

CRAFTS CODE – Public Dissemination Workshop



Action Plan Progress

A Pilot Study

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DE BRUIR
DESIGN & CRAFTSMANSHIP

Action Plan Aims

Strategic Design Programme for Innovation

- Addressing the challenge of balancing creative freedom and the capacity and skills to develop a viable business model that can grow, scale and adapt to change.

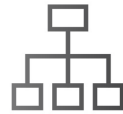


Action Plan Aims

Mapping

Strategic Design Programme for Innovation

- Strategic design works well with crafts;
- a creative process putting people at the center
- aligned to personal motivation
- visually maps eco system in a holistic approach
- creates shared context and critical thinking
- creates actionable steps through road mapping



Framing

Ideating

Action Plan Pilot Study

'Innovate Kildare' Programme Funded by Kildare Local Enterprise Office

- Garvan de Bruir participated in a series of workshops in strategic design
- Facilitated through the four-stage process
- Engaged in visual mapping, ideating and evaluating to support decision making
- Provided clarity of objectives and strategic aims
- Culminated in strategic roadmap for development (feasibility study of MVP for POD towards Bus expansion for Aviator Haus designs)

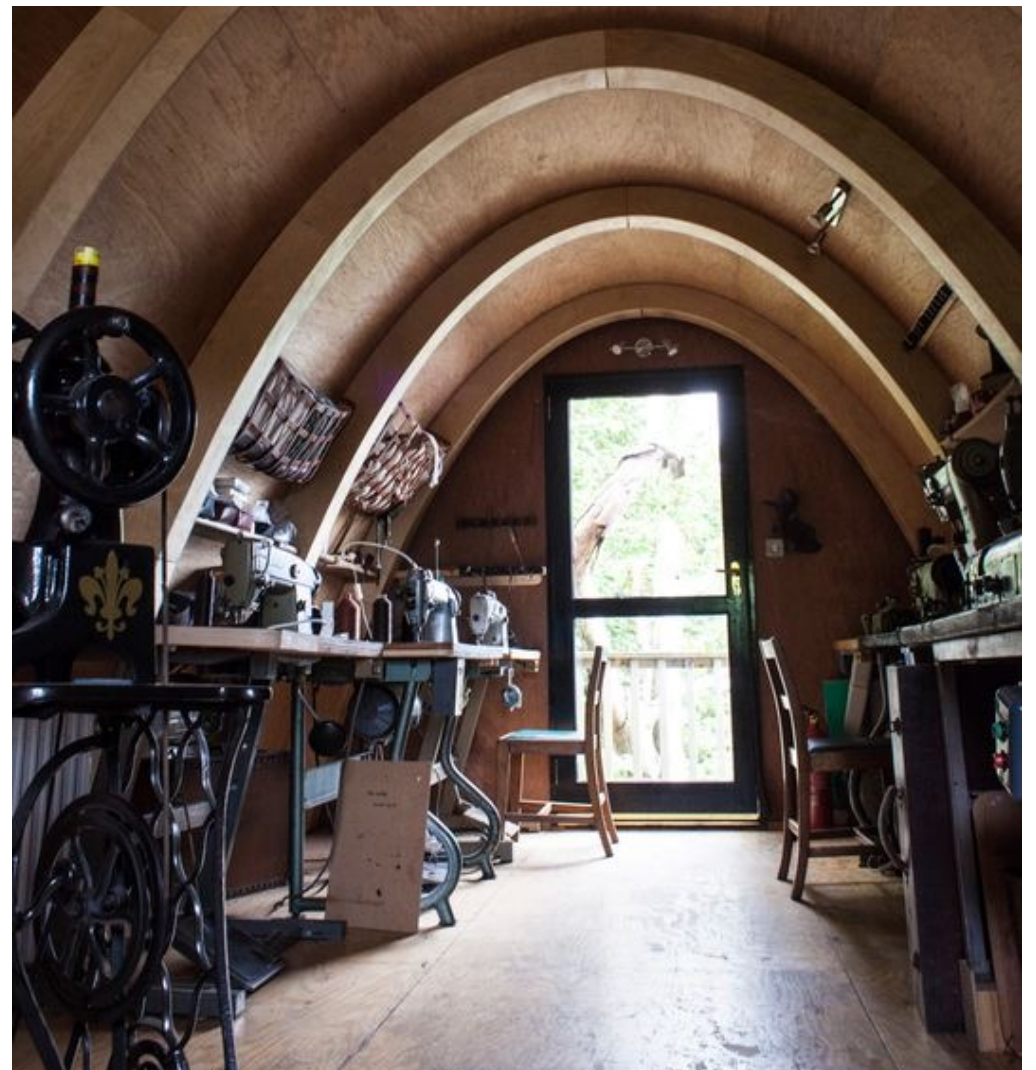














Leveraging the Pilot

- Case Study for De Bruir
- Craft specific Innovation needs
- Craft specific tool kit
- Craft specific Innovate programme
- Review proposal with Local Enterprise Office network
- If accepted, Local Enterprise Office to provide funding and programme support