
09.01 - 09.03



INAUGURACIÓ
09.01 11.00H

LLOC
EASD
Serra i Abella

Jerusalem 20 - 08902
L'Observatori de Llobregat

www.serrabiella.cat
es.serrabiella@llobregat.cat

 **llojja**

 **Generalitat de Catalunya**
Departament de Cultura

 **Consell de Cultura**
d'Entitats



Aliatges
—
11/11/2021
20/01/2022
Nau U

Col·laboració entre les especialitats de fotografia i disseny gràfic de l'EA Serra i Abella i l'especialitat de joieria de l'EA Llotja

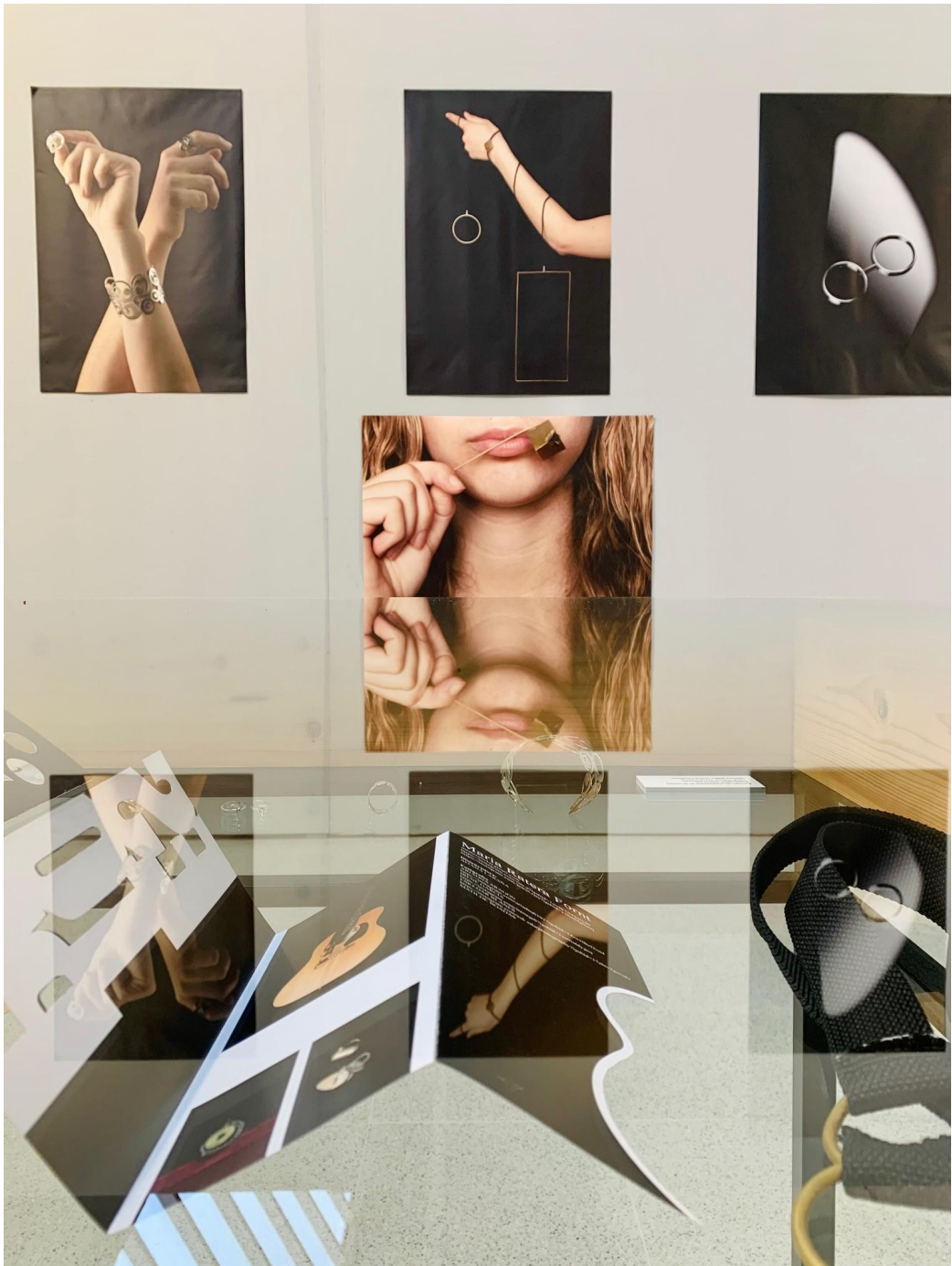


 **LLOTJA** Escola d'Art i Disseny

 **EASD SERRA I ABELLA**

www.llotja.cat

EXHIBITIONS



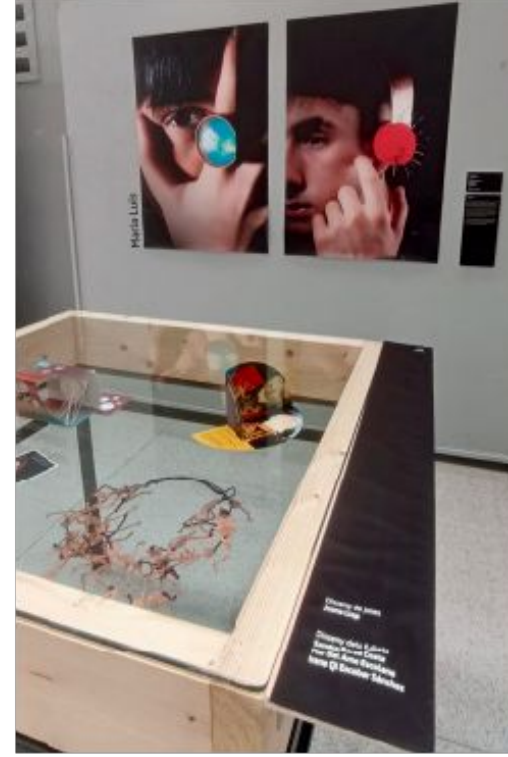
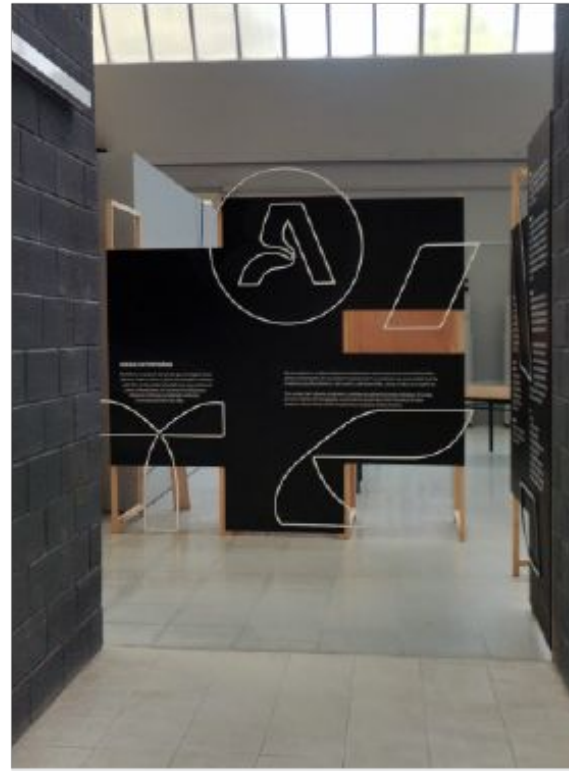
EXHIBITIONS



Creation of the “ALIATGES” brand



Exposició Nau U_ EASD Llotja 2024



THE FLOOR IS YOURS: Q&A SESSION

CONCLUDING REMARKS

NEXT SKILLS WEBINAR

 Battery industries, Winter 2025/26

 Energy, Spring 2026

 Construction, Autumn 2026

Together for lifelong learning



CONTACT US:



earlall@earlall.eu



www.earlall.eu



[@EARLALLEU](https://twitter.com/EARLALLEU)



[@earlalleu.bsky.social](https://bsky.app/profile/earlalleu.bsky.social)



EARLALL - European Association of Regional and
Local Authorities for Lifelong Learning



Rue des Deux Églises 27, 1000, Brussels