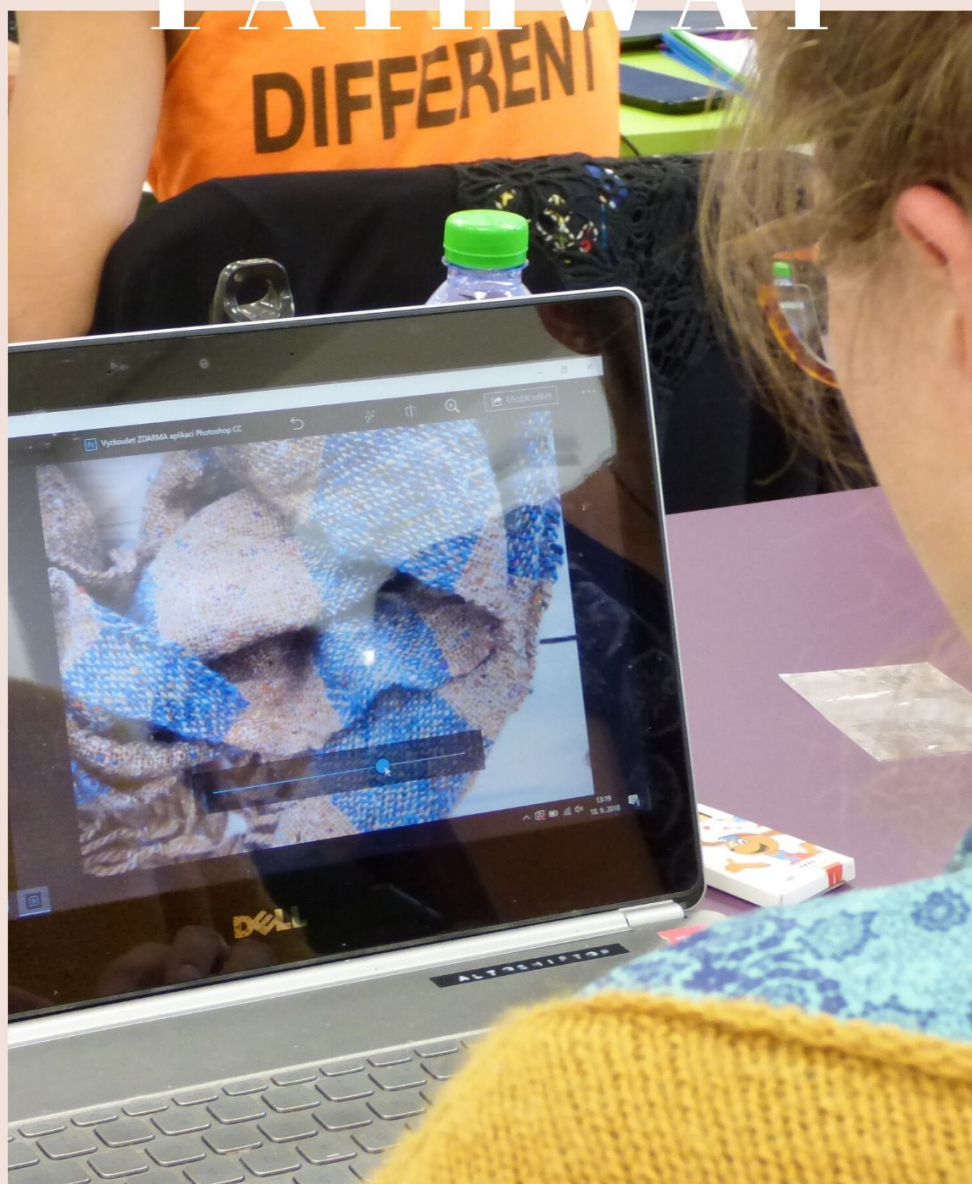


FLORA' HANDMADE WOMEN
ACROSS EUROPE

CAREER PATHWAY





Co-funded by the
Erasmus+ Programme
of the European Union

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein"



This material was created as a dissemination publication in " Florà: handmade women accross Europe" (Funded with the support of the Erasmus+ Programme of the European Union, Through Key Action 2 in Field Adult education). Project number: 2017-1-IT02-KA204-036766



Erasmus+ Programme 2014-2020
Key Action 2: Strategic Partnership Projects
<<Flora': Handmade women across Europe>>
project number: 2017-1-IT02-KA204-036766

Career Pathway Analysis

Jovesolides, Valencia, Spain



INDEX

1. Introduction

2. Female Entrepreneurship in Spain (Jovesolides España) - (a short preamble)

2.1 Reconciliation of work and family

2.2 Women and small craft businesses in Spain (Jovesolides España)

2.3 Labor opportunities in the sector

2.4 E-Commerce in Spain (Jovesolides España)

3. National policies(a short preamble)

3.1 National policies supporting female self-entrepreneurship

3.2 Laws in support of handmade trade

3.3 Fiscal and taxation aspects in Spain (Jovesolides España) for the sale of handicrafts

4. Hand-Made (a short preamble)

4.1 Profile of the Handmade

4.2 Handmade production market

4.3 Marketing tools used

5. Conclusions

Annex 1: statistics of women working at home, various statistics on the work of artisans

Annex 2: organizations dealing with handmade

Annex 3: handmade stakeholders

Annex 4: e-commerce sites

Annex 5: handmade markets in Spain (Jovesolides España)

1. Introduction

Social, academic and political interest in entrepreneurship has grown over the last few years because entrepreneurship is crucial to economic development, promoting social integration and reducing inequalities.¹ In fact, entrepreneurship is seen as a way to reduce unemployment and fight exclusion among certain groups that suffer social and labour discrimination, for example women and immigrants. Women suffer marginalisation based in part on the notion that have alternative areas in which to work productively, namely the family, domestic, private area.²



In recent years social movements supporting a more equal and balanced situation among genders have grown in all Europe. In this respect, Spain is recognized as one of the leading European countries for gender equality. The country has introduced pioneering legislation to reduce gender based violence, and gender equality is being strengthened in both the private and public sector. For this reason, Iceland, Liechtenstein and Norway have

donated €10 million to the Spanish gender equality programme, through the EEA Grants fund. However, women are still under-represented in most boards of directors of large enterprises, and the gender pay gap remains high, while domestic violence is a major element of discrimination.

More generally, data from the Register of self-employed workers (RETA) suggest that self-employment is gaining in importance in Spain.³ In June 2016, the number of workers registered as self-employed increased by 11,000 to more than 3.2 million, the highest level since 2011. However, data from the EPA Survey⁴, which is the Spanish Labour Force Survey, conducted by the National Institute of Statistics (INE), show the contradictory reality of the self-employed in Spain. While 42% reported that they became self-employed out of necessity and 66% would rather be full-time employees, 58% stated that they have been happier since they started to work independently. While many reported that they valued being their own boss and establishing their own working time, in practice many have to work very long hours and some even work seven days a week.

It has already been mentioned above that there is no European legislative framework on the craft sector. Different European countries have different regulatory frameworks so a comparison neither seems useful nor contributes to a better understanding. However, generally in every country there is a specific law governing

¹ <http://www.oecd.org/std/business-stats/EaG-Spain-Eng.pdf>

² http://www.italcamara-es.com/wp-content/uploads/2016/11/WOMEN_ENTREPRENEURSHIP_IN_SPAIN.pdf

³ <http://bit.ly/1kuQh1w>

⁴ <http://bit.ly/1x50upl>

the craft sector, and craftsmen require a formal registration in order to open up an own workshop.⁵

The recognition of the importance of education is growing and people working in the craft sector are willing to gain further qualifications. However, due to their small size and their difficult financial and economic situation the companies run into several difficulties when it comes to improve their education. The by far most dominant obstacles are the serious lack of time and the current workload. As there are only a few people working in the companies, the lost time of each and every employee is of significance both in financial means as well as manpower. Thus it is difficult for a craft company to send workers to a training program as this significantly frustrates the production. It is even hard for the owner to participate in any further education program as he/she is usually an important part of the daily operational business. The micro-sized companies normally do not have a keyholder for the boss or an employee who could take over the work of the absentee. The severe financial problems make it even more difficult to invest in training activities.

Consequently, education has to be as flexible as possible in order to fit into the organizational structure and processes and has to meet the actual needs of the companies. Obviously the promotion of training activities plays a decisive role as well. Training programmes with the support of new information and communication technologies seems to meet the demands of the craft sector.⁶

2. Female entrepreneurship in Spain

If you are Spanish you have one in four chance of being unemployed, rising to one in two if you are young. And if you are a young woman in Spain? The odds of finding yourself among the ranks of the unemployed are even higher, at 55% (2014)⁷. The percentage of women entrepreneurs in the active labour force in Spain is 12% compared to 21% for men. Now however, young Spanish women are finding their own solutions to the crisis. A record 800,000 businesses have been set up by women between 2009–2013. Women participation in the economy is ongoingly growing. Their achievements in education and formation are unquestionable. In fact, the average educational level of women entrepreneurs in 2012 was higher than that of men: 1.96 versus 1.84, being 1 low, 2 medium and 3 high. Almost 13% of potential women entrepreneurs have a graduate degree, while only 2% hold a postgraduate degree.⁸ In fact, many I.T. and technology companies have been started since 2010, such as: Sabatica, FamiliaFácil, Traditori. Spain is in the top 10 of the most prosperous countries for female entrepreneurs. Women aged 25-34 represent the largest group willing to start a business (34%). It is closely followed by women between 35-44 years of age (29%). According to data from 2011, 29% of women who had the intention to start a company were willing to do it full-time.

Regardless of this, men and women still do not count with the same opportunities when it comes to startup, run and develop own entrepreneurial projects: there is still

⁵ <http://projects.ifes.es/pdfs/craft/craft1.pdf>

⁶ <http://projects.ifes.es/pdfs/craft/craft1.pdf>

⁷ <https://www.theguardian.com/world/2014/feb/03/spains-jobless-women-become-boss>

⁸ http://www.italcamara-es.com/wp-content/uploads/2016/11/WOMEN_ENTREPRENEURSHIP_IN_SPAIN.pdf

a larger number of men entrepreneurs. Next to the fact that Spain is one of the countries with the largest positive income gap for women entrepreneurs, which is at +20%, it is relevant to notice that the share of employed Spanish women who are self-employed with employees (3%) is the third highest in the entire OECD area, following Greece and Italy. The share of employed Spanish women who are own-account workers (9%) also lies above the OECD average. Differences in entrepreneurship levels across countries partly reflect 'push', notably limited paid employment opportunities, as well as 'pull' factors. However, in most OECD countries the gap between the proportions of male and female entrepreneurs with employees (3.5 percentage points on average) is similar to the gender gap between the proportions of own-account workers (4.1 percentage points on average).⁹



In Spain, women as employers slightly exceed the 30% of the total and they concentrate in few activities' brunches, such as those related to administration, housing, education, health and care services. Spanish female entrepreneurship, more than male entrepreneurship, has traditionally been oriented towards the consumption and services sector, as is in the case in most other OECD countries.¹⁰ In many

countries, though, evidence for young female entrepreneurs points to considerable diversity.¹¹ However, women are not as present as men in fields such as extraction and transformation of raw materials, and their implication in these activities has decreased even more due to the economic crisis, especially from 2009 to 2011. Generally, in all activities' brunches, women's level of quotation is performed in lower levels than man. In fact, women only represent the 35% of the total of autonomous workers, with a higher presence of women within youngest age groups. The economic dimension of the enterprises run by women tends to be lower than that of men and has major difficulties to access credit. However, their business are more difficulties resistant. In Spain, since the beginning of the economic crisis, nine out of ten autonomous workers who gave this condition up were men.¹²

Self-employment rates are often used as an important indicator of entrepreneurialism. In 2009 the *entrepreneurial intention index* for Spain declined by 34% for women versus 22% for men. This was due to both the economic crisis and the obstacles women have to face when trying to start a business: 1) Perceived risks, 2) gaps in opportunities (for training, finance, rewards), 3) current trends in women entrepreneurship, 4) perceptions towards entrepreneurship, constitute useful indicators that measure the state of entrepreneurship, providing an important reference for policy insights and policy making.

⁹ <https://www.oecd.org/std/business-stats/EaG-Spain-Eng.pdf>

¹⁰ <http://www.italcomara-es.com/wp-content/uploads/2016/11/WOMEN-ENTREPRENEURSHIP-IN-SPAIN.pdf>

¹¹ <https://www.oecd.org/std/business-stats/EaG-Spain-Eng.pdf> (2016)

¹² <https://www.msssi.gob.es/ssi/igualdadOportunidades/iEmpleo/emprendimiento.htm>

1) **Perceived risks are higher for women.** This is to a large extent determined by risk of failure but also reflects other factors, such as social security safety nets, access to finance, access to child-care, and potential rewards. This helps to explain the significant differences across countries on how entrepreneurial risk is perceived. As in the rest of the world, in Spain women are less prone to take the entrepreneurial risk, with 54% of men and 46% of women declaring that they would rather take the risk and start up their own business than work for someone else. These are the highest values among Southern European countries, and some of the highest values in the OECD area. The largest group of potential women entrepreneurs is in Andalusia: 18%. The second largest group can be found in Catalonia with 17.4%, closely followed by Madrid at 15.2%. The remaining groups of potential entrepreneurs per region, in decreasing order: *Comunitat Valenciana*; Canary Islands, Galicia, Castilla La Mancha, Basque Country, Murcia, Balearic Islands, Castilla y León, Aragón, Basque Country, Murcia, Balearic Islands, Castilla y León, Aragón, Extremadura, Cantabria, Asturias, Navarra, Rioja.¹³

2) The gender gap that is observed across the world regarding access to both finance and training to create and grow a start-up also exists in Spain, where 55% of men and 47% of women declare to have access to such training. The share of Spanish women declaring that access to money is not a barrier to starting a business (19%) is smaller than the equivalent share for men (24%) and below the OECD average for women (27%). Potential rewards are also an important determinant of risk assessment and in most countries earnings from self-employment are typically lower for women than for men.

3) In this context, Spain has one of the smallest earnings gaps in the OECD area: Spanish women entrepreneurs earned 22% less than their male counterparts in 2011-12, compared to 33% in the OECD countries. Moreover, between 2006-7 and more recent years the gap in self-employment earnings in Spain decreased by 15 percentage points.¹⁴ In numbers, 33% of women who strive to become entrepreneurs have an average annual income between 10.000–20.000 Euros, while 23% have an income of up to 10.000€ and only 1% register an income of over 100.000€. Over 91% of women who intend to start a company are interested in the urban sector versus approximately 8% interested in the rural one.¹⁵

4) In Spain, informal institutions (such as entrepreneurial career, female networks and role models) are more important than formal institutions (such as education, family context and income level differences) to start a female company. The informal institutions that appear to be most relevant to the creation of businesses by women are social recognition of the entrepreneurial career and female networks.¹⁶

2.1 Reconciliation of work and family

A Spanish study has shown that 35% of Spanish people have to sacrifice sleep to achieve the conciliation between work and family¹⁷. Work-family balance is a particularly pertinent aspect of quality of work in the context of self-employment,

¹³ http://www.italcamara-es.com/wp-content/uploads/2016/11/WOMEN_ENTREPRENEURSHIP_IN_SPAIN.pdf

¹⁴ <https://www.oecd.org/std/business-stats/EaG-Spain-Enq.pdf>

¹⁵ http://www.italcamara-es.com/wp-content/uploads/2016/11/WOMEN_ENTREPRENEURSHIP_IN_SPAIN.pdf

¹⁶ <http://bit.ly/2Geotl6>

¹⁷ <http://oecetio.es/en/2016/09/15/reconciliation-work-and-family-life/>

since it is often cited as an important motivational factor to start a business. The 2010 Global entrepreneurship monitor, in all 59 countries examined, found that for more women than men the decision to be self-employed is motivated by the search for a good balance between work and family life and by financial needs (push factors as main motivation to start a business), while men tend to make employment choices based on earning potential (pull factors as main motivation to start a business). Caring responsibilities for children and elderly relatives and the costs of formal care are important factors in decisions on whether to participate in the labour market, to what extent, and which career profile to pursue. Women, who often bear the caring responsibilities for children and elderly relatives, use self-employment as an opportunity to fulfil family obligations and start small businesses to (re)integrate into labour market. Self-employment can thus be considered a more viable option than salaried employment for women with children, as it can reduce the cost of childcare by providing increased flexibility and opportunities to work from home.¹⁸



www.alamy.com - EFGMYB

The Spanish labour market still does not offer complete equality between men and women. Although women have joined the labour world, the greatest burden of housework and childcare remains with them. In average men daily dedicate more time than women to every kind of activity but to those concerning home and family. It was observed that the general dedication of women to domestic and family chores (domestic chores, taking care of

children, elderlies, and dependent family people), especially in homes formed by a couple with children, almost duplicates men dedication. In addition, women between 25 and 45 years old are at risk of discrimination at a stage with great probability of pregnancy.¹⁹

Hence, the creation of a legal context for equal opportunities and the implementation of a balance in the sharing of family responsibilities is necessary. Someone in an interview said: *"Some people are looking after an elderly person or have other dependents. And some people simply want to have time for their personal life. A long term solution has to take everyone into account"*.²⁰ This would include maternity and paternity leave, reduced working hours for child care, nursing leave, schedules adaptation that allows to meet the needs of children or prevention of health risks and care of mother and baby. Although many actions has been taken in order to sort this issues, its implementation is not yet entirely effective and it is more likely to bear the burden of child care only in the mother figure neglecting father figure.²¹ In fact,

¹⁸ <http://eige.europa.eu/gender-mainstreaming/policy-areas/entrepreneurship>

¹⁹ <http://bit.ly/1oPhryu>

²⁰ https://elpois.com/elpois/2016/04/13/inenglish/1460554418_902495.html

²¹ <https://e-revistas.uc3m.es/index.php/SLLERJ/article/view/3310/1974> (2016)

Spanish employees, having family responsibilities, are less protected by its government than for example Dutch, Swedish or German workers, who enjoy public aid that is offered in different manners, from economical subsidies to public assistance and facilities. Spain lacks of day-care centres at work and with compatible schedules. The full-time and the few companies that provide day-care centres for their employees, causes the workers to not know where to leave their children while they work.²²

The Spanish legal context is not yet adapted to the new social changes. No matter who ends up in power, whether in coalition or alone, the next Spanish government looks set to roll out work-family policies promising a shorter, more flexible working week along European and US lines. Polls throughout Spain show that more flexible working hours are widely considered long overdue. Usúe Madinaveitia, one of the organizers of the social media campaign *#mamiconcilia*, says: *"Politics should reflect society's needs. It's no longer taboo to admit you want things outside of work or that you are keen to spend time with your children."*²³ Despite this societal and political changes, the Spanish legal foundation on working time does not create a favourable atmosphere for employees to reconcile their work and family responsibilities.

In Spain, the lack of social awareness regarding reconciliation of labour and family life is apparent in that its regulation does not emerge from an initiative of the Spanish parliament, but rather, results from the transposition of guidelines established by the international and European communities. Spain, as other south-Mediterranean countries, is characterized for the predominance of split work schedules. Split work schedules typically consist of 5 hours of work in the morning (typically from 9 am to 2 pm), followed by a 2 hour break and another 3 hours of work in the afternoon/evening (typically from 4 pm to 7 pm). Because of the evening work hours, split work schedules are contributing to work-family conflicts in the midst of significantly higher female labor force participation.²⁴ In this regard, in Spain there are social movements, like the campaign promoted by Baena using the website Change.org, demanding incentives for small companies to introduce an uninterrupted workday with a flexible schedule.²⁵ So far, however, Spanish employees having family responsibilities find it harder to achieve a balance between work and family as compared to their colleagues, for example, in Denmark, the Netherlands, Sweden or Germany. Spanish employees have to turn to different institutional figures in order to reconcile their working and family life, due to the lack of flexibility that the general law provides in this matter.

2.2 Women and small craft businesses in Spain (Jovesolides España)

In respect to the gender dimension, scarce information exists in the study-field of self-employment if we compare it to the academic advancements obtained in relation to the salaried women participation in the labour market (Greer y Green, 2003).²⁶ However, a study about craftsmanship in Spain²⁷ that was realized in 2015, shows an interesting aspect of Spanish artisanal companies: the presence of women in its

²² <http://aecetia.es/en/2016/09/15/reconciliation-work-and-family-life/>

²³ https://elpais.com/elpais/2016/04/13/inenglish/1460554418_902495.html

²⁴ <http://ftp.iza.org/dp4542.pdf>

²⁵ https://elpais.com/elpais/2016/04/13/inenglish/1460554418_902495.html

²⁶ <http://bit.ly/2C4M2IG>

²⁷ https://static.eoi.es/sovia/documents/EOIFundesorte_ArtesonioEspona_2015.pdf

human capital and their participation. Based on the results of the survey realized in 2014, women reached critical mass levels in artisanal companies, since they represented the 36% of the members. It is important to highlight that, despite the persistent inequalities, during the five years previous 2015 female presence raised compared to 2010, when they were about 20% of the members. On the other hand, clear differences exist in the relation between the juridical form and women's presence. They are underrepresented in commercial companies (limited and anonymous) with percentages lower than 20% and they clearly are the majority in non-profit organizations.

2.3 Labor opportunities in the sector



In the study *“La presencia del sector artesano en las fuentes estadísticas”* (DGPYME, 2009), which in English is “The presence of the artisan sector in statistical sources”, for the year 2009, established, in absolute terms, that Catalonia, the Valencian Community, Madrid and Andalusia, counted with the bigger artisanal sectors in terms of employment. All in all, these four communities gathered more than 61% of the handicraft employment. On the other hand, addressing a relative

index as the employment density, the autonomous communities that counted on a more developed artisanal sector and with an importance relatively high in its industrial fabric were Baleares, Murcia, the Valencian Community and Castilla-La Mancha. Moreover, the number of artisanal enterprises in 2009, it was counted in about 61.657, of which the 73% (44.774) were individual personas, and the 27% (16.883) juridical persons. In the same way, it was estimated that the 95% of the artisanal enterprises were micro-enterprises. In respect to the employment of the sector, this was placed on more than 194.000 people in 2009, of which the 64% was employed by others and the 36% was self-employed (more than 70.000).

In the year 2008, the added value of the artisanal sector was calculated in about 4.000 millions of euro per year, which represented about 3% of the industrial GDP and in about 0,4% of the national GDB. These data suggests us not only that the artisanal activities should be considered as integral part of the collective identity and with a high degree of contribution to the preservation of the cultural tradition and the ethnologic wealth of a region and country, they also have to be valued as economic activities. In this way, in its analysis to keep in account the same factors in any other sectoral analysis is suitable (Instituto de Formación y Estudios Sociales, 2007).

Said this, it is important to consider that in some municipalities, in many cases those of smaller size, handicrafts constitute the only manufacturer activity. To this fact, the ease of use in compatibilizing it with other activities, particularly agricultural and livestock activities. In the same way, it can foster other activities generating wealth and employment, as such cultural activities, which at the same time are a driver of the tourism in the region. In the current economic context, characterized, on the one

hand, by problems of access and permanence in the job market, and on the other hand, by the raising penetration and use of the new technologies as platforms and channels of the commercialization and economic and social interaction.²⁸

2.4 E-Commerce in Spain (Jovesolides España)

With E-Services, E-Learning, E-Business or E-Shops the World Wide Web offers endless technical opportunities and chances for individuals as well as companies today. Although these new Information and Communication Technologies (ICTs) may simplify and professionalize processes and improve the competitiveness, craft companies have not put them into an optimal use until now.

Figures from the World Economic Forum 2010 show that in Spain, Italy and Austria the majority of the population own a computer and many use it to work. Even if the use of computers and the Internet might be common in western Europe, the rather conservative and traditional attitude of craftsmen in the present is an obstacle. So far the sector has not discovered possibilities such as the commercialisation of products via E-Shops or the use of the Internet as information and communication medium as well as marketing platform. In order to improve this situation, the European Commission launched several initiatives to improve the quality and accessibility of European education and training systems through the effective use of ICTs.²⁹

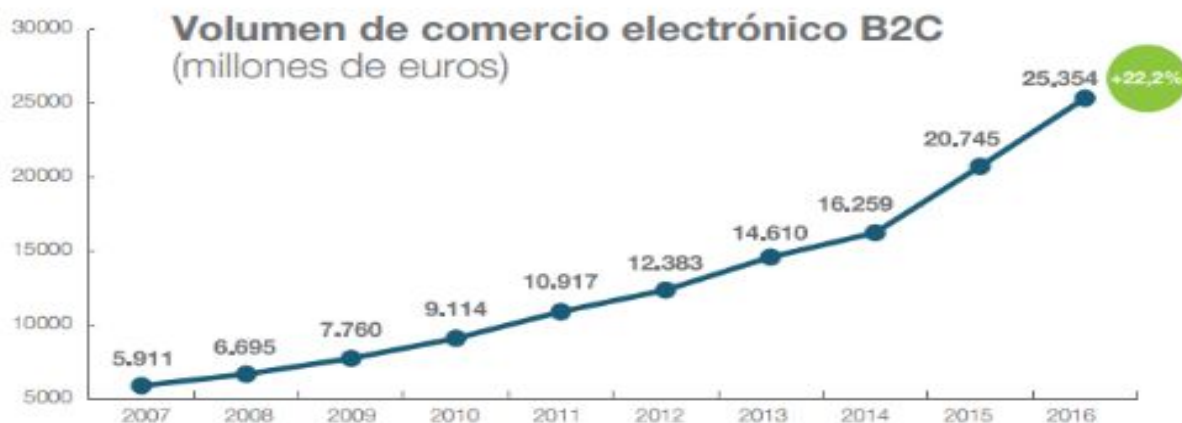


Figure 1: Volume of e-commerce B2C (millions of euro)³⁰

However, as Figure 1 shows, since 2007 in Spain the volume of B2C e-commerce has never stopped growing, and it seems that this trend is set to increase and intensify. Spanish people have spent for online purchases more than in previous years: 10% of consumers say that weekly realized several online purchases (8% in 2016). This is what emerges from the 2017 study about e-commerce in Spain realized by the El Observatorio Cetelem. El Observatorio Cetelem realizes studies about consumption, e-commerce and motors in Spain and Europe.

²⁸ https://static.eoi.es/sovio/documents/EOIFundesorte_ArtesonioEspono_2015.pdf

²⁹ <http://projects.ifes.es/pdfs/craft/craft1.pdf>

³⁰ <https://elobservatoriocetelem.es/2017/12/14/observatorio-cetelem-ecommerce-2017/>

The El Observatorio Cetelem 2017's study about e-commerce in Spain reveals that in 2017 the sectors that are growing above the average in e-commerce are those related to tourism (e.g. flights, hotels), leisure (shows tickets, books, music, restaurant), and consumer electronics: up 15 percentage points. Moreover, for the first time, the "marketplace" overcomes shops and producers' websites in almost every sector (Figure 2).

	Marketplaces	Web de la tienda	Web del fabricante
Electrodomésticos / Tecnología	51%	36%	15%
Dispositivos móviles y accesorios	54%	33%	16%
Hogar	38%	41%	21%
Deportes	25%	60%	24%
Bicicleta y accesorios	40%	37%	21%
Automóvil y accesorios	43%	30%	18%
Moto y accesorios	37%	30%	19%

Figure 2. In percentage, the number of consumers that purchased on the Internet using three channels - marketplace, web-shop, manufacturer's website - in the following sectors (top-down): electrodomestics/technology, mobile devices and accessories, home, sports, bicycles and accessories, cars and accessories, motos and accessories.³¹

As Figure 2 shows, the "Marketplace" (Annex 4: some examples of marketplaces spread in Spain for artisans, like Etsy) in 2017 become the favourite shopping channel in five of the eight in-depth analyzed sectors. Price, variety of products, and offers constitute the main variables explaining why web surfers uses marketplaces for their online purchases.

For the respondents of El Observatorio Cetelem 2017's survey, the most positive aspects of buying online are, as in the previous year, the possibility to shop from home (62%), the possibility to buy at any time of the day (39%), and the possibility to avoid displacement, and this years the chance to directly receive the purchased products at home (28%) becomes a relevant aspect. Anyways, it was noticed that the percentage of consumers who positively value e-commerce decreased compared the previous year.

On the other hand, the main barriers perceived by the consumers to realize online shopping, which changed compared to the previous year, were shipment costs opposite to the possibility to see and touch the product, which was the most mentioned option in 2016. Both options show a decrease compared to the previous year. The difficulty to realize returns was another of the most mentioned negative aspects.

³¹ <https://elobservatoriocetelem.es/2017/12/14/observatorio-cetelem-ecommerce-2017/>

¿Qué productos y/o servicios ha comprado online en los últimos 12 meses? (En % respuesta múltiple)

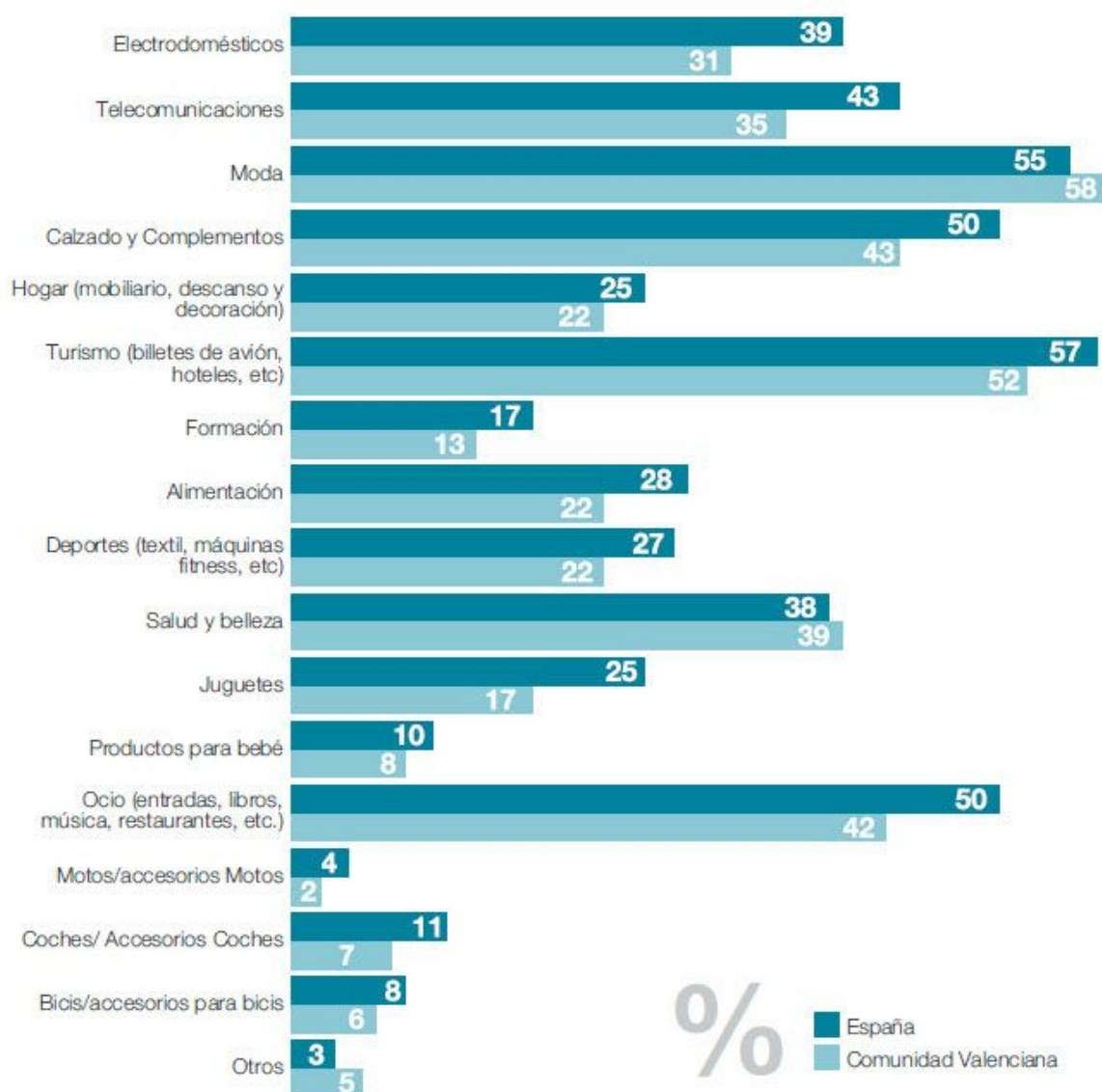


Figure 3. What products and/or services have you bought online in the last 12 months? (% multiple answers) In descending order: electrodomeestics, telecommunications, fashion, footwear and accessories, home (furniture, relax, decoration), tourism (flight tickets, hotels, etc.), education, alimentatión, sports (textile, fitness machines, etc.), health and beauty, games, baby products, laisure (tickets, books, music, restaurant, etc.), moto and accessories, cars and accessories, bicycles and accessories, others.³²

As Figure 3 shows, El Observatorio Cetelem observed that in the Valencian Community in 2016 the most purchased products and services were **fashion products (58%)**, **turism (52%)**, **shoes and accessories (43%)**. Which were followed by **leisure goods (42%)**, **health and beauty (39%)** and **telecommunications (35%)**. El Observatorio Cetelem observed that Valencians are slightly underneath the Spanish average in every sector, except from fashion (58% of Valencians, against 55% of fashion). The most significant

³² <http://bit.ly/2oaM0p9> (2016-2017)

differences rely on leisure goods (42% of Valencians against 50% of Spanish people), and in the telecommunications consumption (35% against 43% of Spanish people).

In 2016 in average Valencians spent 996 euro for online products and services purchases. This quantity is inferior to the Spanish people's average, which corresponds to 1.413 euro in online purchases.

If we look at data per sector, Valencians and Spanish people, realized their major expenditure in the travelling sector, with little difference among them. In the Valencian Community the electrodomeestic and technology sector was the following sector with highest expenditure, with little difference in respect to the overall country expenditure, even if for Spain this sector covers the fourth place in terms of revealed expenditure. Fashion products were the most purchased by Valencians, their online shopping intentions in the next 12 months of 2017 followed the same wake, given that 58% of websurfers of the Valencian Community responded that they would buy fashion products.

Conclusively, the above analysis prompts artisans to take advantage of the raise of e-commerce. The above data inform local female entrepreneurs about the local consumers' interest in fashion and footwear, tourism, health and beauty products, while the growth of e-commerce users gives information about new sale potentials and horizons. This information can guide and motivate the artesanal sector's business strategy of the Valencian Community. Based on this, local female entrepreneurs should learn how to take advantage of ICTs potential to make their economic activity more competitive and successful. The gains could be satisfying not only economically; by selling online (and worldwide) they may extend their opportunities in unexpected ways, as well as their levels of prestige and personal satisfaction.

3. National policies

Similarly to Italy, in Spain the responsibility to legislate on craft is placed on the regions. The results are 19 laws, 16 correspond to autonomous communities and three to provincial governments of the Basque Country. Besides some similarities in the legislations itself as well as in the definition of some concepts **each and every autonomous community defines for itself what a craft is and who is a craftsman**. Therefore some of the autonomous communities have developed specific lists, known as "Craftsmen Lists". **The law demands a registration in order to carry out a craft business in Spain. The specific conditions of access to registration are set out in the basic law regulating the sector, with the exception of some communities which have developed their own specific legislation also in that point.**

Then there are **representative bodies** that help strengthening the craft sector's position on the **national** as well as **international** market, as they represent the (legal) interests of artisans in relation to public authorities, politicians and the general public. Among several tasks, representative bodies promote the economic development of its members by positively influencing the regulations, the observation of the law and the participation in the creation and modification of standard.

In Spain, the autonomous communities are the representative bodies of the craft sector. They have adopted different ways to promote and develop the sector. Many communities have even set out **specific action plans and programs**. They have also

developed a standard that declares craft in “Zones, Districts or Areas of Craftsmanship Interest” and which regulates training activities among others. In fact, in Spain the representative bodies are also responsible for education and training of the craftsmen.³³

At the national level, however, Spanish craftsmen find representation in the [Organización de los Artesanos de España](#), also called Oficio y Arte, is a member of the [World Crafts Council of Europe](#).

The [Centro de Artesanía de la Comunitat Valenciana](#) is the institutional artesanal center of the Valencian Community and as such is a member of Oficio y Arte. This entity's main aim is to spread and foster Valencian craftsmanship as well as to promote its business consolidation and competitiveness through the development of promotional policies involving information, training, analysis, assistance and coordination. The development of the potential of the artisans is considered an important part of the network of the Valencian production as well as a guarantee for its cultural and artistic roots.

3.1 National policies supporting female self-entrepreneurship

The women's institute for the equality of opportunities, which in Spanish is the [Instituto de la Mujer y para la Igualdad de Oportunidades](#) (IMIO)³⁴, is an autonomous organism attached to the Ministry of health, social services and equality, which is the [Ministerio de Sanidad, Servicios Sociales e Igualdad](#) (MSSSI). Its function is promoting and fostering gender equality, facilitating the conditions for the effective participation of women in the political, cultural, economic and social life. It also boosts active policies for women employment and self-employment. It also fosters and develops the transversal application of the principle of equal treatment and no-discrimination. The IMIO does so by making resources and information easily available to the citizenship. IMIO publishes calls, bids, and facilitates the online concertation of expositions. It also makes available a free access database that gathers a wide array of documents and publications. Moreover, it offers access to national and international organisms' public resources about gender equality, with the possibility to look for care facilities for women. Finally, the institute carries out an advisory role in the no-discrimination field.³⁵

With the objective of promoting feminine entrepreneurship and support feminine entrepreneurship and self-employment, IMIO and MSSSI are carrying through the following actions:

- EMPRENDIMIENTO FEMENINO EN EL MUNDO RURAL: PROGRAMA “DESAFÍO MUJER RURAL” - FEMININE ENTREPRENEURSHIP IN THE RURAL WORLD: PROGRAM “CHALLENGE RURAL WOMEN”

In the Plan para la Promoción de las Mujeres del Medio Rural 2015-2018's framework, which in English would be the *plan for the promotion of the women of rural areas*, IMIO enacts the program “challenge rural women”, which is the Programa “[Desafío Mujer Rural](#)”. It aims at fostering female entrepreneurship in the rural areas: it

³³ <http://projects.ifes.es/pdfs/craft/craft1.pdf>

³⁴ <http://www.inmujer.gob.es/>

³⁵ <http://www.inmujer.gob.es/ellnstituto/conocenos/home.htm>

supports female entrepreneurs in the different phases of their projects, provide technical support about access to financing and micro-financing, especially in those innovative sectors that are vinculated to technology and in relation to commercialization.

This program started in 2016 in occasion of the contest "Desafío Mujer Rural" to promote feminine rural entrepreneurship, self-employment and the creation of new enterprises. The program, which continues until 2018, among other aspects, concerns the realization of a study about rural entrepreneurship, as well as different educative, mentoring and coaching programs to accompany and form the women of rural areas, so that they can improve their skills to realize a personal and professional development plan.

One of the main objectives of the program is to design and implement an online portal about rural feminine entrepreneurship, which is the Portal de Emprendimiento de la Mujer Rural, as one of the main access points to information about specific actions and resources in the field. This portal counts with an online commercialization platform (virtual market) that wants to constitute the rural women's main **e-commerce tool** to promote and sell their services and products at both national and international level.³⁶

- PROGRAMA INNOVATIA 8.3 - PROGRAM INNOVATIA 8.3

The program has been developing since 2011 by IMIO and the Universidad de Santiago de Compostela, and is co-financed by the European Social Fund, to incorporate gender equality in every space generating and transferring knowledge, especially in universities and investigation centers. The objective is to define a gender ecosystem in the entrepreneurial world based on technology and knowledge. In other words, the objective of the program is to foster women's entrepreneurial spirit in the scientific-technologic sector and create a model of intervention that integrates gender perspective in the knowledge-transfer processes and the creation of enterprises with a technological base (spin off), and support the enhancement of women participation in high added-value sectors.³⁷

- PROGRAMA DE APOYO EMPRESARIAL A LAS MUJERES (PAEM) - WOMEN ENTREPRENEURIAL SUPPORT PROGRAM

The *Programa de Apoyo Empresarial a las Mujeres* (PAEM) is a national program promoted by IMIO and the Spanish Chamber of Commerce and co-financed by the European Social Fund. With more than 15 years of operational experience, this program constitutes an example in the business consulting field for female entrepreneurs who have a business plan or a modernization/ampliation plan.

The attention offered by the Program takes place on-site, through a network of specialized technical footholds located in more than 50 Chambers of Commerce. Its direct and customized care service provides information about self-employment opportunities, legislation, procedures, telephone and contacts numbers. It also provides specialized counselling for business management, viability plans, internal/external training trade analysis and new technologies.

³⁶ <http://desafiomujerrurales>

³⁷ <http://innovatia83.es>; <http://www.womanemprende.org/innovatia>

The same kind of attention is provided with an online service. The web-page www.e-empresarias.net includes, next to the PAEM information and tools, also examples of women success stories, as well as helpful relationships and the possibility to access financings in every CCAA, together with new spaces and participation forums to share experiences in the entrepreneurial sphere and a mentoring network made of consolidated female entrepreneurs that provide support and advice to new female entrepreneurs.

The Program is complemented with a specific financing support service that donates microcredit up to 25.000 euro without guarantee and with advantageous conditions thanks to the partnership agreement that the IMIO has with MICROBANK, which is the financing entity in charge of financing viable projects, which counts with favorable reports from the relative Chamber of Commerce.

Their financing programs are:

1. the **Microcredit Program**

With the objective to facilitate female entrepreneurs, who hardly can access the traditional financial market, IMIO annually signs a collaborative agreement with MICROBANK. In this way, the program facilitates women access to a specific kind of financing (microcredit up to 25.000 euro) for the start-up, promotion and consolidation, growth and improvement of their entrepreneurial projects through the microcredit modality with no necessity for guarantees in advantageous conditions.

Likewise, among the economic conditions, the following stand-out:

- credit up to 25.000 euro (with a maximum of 95% of the investment)
- repayment terms: 6 years with 6 included months of eventual lack of capital
- kind of interest (in 2016): 6, 25%
- guarantees with neither real guarantee, nor conditions of endorsement, except for when the holder is a juridical person that asks for it.

This project's framework currently involves two intermediate organizations: the Spanish Chamber of Commerce and the *Federación de Trabajadores Autónomos* (ATA), which in English would be *federation of autonomous workers*. The latter is in charge of developing information and assessment services for customized entrepreneurial needs.³⁸

2. the program for the **Support** in the obtainment of endorsements³⁹

With the objective of facilitating feminine startups (which have started their activity in the last three years) **access to financing**, and promote, consolidate, boost and improve their entrepreneurial projects, IMIO transfers the solicited endorsements' operation handling fee, up to 500 euro, to female entrepreneurs. In relation to societies, and to delimitate the number of benefiting entrepreneurial projects, women must represent more than 50% of the social participation.⁴⁰

Another interesting project in support of female entrepreneurship was the project called *Women entrepreneurship in emerging economic sectors and new business opportunities* (2009-2014), which was promoted by the Fundación INCYDE of the Spanish Chamber of Commerce, together with the support of the MSSSI, European

³⁸ <http://empresarias.camara.es/financiacion/microcreditos>

³⁹ <http://bit.ly/2F6MaG6>

⁴⁰ <https://www.msssi.gob.es/ssi/igualdadOportunidades/iEmpleo/emprendimiento.htm>

Social Fund and EEA Grants.⁴¹ The objective of this project was to develop projects for the promotion of men and women equality in the job market, female entrepreneurship, gender balance in enterprises' administrative councils, conciliation of work and family, socio-laboral inclusion of vulnerable women groups, and fight against gender violence.

3.2 Laws in support of handmade trade

The act 188/2012 (December, 21) of the Council (Consell) approves the *Reglamento Orgánico y Funcional de la Conselleria de Economía, Industria, Turismo y Empleo*, and establishes that in the Valencian Community the functions for the the spatial planning of commercial activities corresponds to the *Dirección General de Comercio y*



Consumo, as well as the functions concerning domestic trade, craftsmanship, and protection and defense of consumers and users.

The service for the promotion of trade and craftsmanship of the council for the sustainable economy, productive sectors, trade and work of the valencian government, which is the *Servicio de Promoción del Comercio y Artesanía* of the *Consellería de Economía Sostenible, Sectores*

Productivos, Comercio y Trabajo of the Generalitat Valenciana depends from the *Subdirección General de Comercio y Consumo*. Among other things, this latter institution exerts functions in the craftsmanship field. Some of them follow:

- Execution of plans for the development, promotion, formation and organization of the artisanal sector.
- Management and identification of new technological and market opportunities for regional enterprises, enhancement of the artisanal sector competitiveness, and other supportive actions.
- Promotion and impulse of the activities of the Centro de Artesanía de la Comunitat Valenciana.
- Proposition and management of conventions and other cooperative instruments with public and private institutions, in relation to craftsmanship promotion and innovation.
- Elaboration of reports and proposals about the resolution of crafts related files, proceedings and organization, as well as about the modernization and consolidation of the artisanal activity.
- Encouraging the development of quality frameworks, as well as the elaboration of crafts good practices codes.
- Impulse associative movement of the craft sector, and support it in the accomplishment of its goals.

⁴¹ <http://www.incyde.org/proyecto/emprendimiento-femenino-en-sectores-emergentes>

To the *Servicio de Planificación del Comercio, Artesanía y Consumo*, which also depends from the *Subdirección General de Comercio y Consumo*, corresponds, among other things, the exercise of the following functions:

- Elaboration and supervision of planning, study and impact activities with regards to craftsmanship.
- Elaboration of normative proposals and actions, coordination and control plans in terms of crafts.
- Elaboration and/or participation in the development of regulatory reporting, proposals in normative matters related to craftsmanship.⁴²

The specific [Valencian Community's legislation of the crafts](#) sector can be found in webpage of Oficio y Arte. More information about [trade and commerce](#) (and official commercial fairs) in the Valencian Community can be found in the webpage of the Generalitat Valenciana, as well as in the webpage of the [Centro de Artesanía de la Comunitat Valenciana](#).⁴³

3.3 Fiscal and taxation aspects in Spain (Jovesolides España) for the sale of handicrafts

In 2012, according to the Organisation for Economic Cooperation and Development (OECD), Spain was the second country in Europe with more **bureaucratic obstacles when creating a company**. In order to give impetus to the small entrepreneurs, a new law that accelerates the necessary formalities for the empowerment of the different municipalities was created. The *Decreto Ley de Medidas urgentes de liberalización del comercio y de determinados servicios*, Decree Law of urgent measures for the liberalization of trade and services, was sponsored by the Central Government, but it is applicable in all the autonomous communities. From June 2012, the opening of a new business may be done in less than 15 days.

The main feature of this Law is that it shorten long deadlines that used to go on between the investment needed to open a business and its effective opening. So far, this implied a significant financial burden for any new project, which had to pay rent or a mortgage, financial investment costs, and the impossibility to start the activity until the end of a long bureaucratic process. This situation, in some cases, even hindered the birth of a new company. The measure is valid for retail trades, small craft, textile and footwear industry, plus some services activities.

The new standard moved from a system of licensing *a priori*, to another control *a posteriori*. This means that the municipal inspection (hygiene conditions control, fire exits structural security, etc.) is not carried out before the establishment is opened but afterwards. **The measure reduced the opening time of a business, from 18 to 6 months.** Before this measure came into force on June 2012, to open a trade needed two licenses, one building license and another activity license, *licencia de construcción y licencia de apertura*. Moreover, this was complicated by the fact that each municipality applied and processed these licences with great differences with regard to deadlines, technical criteria and other requirements.

⁴² <http://www.indi.gva.es/web/comercio/artesanía>

⁴³ <http://www.indi.gva.es/web/comercio/ferios-comercioles>

Now, the application procedure for municipal licenses is replaced by a "responsible declaration" made by the responsible person of the business prior to the opening of the activity. The owner or applicant manifests explicitly that he or she is aware of all the Town Hall requirements for its particular business, before starting the procedure. If required by the type of activity, it may be compulsory to present a technical project signed by an architect. If the correspondent tax is paid, the entrepreneur is ready to inaugurate the business, only subject to a subsequent inspection by the Town Hall technicians.

The measure does not have universal character and is aimed specifically at those small- and medium- sized enterprises (SMEs) trades and those which dimensions do not exceed 300 square meters. It is valid for new trades and changes in ownership of commercial activities and services procedures. The "express license" includes, among others business, the small craft industry, such as footwear and textiles.⁴⁴

However, a 2017 study conducted by Eurofund, which is the European Foundation for the Improvement of Living and Working Conditions reveals some of the still existing limits to self-employment in Spain. These include:

- high social and administrative charges;
- high tax rates;
- difficulties finding new clients;
- unfair competition;
- Spain's poorly performing economy;
- clients who fail to pay.

It is therefore not surprising that the Federation of Self-Employed Workers of Spain, [Asociación de Trabajadores Autónomos](#), has requested a cut in administrative charges and taxes for the self-employed and zero tolerance for those who fail to pay self-employed contractors for their work.⁴⁵

4. HandMade



Small size is one the main characteristics of a craft business. Enterprises are usually led by a self-employed person employing a manageable number of workers. The owner seeks for profit and personally bears for the capital risk. Moreover, by occupying the central position in the company, he/she is able to control and influence the work of the employees and plans the workflow as well as the outcomes. However, there is no clear separation of management (company owner) and the execution field (workers/employees). Craft entrepreneurs

⁴⁴ <https://www.spanisharchitect.info/2015/10/29/open-a-new-business-in-spain/>

⁴⁵ <http://bit.ly/2o9mm46>

face similar problems and challenges as every other kind of SME. Based on the definition of SMEs of the European Union **small- and medium- sized companies** are formally classified according to their number of employees, turnover and balance sheet.

In Spain, the definition of craftsmanship is based on the legislation of the different autonomous communities and provincial councils of the Spanish state.

The Valencian Community (Law 1/1984, 1 april, Ordenación de la Artesanía) defines craftsmanship as: "the activity of creation, production, transformation, or reparation of goods and the presentation of services realized through a process in which personal intervention constitutes a predominant factor and that gives as result the obtainment of an end customized product, which is not susceptible of an industrial production that is completely mechanised or in series".⁴⁶

Further characteristics of the sector are that in contrary to industrial mass products, crafts produce individual goods or only in small series, serve either as local suppliers or as sub-contractor of large enterprises with their goods and services, they are not only located in cities but primarily decentralized in rural areas.⁴⁷

The delimitation of the artisanal activities and occupations in the main economic classifications is a complex task because these elaborate with a focus over the product, without differentiation in relation to the productive process of the same, which determines that the artisanal and industrial products with a same denomination are classified in the same section. Moreover, the loss of economic weight of the artisanal production has pushed these activities to secondary positions in the economic classification, which can only be classified with a higher degree of detail.

An element that hinder the artisanal visibilization is the lack of economic figures. The dispersion of the artisanal activities along different branches of activities, as well as the difficulty in differentiating the artisanal production from the industrial in the official statistics constitute two important obstacles to the obtainment of the economic dimension of the sector.⁴⁸

The craft sector is a key factor for sustainable development. Crafts and small enterprises typically rely on their local roots, and make an essential contribution to local development and social integration. They create jobs, provide vocational training and ensure the transfer and continuous improvement of specific knowhow. They often employ people with disabilities, hence providing them a social integration.

The traditional craft has partly always been working according to sustainable criteria without promoting it to the general public. The self-employed craftsmen are in close contact with their customers, they usually use high-quality, locally available resources and produce predominantly domestically instead of outsourcing costly manufacturing steps to a foreign country.

As local suppliers, craft contributes to the security of supply as well as to the national welfare and life quality. Moreover the sector conserves the unique traditions and the

⁴⁶ https://static.eoi.es/savia/documents/EOIFundesarte_ArtesaniaEspana_2015.pdf

⁴⁷ <http://projects.ifes.es/pdfs/craft/craft1.pdf>

⁴⁸ https://static.eoi.es/savia/documents/EOIFundesarte_ArtesaniaEspana_2015.pdf

historic cultural heritage of the countries. However, that part is unfortunately often underestimated by the general public. Craft products are usually long-lasting and high-quality goods true to the motto "better than more". Compared to industrial mass-products, the higher prices of craft goods generally reflect the true costs of the product as it includes the use of high-quality resources and auxiliary materials as well as human manpower. However, one can assess that craftsmen do not consider their products holistically. The main reasons may be the fast changing economic environment which did not shift the sector in a benefiting position and still puts them under financial pressure as well as difficulties in raising capital. Moreover, sustainability as an overall concept, including the three dimensions ecology (e.g. looking at the ecological impacts of the whole product life-cycle from cradle to cradle), society (e.g. considering not only employees but also suppliers and consumers) and economy is also not well known in the sector.

As probably no other sector in Europe craft needs to develop innovative forms of management and production modes to maintain their competitiveness. Sustainability offers great new opportunities in this field for an example by minimizing the resource consumption by repair or restoration services. A knowledge transfer of already existing successful and innovative approaches and examples from the different countries is needed in order to learn from each other.⁴⁹

4.1 Profile of the Handmade

In the first trimester of 2014 in Spain:

1. The artisanal Spanish sector counts with about 38.577 enterprises that exert its economic activity as physical or juridical persons, under different company forms.
2. The 70% of the enterprises (26.876) are physical persons, that is, they exert its activities as autonomous/while the other 30% are societies (mercantile, cooperative...) and nonprofit entities.
3. The 97% of these enterprises are micro enterprises, that is, they have less than 10 employees. Only 3% of them conts with 10 or more employees.
4. 76% of artisans work for micro enterprises. Other 20.188 people realize artisanal occupations, as employees whose production is majoritarly industrial. However, these enterprises incorporates artisans in different phases of the productive process; usually, in the pre-production and final phases.
5. The direct employment of the artisanal enterprises represents the 4% of the total industrial employment, and the 0,6% of the employment of the whole economy. If the artisans working in industrial enterprises, the percentages raise up to 5 and 0,7%.
6. The percentage of employees of the artisan sector that work freelance raises to the 35,5% (about 44.427) and the 64,5% is employed.
7. The GDP of the artisan sector in 2014 raises to about 4.042 millions of euro, which represents about 2,4% of the industrial GDP and 0,4% of the total GDP.
8. The apparent productivity of the work, that is, the productivity for each person employed in the sector is placed around 32.341 Euro. The major productivity of the artisanal workers that realize their tasks in industrial enterprises makes that these represent about 22,1% of the GDP vinculated to the handicraft, despite their weight in the total artisanal employment is only 16%.⁵⁰

⁴⁹ <http://projects.ifes.es/pdfs/craft/craft1.pdf>

⁵⁰ https://static.eoi.es/savia/documents/EOIFundesarte_ArtesaniaEspana_2015.pdf

Handcrafts in Spain generally:

Best Handicrafts To Buy in Spain: Leather, Lace, Guitars and More

One of the best things about a trip to Spain is all the beautiful handicrafts you can buy. Decades ago, Spanish handicrafts were cheap and available everywhere. Nowadays, as Spain has developed, they're more difficult to find and, of course, much more expensive. But, if you enjoy shopping for handicrafts, Spain is still the place to go and these five best Spanish handicrafts the best to buy.

Hand-Made Lace – Gorgeous lace tablecloths, napkins, lace-bordered towels, handkerchiefs, blouses, jackets and scarves, if you appreciate beautiful handmade lace, you'll find some of the world's best in Spain. Spain is particularly well known for a style of lace called Tenerife Lace, which was originally developed in the Tenerife area of the country. The lace is made in circular designs, with intricate patterns created within each circle.

Ceramics and Pottery – Every area of Spain produces different styles and designs of pottery (from plates, cups and mugs, to intricately hand painted ceramic house number plates, platters, plant pots, candlesticks, sangria pitchers, wine bottle stoppers, tiles, urns, vases).

Spanish Guitars – Famous for their flamenco and folk music, Spain still produces tens of thousands of handmade Spanish guitars every year. Refusing to join the mass-produced guitar market, Spanish craftsmen and women continue to create hand carved, hand-lacquered wooden guitars that produce a completely unique sound.

You'll find Spanish guitar shops in every Spanish town and in many small villages too. Handmade guitars are also found at craft fairs, on markets and in department stores. Oddly too, they're usually cheaper than the mass-produced Asian guitars currently flooding the rest of the world's marketplaces.

Leather – Spain has always been famous for its handmade leather products, starting with leather handbags and wallets, belts and shoes, to larger pieces like leather jackets and coats, and smaller items like leather and suede slippers, Spanish leather is superbly tooled, hand-colored and cut. Shoes made in the Alicante area of Spain are also high on the list of most handicraft connoisseurs.

Handmade Jewelry – Intricately designed modern pieces are mixed in with traditional Spanish conservative designs, in top quality gold and silver, and with everything from lapis lazuli to pearls and even hand-polished pebbles picked up on Spain's many beaches.^{51 52}

4.2 Handmade production market



The study "Situación de la artesanía en España Informe de competitividad y principales variables económicas" (2015)⁵³, realized by the Escuela de Organización Industrial in partnership with the Ministerio de Industria, Energía y Turismo, identifies the main differences in the competitive position of the artisan subsectors at the national level. The handicrafts subsectors show notable

⁵¹ <http://seriouslyspain.com/best-handicrafts-to-buy-in-spain-leather-lace-guitars-and-more>

⁵² https://static.eoi.es/savia/documents/EOIFundesarte_ArtesaniaEspana_2015.pdf

⁵³ https://static.eoi.es/savia/documents/EOIFundesarte_ArtesaniaEspana_2015.pdf

differences in certain features and competitiveness factors of its enterprises, but they are rather homogeneous in others. The elements in which differences are more significant follow.

Antiquity - the sectors with antiquity higher than average are Pottery, Musical instruments, and Wood-objects. In relation to the family tradition, the sectors with more continuity are the Metal and Wood sectors. Contrarily, those that have less tradition are Textile and Musical instruments sectors.

Type of production - almost every sector is characterized by a serial production or in short series except from the subsectors of Musical Instruments, Marble, Stone, and Glass, with the tendency to produce single pieces.

Degree of utilization of the productive capacity - the sub sector of musical instruments, of (costume) Jewellery and of Metal operate at 100% of their productive capacity, while only Glass operate below of its capacity. The remaining sub-sectors operate around the sector's average.

Associationism - The sectors of Pottery, (costume) Jewellery, Marble, Stone and claster, Wood, Leather and Glass show a high degree of associationism. By contrast, Metal and Wooden-furniture show a level of associationism below sector average.

Human resources - generally, significant differences among human resources of the different artisanal subsectors. **The most important differences in terms of sub sectors are observed in the presence of women, which is quite uneven.** The textile show a high level (68% in Spain) and on the opposite extreme there would be the group of subsectors more masculinized, integrated by Marble, Stone and claster, Wooden-furniture, Wooden-objects, Metal and Musical instruments.

Level of equipment and ICTs - the subsectors showing better levels of ICTs equipment are Pottery, Vegetales fibers and Wooden objects. In terms of web page and social networks Musical instruments, Marble, Stone and Glass stand out. On the other hand, despite disposing of computers, Wooden objects, Jewellery, and Leather are not so represented in the Internet.



Innovation - the subsectors with better position in this competitiveness factor are:

Pottery: high innovation level, especially in design and product packaging; the incorporation of new management's IT applications, and new sales channels.

(costume)Jewellery: high degree of innovation, especially in the introduction of new products; new design and products packaging; new methods to establish prices. Good level of innovation profitability (overall high level of facturation due to new products).

Leather: high level of innovation, especially in the introduction of new products and productive processes; the design and products packaging; and new methods for the promotion of the products.

Various: high level of innovation, especially in the introduction of new products and productive processes; new methods for the promotion of the products; the incorporation of new sale channels; and of new materials.

Glass: It is the most innovative subsector. High level of innovation, especially in the introduction of new products and productive processes. Good level of innovation profitability.

Sales Channels - Glass; Wooden-objects and Various are the subsectors in which the sale through its own web is more generalized. In all of them, more than 40% of the

enterprises sell through its website. In the same way, together with vegetal fibers, these are the subsectors with higher presence in the specialized products sales platform.

Internationalization - the sub sectors with the biggest exporting base are Musical instruments, Wooden-objects, Metal, Pottery, Vegetale Fiber, Leather and Various. In all of them, more than 34% of its enterprises sell products in foreign markets.

Cooperation - while the current levels of cooperation are not very different between sub sectors, the level of interest in cooperating with thirds is. Those who show a higher interest are: Glass, Various, Wooden-objects, Marble, Stone and claster, Pottery and Metal.

The above analysis clearly shows how the Spanish artisan sector has notably accused the prolonged economic crisis. The most negative impact has materialized in an important loss of handicrafts enterprises (mainly physical persons, self-employed) and employment. However, this process was accompanied by a rise of the average productivity of the sector, which has permitted that its contribution, in economic terms, has maintained during the period.

In the same way, between 2011 and 2015 the Spanish handicrafts sector notably increased its competitiveness throughout a decided bet on innovation, ICTs incorporation, the intra and intersectoral cooperation and a major orientation of all its processes towards the product commercialization.

These important advancements at the entrepreneurial level go together with a certain renovation of the sector that is motivated by the entrance of new professional profiles that importantly boost future activities. All this, places the national handicraft in a solid position to face a new period labeled by a better economic situation and the emerging consumption trends.⁵⁴

4.3 Marketing tools used



Marketing is not only advertisement. Marketing is the set of principles and practices used to pursue the growth of a product's demand. Can marketing work in craftsmanship? With a marketing plan it is possible. A marketing plan is constituted by the 1) **artisanal product** (features), 2) **competitiveness factors** (consumer's needs, expectations, economic capacity, lifestyle, as well as product's image and identity), 3) **market** (the target group's status, typology, localization, access), 4) **production** (production's kind, process, model, promotion, as well as resources and their management), 5) **promotion and commercialization** (product presentation, associations, advertisement: identification of commercial channels). Nowadays **online marketing** can help. The Internet has changed distribution and market's rules, as well as storage and distribution costs so

⁵⁴ https://static.eoi.es/savia/documents/EOIFundesarte_ArtesaniaEspana_2015.pdf

that it is not so important as before to bet only on some products to make the business work.⁵⁵

Artisans have historically taken advantage of technical advancements (e.g. electricity). Technical advancements in different subjects have allowed certain labours to be less hard to realize and to continue in a competitive way without renouncing to the artisanal elaboration. However, it is infrequent to meet artisans that combine artisanal techniques with the use of online and other techniques of marketing to make their art available to whomever may appreciate it. The challenge for craftsmen is to learn how to exploit the most recent technical advancements in their favor. **E-commerce allows artisans to be (more) independent from the on-site sale offering products to a wider public.** Reversely, the public have access to a wide range of hand-made products to choose from. As the Spanish jeweller Alex Redondo said in an interview for a craftsmen to sell online is convenient to easily control stock, sales and number of visits, for example with a smartphone. In addition, it also allows the direct communication with clients and the management of social media for the own promotion campaign.

In the same interview Alex Redondo said that unfortunately **marketing has been left behind by artisans.** He continued observing that artisans tend to believe that the quality of the end-product is sufficient for the clients to buy their products. Little attention is given to the centrality that should be awarded to clients' desires. To highlight their desires would permit artisans to profitably overtake clients' expectations.

The use of *digital marketing* brings artisans, crafts, and clients together. The use of **email marketing** and **online advertisement** is useful to communicate to clients artisans participation in fairs, as well as news and specific promotions. In fact, it is common that clients want to have the possibility to contact artisans once they meet. In this regard, having a Facebook page or a webpage is handy and important. Nowadays, certain online marketing tools have become fundamental for (artisanal) SMEs to gain competitive advantage in the market. Five of them follow: 1) **MailChimp** and similar applications are useful to implement an emailing strategy from the start; 2) **HubSpot's** products and services aim to provide tools for social media marketing, content management, web analytics and search engine optimization so that everything concerning marketing can be kept in order; 3) **Trello** and similar applications it is useful to manage a business and keep the team on the same page; 4) **Hootsuite** allows to program and manage social media profiles and posts to save time; 5) **Google Analytics** is free and allows to record and control the flows of visits to a website providing useful data to modify and design a marketing strategy.⁵⁶

It is convenient to combine online marketing with *"traditional" marketing* tools to reposition the brand and raise the product's value. **To reposition a brand** occurs to address a specific public, which is understanding and determine the target group of interest, its necessities, and how to satisfy them. In this way, it is possible to orientate the image of the brand and the values that the artisan wants to transmit to this concrete public and connect at emotional level.⁵⁷ **Storytelling** is a spread marketing and branding tool that helps breaking the cool barrier that exists between a business,

⁵⁵ <https://es.slideshare.net/osuarezmartin/marketing-en-la-artesana-por-antonio-surez-martin>

⁵⁶ <http://bit.ly/2EO5k6b>

⁵⁷ <https://goo.gl/WKZZoR>

a pc screen, and the user (potential buyer) by creating an emotional bond.⁵⁸ The use of stories help transmitting the symbolic potential of each object, as well as the identity of the brand, to offer the most complete sensory experience of it.

To raise the value of a product it is use useful to rely on the key role that photography, packaging, and products delivery can play to transmit the specific crafts' exclusivity and quality. These strategies can bring customers closer to the brand and increase the perceived value of a product to increase sales and prices.

Every kind of business can benefit from the advantages that both online and traditional marketing offer. The Internet plays a fundamental role. It has democratized the use of certain advertising and communication tool, which until it was not spread were only accessible to those brands able to make big investments in this respect. Moreover, it is important to remember that to use these tools, for how accessible, it is necessary to start from a **clear definition of the target group, value proposal, and brand identity**. Elements of *traditional marketing* that indispensable to design strategies for the relational networks that will embrace.⁵⁹ By the way more info can be found in the [study](#) Claves Estratégicas para la Promoción de la PYME Artesana (2016) elaborated by the Dirección General de Política de la Pequeña y Mediana Empresa del Ministerio de Industria, Turismo y Comercio de España (2006).

5. Conclusions

Entrepreneurship has acquired importance during the last decade, in particular from the economic crisis exploded in 2008. Starting an own activity is seen a viable solution to solve economic challenges. In particular for women is a way often adopted to get that flexibility that a more regular job does not allow. In particular in Spain where the work-home balance is not supported yet economically and culturally by the working and social system.

Accordingly, the local institutions have lightened a bit the bureaucratic mechanisms that allow entrepreneurs to start their businesses. Small craft businesses are often an option that is appealing for women that mainly are in their 20s, 30s and 40s. Given that Spain has an old tradition in the craft sector many women decides to invest in it. However, women are still underrepresented in the overall group of artisans because of all those aspects that hinder women participation in the economic life of a country. Certain obstacles to women emancipation are external and come from the culture of the society of provenience. Other obstacles are internal to women. Because of the education they receive, they inhibit themselves and their dreams.

Said this, things are changing. Spain is one of the countries of Europe where the gender equality movement nowadays is particularly active. The Internet and the globalization are creating more awareness about female empowerment. Entrepreneurship is a tool to make it real. At the same time, these aspects of this time invite female entrepreneurs to take advantage of the opportunities that ICTs offer them in order to grow their crafts. The obstacle for women to embrace the opportunities offered by the Internet to the growth of their enterprises is their prejudice towards these tools and their ability to make it. In recent years, many public and private institutions and organizations are devising educative and financial

⁵⁸ <https://www.contunegocio.es/gestion/que-es-el-storytelling-y-en-que-puede-ayudar-a-tu-negocio/>

⁵⁹ <https://goo.gl/WKZZoR>

programs to boost female economic initiative. The possibility to familiarize women with ICTs tools for business would reduce that barrier that separates them for the opportunities of growth that only wait to be caught. Florá is about this, and completely fits the current needs of the Spanish and European women.

Annex 1: statistics of women working at home, various statistics on the work of artisans

Employed persons working from home as a percentage of the total employment, by sex, age and professional status (%) Last update: 17-01-2018⁶⁰

eurostat Important legal notice
v3.4.1-20170407-5840-PROD_EUROBASE
DATA-EXPLORER_PRODmanaged13

[Explanatory texts \(metadata\)](#) [Information](#) [Download](#) [Preview](#) [Bookmark](#) [Demo](#) [Help](#) [Login](#)

Employed persons working from home as a percentage of the total employment, by sex, age and professional status (%) [lfsa_ehomp]

Last update: 17-01-2018

Table Customization [show](#)

TIME: +
 Frequency: +
 Unit of measure: +
 Percentage: +

GEO: +
 Age class: +
 From 15 to 64 years: +

Sex: +
 Females: +
 Activity and employment status: +
 Employed persons: +

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Belgium	9.4	8.9	9.3	9.6	9.7(b)	9.1	8.9	8.9	8.1	7.3
Bulgaria	1.2	0.8(b)	0.7	0.4(bu)	0.7(b)	0.6(u)	0.6	0.4(u)	0.4(u)	0.3(u)
Czech Republic	3.6	3.5	3.3	4.0	4.0(b)	4.3	4.1	4.3	4.4	4.5
Denmark	9.7	8.8	8.6	9.4	10.4	10.4	10.1	8.6	7.5	7.4(b)
Germany (until 1990 former territ	4.4	4.4	3.8	3.6(b)	3.9(b)	3.8(b)	3.5	3.4	3.5	3.4
Estonia	3.8	2.9	3.5	5.1	5.2	5.6	6.1	5.8	5.8	6.4
Ireland	4.3(b)	4.3	4.3(b)	4.1	4.2	3.4	3.2	2.6	3.0	2.8
Greece	2.2	2.5	2.6(b)	2.5	2.8	3.0	2.7	3.1	3.3	3.1
Spain	3.0	3.4	3.4	4.0	4.1	4.4	4.5	4.3	3.5	3.4
France	11.8	11.6	12.0	12.5	13.0	13.5	9.2	8.6(b)	8.7	8.6
Croatia	0.7(u)	0.9(u)	1.2(u)	1.1(u)	1.1(u)	1.1(u)	1.2(u)	1.5	1.4	1.7
Italy	3.6	3.6	2.9	2.8	2.7	2.9	2.7	2.9	3.1	3.1
Cyprus	0.9	1.2	1.1(b)	1.4	1.2	1.2	2.0	1.8	1.5	1.8
Latvia	3.3	2.0	2.3	2.9	2.0	1.9	2.1	2.4	2.4	2.7
Lithuania	2.6(u)	4.7	3.4	3.5	3.2	3.8	3.7	4.0	2.8	2.5
Luxembourg	12.9(b)	11.6	11.8(b)	13.8	13.5	12.6	14.0	15.7	14.5(b)	13.7

Available flags:
 b break in time series c confidential d definition differs, see metadata
 e estimated f forecast i see metadata (phased out)
 n not significant p provisional r revised
 s Eurostat estimate (phased out) u low reliability z not applicable

Special value:
 : not available

Source of data: Eurostat

Firefox manda automáticamente algunos datos a Mozilla por lo que podemos mejorar su experiencia. [Elegir qué comparto](#)

Self-employment by sex, age and country of birth (1 000) ⁶¹

⁶⁰ <http://appsso.eurostat.ec.europa.eu/nui/show.do>

⁶¹ <http://appsso.eurostat.ec.europa.eu/nui/show.do>

Annex 2: organizations dealing with handmade

World Craft Council - Europe (<http://wcc-europe.org/>)

Catalogue of organisms and institutions in Europe, Spain, etc.

<http://www.oficioyarte.org/directorio/organismos/index.htm>

This link gives access to organisms and institutions that without being proper Public Administrations develop supportive and promotional programs for the artisanal sector of Spain, Europe, Latin America, North America, Africa, Asia, Oceania

Fundesarte - Escuela de Organización Industrial (EOI)

<https://www.eoi.es/es/conocenos/fundesarte>

[Fundesarte.org](https://www.fundesarte.org)

Fundesarte since 1981 is the reference organization for the promotion and development of the Spanish artisanal enterprises. One of its priorities is to valorize and communicate the quality of the artisanal product as well as the sustainability of its elaboration process. Currently, Fundesarte forms part of the Fundacion EOI (Escuela de Organización Industrial), which is an entity vinculated to the Government of Spain.

Annex 3: handmade stakeholders

Organización de los artesanos de España - Oficio Y Arte

<http://www.oficioyarte.org/index.htm>

The organization of the artisans of Spain is the professional organization that gathers and represent the artisans workshops of Spain. This is the meeting point of all those who are interested in craftsmanship and in the culture of the "oficios". The organization's website offers access to the activities of the sector, its governing board, a documentation center, and relative links. It also offers access to workshops and courses, its magazine, and a wide list of Spanish and Latin artisans.

Catalogue of Spanish artisanal associations per autonomous community

<http://www.oficioyarte.org/directorio/asociaciones/espana.htm>

Catalogue of Spanish administrations

<http://www.oficioyarte.org/directorio/administraciones/index.htm>

Catalogue of the departments responsible for craftsmanship in the different Spanish administrations, with the legislation issued by each of them. Normative competences on craftsmanship are attributed to the Autonomous Communities. Nevertheless, craft enterprises can benefit from the aid programs for craft enterprises promoted by the European Union and different Ministries.

Consellería de Economía, Industria, Turismo y Empleo D. G. Comercio y Consumo - Servicio de Promoción del Comercio y la Artesanía - Generalitat Valenciana

www.gva.es

Centro de Artesanía de la Comunidad Valencia

<http://www.centroartesaniacv.com/>

Catalogue

<http://www.oficioyarte.org/directorio/index.htm>

This is the most complete information space about craftsmanship in Spain on the Internet. It is easily find fairs; public administrations with competences in craftsmanship; public and private organisms that develop supportive and promotional programs for the sector; public and private schools and formations centers; shops specialized in craftsmanship; suppliers of raw materials, instruments, and machineries.

Annex 4: e-commerce sites

Popular e-commerce sites in Spain:

- Aliexpress España
- Alibaba
- Mercadolibre
- Tienda de Ropa
- Crear pagina web gratis
- Plantillas Web Gratis
- eBay España
- Facebook Ads
- Tiendas Chinas Online

ETSY and Etsy groups of artisans on Facebook and Flickr

[Etsy](#) is an e-commerce website focused on handmade or vintage items and supplies, as well as unique factory-manufactured items. These items cover a wide range, including art, photography, clothing, jewelry, food, bath and beauty products, quilts, knick-knacks, and toys. Many sellers also sell craft supplies such as beads, wire and jewelry-making tools. From this webpage it is possible to access [Etsy made in Spain](#) or [Etsy by regional team](#). Here, it is possible to consult some names of [growing Spanish Etsy shops](#), like Luba Dabu, Syreetas Miniatures, Llokee, Blythe Custom Julia G.

By the way, there is a FACEBOOK GROUP called [ETSY Made in Spain](#) that works as meeting and helping group for Etsy's users who live in Spain. A similar FB page is [Etsy in Spanish](#).

There is also a FLICKR GROUP called [Etsy made in Spain](#) that as the above works as online meeting space for designers, artisans, Spanish artists, which work with the Etsy portal, where they have their online shop. In this Flickr group they can freely share concerns, promote Spanish works on Etsy and beyond, and have fun.

SHOPIFY

[Shopify](#) is a Spanish e-commerce platform that supports any kind of online commerce.

MANOS ES MÁS

[Manos es más](#) es una tienda online especializada en artesanía española.

Annex 5: handmade markets in Spain (Jovesolides España)

[TRADE FAIRS DATES](#) is a directory of trade fairs. Where it is possible to find fairs like the arts and crafts [Creativa Valencia](#) recently past fair.

Trade shows are temporary events in different recurring intervals where new products and services are presented. The number of trade fairs is steadily increasing worldwide; therefore it is important for exhibitors and visitors to get a quick overview and find the right trade shows for themselves. With this platform, Sima Media offers a fast and detailed way to search for exhibitions by name, venue, date, industry and services. A wide range of trade fair suppliers can be found in our exhibition service provider database. In addition, we provide the booking of exhibition hotels and information on a wide range of attractions in many major international exhibition cities.

[Días Europeos de la artesanía](#) is a national event, promoted by the Ministerio de Economía, Industria y Competitividad through the EOI and its course Fundesarte, as well as by Oficio y Arte, the Asociación de los Artesanos de España. In this event a wide range of activities related to the artisan sector take place. The objective of these days is to bring the public closer to the secrets of the work of the lutiers, jewellers, ceramists, lacemakers, blacksmiths, weaver and every other kind of artesanal profesión, to spread their enormous wealth and singularity.

[List of artisanals fairs and markets](#) by autonomous community in Spain. On [10times](#) website it is also easy to find Arts and Crafts trade shows in Spain. .

More information on handmade markets can be found in the webpages of the relevant organizations and stakeholder listed in the above Annexes.