



CRAFTS CODE

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Design & Crafts Council Ireland: Our 'Good Practice' for Topic 1

12th May 2020, Interregional Thematic Seminar

About us: Design & Crafts Council Ireland

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What we do

DCCI is the national agency for the commercial development of Irish designers and makers, stimulating innovation, championing design thinking and informing Government policy.



We provide a range of programmes, supports and services for **designers and craftspeople**, **learners and teachers**, **retailers and gallerists**, **shoppers and collectors**, **media** and **partner organisations** in order to raise the standard and profile of Irish design and craft. Our activities are funded by the Department of Business, Enterprise and Innovation via Enterprise Ireland

Our research

- Design & Crafts Council Ireland hosted two 'Local Stakeholder Group Meetings' in February and March 2020.
- Stakeholders included craft SMEs, representatives from Local Enterprise Offices (LEOs) and County Councils; South East Business Innovation Centre; IT/ Third Level universities and the Southern Regional Assembly.

The challenges

- Stakeholders discussed the main challenges to craft SMEs relating to topic 1: 'How to improve innovation in business models and process'.
- The **need to improve e-commerce** for craft SMEs was one of the main issues and challenges raised during our local stakeholder group meetings.
- During the meetings, craftspeople and makers spoke about the need to competitively sell their products and promote their brand online in a digital age, especially to widen their market and audiences.

The facts

- According to figures from Ireland's Registry Domain (IEDR)'s **Digital Health Index (Q4 2017)**, nearly three-quarters of Irish SMEs do not engage in e-commerce and almost 20 percent of Irish SMEs have no online presence.
- This is despite the fact that 54% of consumers would shop with a competitor if a company does not have a website. There is clearly an appetite for more direction, advice and guidance, with 32% of SMEs reporting they want e-commerce training.

To compete online we need to

Clearly
differentiate with
excellent
products and
pricing

Deliver a best
in class online
experience

Connect &
resonate
offline and
online

Dial up quality
& trust
credentials

Leverage
appetite for
quality
Content

Build
visiblity offline
and online

Creating the opportunity for Irish makers



Challenges of online for our clients

- Small
- Busy
- Not sure what to do

iittala

Classic & Clean: right now 25% off all white items porcelain!

25%

zibbet

Search for items on Zibbet...

Handmade Fine Art Vintage Supplies Jewelry Home & Living Kids Photography

Discover a world of Handmade

Gifts & Accessories

Gifts & Accessories - Staff Picks

vintageLab. FURNITURE SEATING LIGHTING DECOR DINING ROOM THE FLEA MARKET CORNER

CURATED EBAY SHOPPING BY VINTAGE DESIGN EXPERTS.

Our philosophy

1,000 items. Not more

An ephemeral collection

Less is more

VintageLab showcases a selection of uniquely beautiful and useful eclectic vintage & design treasures from a handful of trusted professional eBay antique dealers.

Each item has been carefully picked by our team of design experts & moderators to ensure they're consistent with our quality standards & coherent with our design philosophy.

VintageLab exclusively operates with eBay. So what you see today might not be here tomorrow as each listing has a maximum 30-days duration. So get inspired and hunt around today!

Home decorating doesn't have to be grand. A simple piece of furniture, new lighting or even a rug can transform your home completely. Your perfect living space could be just a click away.

SUMMER SALE

To make room for our 2016 Collection from this year's Milan Salone Del Mobile we are offering fabulous savings.

A selection of in stock items from Italy's top brand names for immediate delivery.

Supply is limited so act now to secure these fabulous buys

Click here to shop the Summer Sale

PRODUCTS ROOMS IDEAS THIS IS IKEA

Search

Decorables & Art Handbags Jewelry More Categories Shop By

giving but the ordinary

Home of 5 1 , 8 4 5 independent

It's your place

BUY & SELL ALL THINGS HAND MADE

CHECK IT OUT NOW! HTTP://ETSY.COM

THE WORLD'S LARGEST CURATED MARKETPLACE

Thousands of independent shops

WHAT'S TRENDING

Popular Products

I'M LOOKING FOR A GIFT FOR

AND WOULD LIKE TO SPEND

Free gifts

DeWanda recommends

PERSONALIZED JEWELLERY

Etsy

Optimise Design Ireland



- Optimise is a programme that commenced in 2017 to help Irish design and craft enterprises to develop and implement a digital strategy, enabling them to scale and grow their business.
- The programme is a partnership between IE Domain Registry (IEDR) Design & Crafts Council Ireland (DCCI) and the Local Enterprise Offices (LEOs)

Optimise Design Ireland



The ambition of the programme is to bring Irish design and craft to a global online audience.

Online sales growth means more opportunity for brands to sell direct and win margin.

This programme assists design-led Irish brands:

- grow their eCommerce sales by bringing together expertise across the digital, enterprise and design sectors.
- understand and scope the required changes to their activities and plans
- Prepare themselves to make the investments and to access funding streams to implement the changes

5 stages of OPTIMISE programme

There are five key phases to the programme and each is led by one or more of the partners:

1. Selection of companies, led by DCCI and LEOs
2. Digital audit and report, led by Ireland's Domain Registry (IEDR)
3. 1-2-1 Mentoring/Photography Factory, led by DCCI and LEOs
4. Implementation, Trading Online Voucher Scheme led by LEOs
5. Follow up post implementation

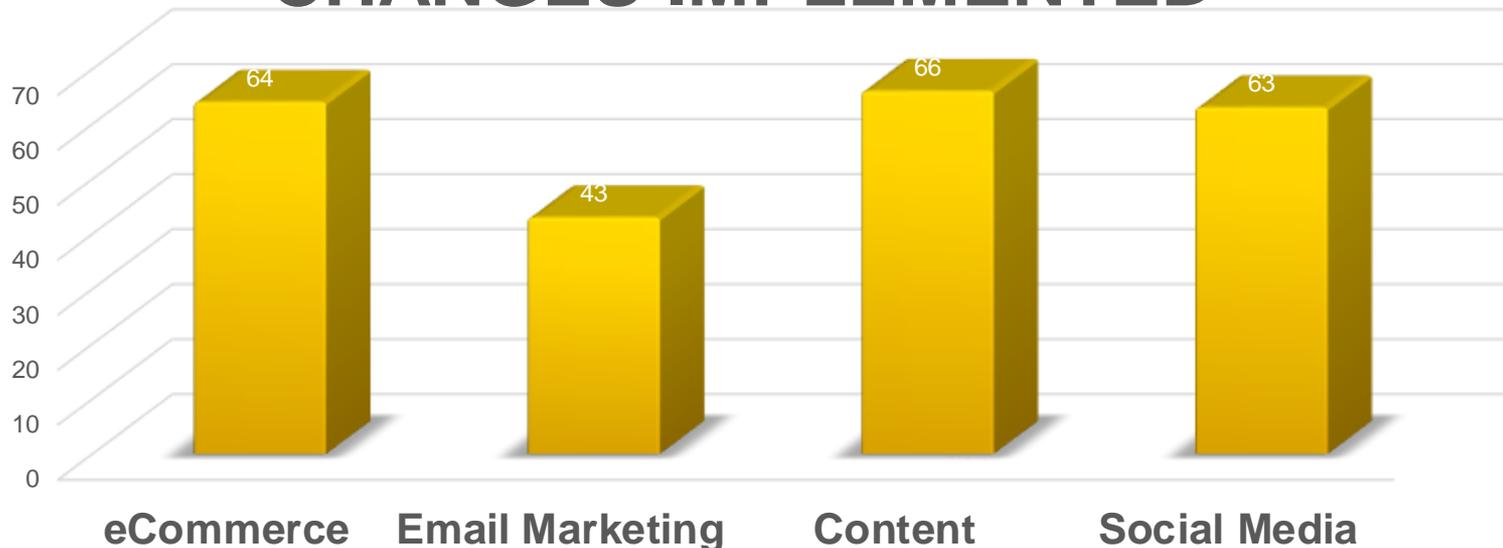
Brands are selected and scored based on:

- Design & New Product Development
- Product Quality & Commercial Pricing
- Marketing & Presentation
- Motivation to building a business that makes in Ireland
- Export Potential

Impact on craft SMEs:

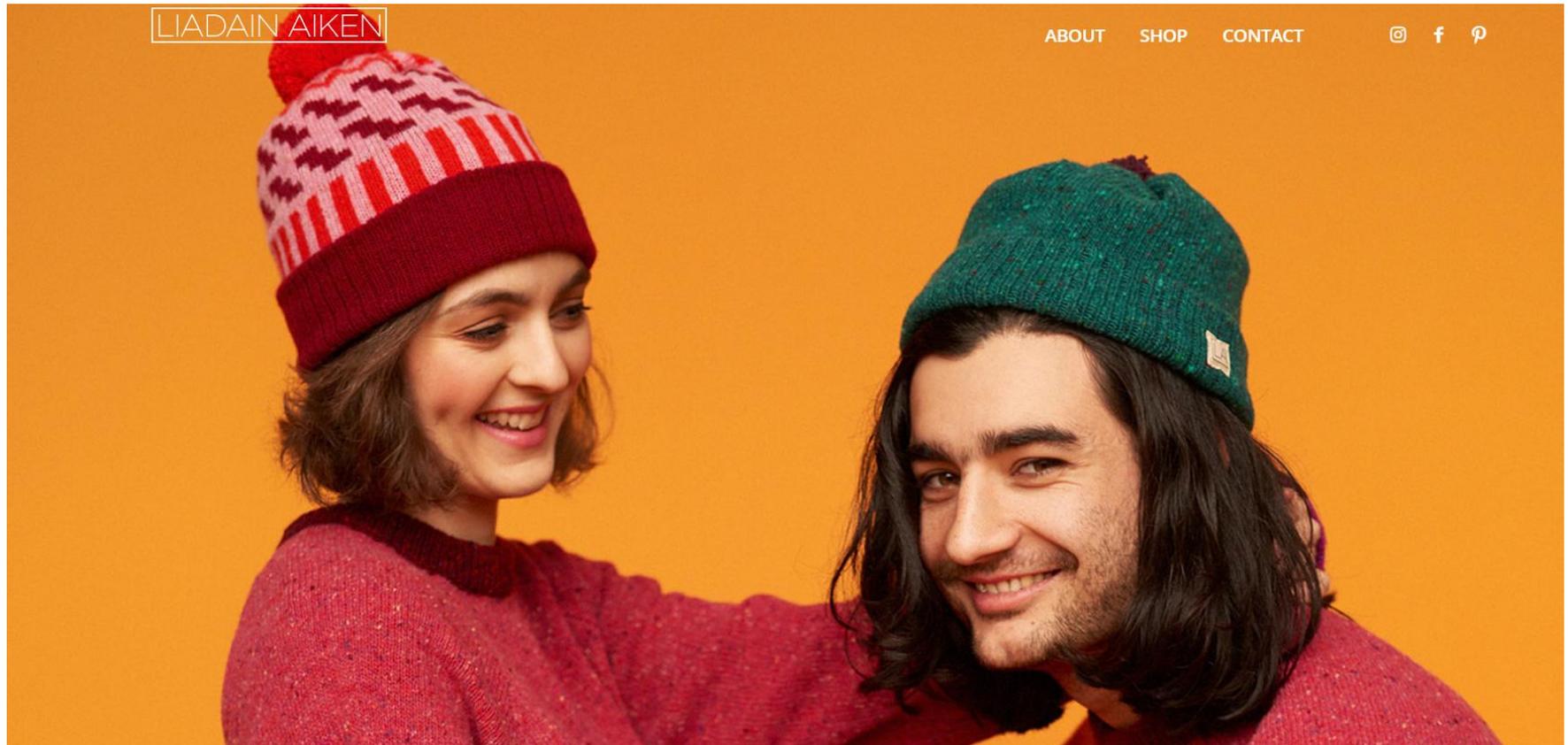
Research carried out on the 2017 and 2018 DCCI clients that have engaged with the OPTIMISE programme shows that their **online sales** have increased by an average of 41% since their commencement with this programme.

CHANGES IMPLEMENTED



Success Story

Liadain Aiken Knitwear



Potential for learning transfer

- Working with craft SMEs to scale and develop their digital presence and e-commerce capability is critical to growing each partner country's design and craft sector and increasing their competitiveness in the global market place.

Potential for learning transfer

- To remain competitive, we need a relentless focus on innovation, export diversification, productivity enhancement and new markets.
- Broadening our enterprise and export base is key to ensuring our economy is resilient and adaptable. Supporting the internationalisation and market diversification of Irish enterprise (and other countries) through programmes such as OPTIMISE contributes to making the economy more resilient to external market shocks, such as Brexit and COVID-19.

Potential for learning transfer

The OPTIMISE programme has interesting aspects for other regions to learn from:

- Highly beneficial to craft SMES (and other companies) in many ways, including increasing competitiveness;
- Accessible to a broad range of SME businesses
- Develops market and export growth
- Develops online presence and awareness of craft products and their value
- Opens new markets and customers
- Creates a personalised relationship with customers to enable repeat business



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Thank you!

Questions welcome

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