



3 ACTIONS BY CRAFTOUR TO PRESENT POLICY RECOMMENDATIONS FOR THE REVITALISATION OF EUROPEAN CRAFTS.

1 POLICY ROUND TABLE

Brussels, December 10th, 2025, European Commission

Four European research projects, CRAEFT, Hephaestus, Tracks4Crafts, and Colours4Crafts, members of the wider CRAFTOUR Initiative, met with European institutions, to address a growing blind spot in European policy: the full recognition and revitalisation of crafts as an economic sector and dynamic ecosystem.

Representatives Madina Benvenuti and Regina Garcia Nuñez (Mad'in Europe / CRAEFT), Fabrizio Panozzo (Università Ca' Foscari / HEPHAESTUS), Julie de Groot and Bert de Munck (University of Antwerp / Traks4Crafts), Riikka Räisänen (University of Helsinki / Colours4Crafts), addressed members of the DG EAC, DG MOVE, DG RTD, Creative Europe, and UNESCO with policy recommendations centred on 4 objectives :

- Understanding, valorising, and documenting European crafts through a reinforced statistical knowledge.
- Safeguarding and promoting the authenticity of European crafts.
- Empowering transmission of skills and know-how through formal and non-formal education.
- Reinforcing viable business models in the European craft sector

The presentations were followed by an open discussion with participants, on-site and online. Emphasis was placed on the transversal role of crafts across multiple EU policies - from green and energy to trade, health and safety, circular economy, and tourism - raising critical questions such as, "Do we really want PVC windows in our castles?", spillovers with the tourism sector, and youth engagement.

Once central to the *European way of living* and identity, craftsmanship is now too often perceived as marginal or outdated, despite its enormous cultural, economic, ecological, and social value.

As Europe seeks sustainable solutions for its future, **crafts embody principles the EU urgently needs: circularity, low-waste production, repair culture, resilience, creativity, regional identity.** Yet crafts remain largely absent from cultural, innovation, business, green-policy and educational frameworks.

Full policy recommendation document available [HERE](#).

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TRACKS4CRAFTS



HEPHAESTUS



MOZAIC





NEXT IN THE CRAFTOUR AGENDA - To further disseminate its action and help translate recommendations into policy, CRAFTOUR will bring this dialogue forward through two-day conferences in January 2026.

TWO CITIES, ONE MISSION

2 CRAFTOUR SCIENTIFIC CONFERENCE Antwerp, January 29th, 2026, University of Antwerp

The Scientific Conference will bring together leading researchers, academics, and practitioners for a full day of reflection, debate, and knowledge exchange. Following the opening session and a keynote by Prof. Gunnar Almevik (University of Göteborg), the programme unfolds through three roundtables.

See the full agenda and the speakers [here](#).

3 GENERAL CONFERENCE Brussels, January 30th, 2026, European Parliament

Opened by MEP Cynthia Ní Mhurchú, the Conference will call for crafts to be fully integrated into European policy, highlighting their role across other key sectors and their value for heritage, local identity, SMEs, and sustainable innovation. It will conclude with a shared vision for a European Crafts Renaissance and concrete policy recommendations.

See the full agenda and speakers [here](#).

CRAFTOUR, a joint initiative representing **75 organisations from 21 member states** and **6 EU-funded projects - CRAEFT, Hephaestus, Tracks4Crafts, Colours4Crafts, MOSAIC, and Culturality** - uniting expertise across research, crafts, digital technologies, cultural heritage, education, and business. Funded by the Horizon Europe and Erasmus+ programmes and coordinated by **Mad'in Europe** (a CRAEFT project partner), the initiative relies on the **interdisciplinary expertise of its partners and the application of a bottom-up approach to strengthen the craft ecosystem**. The initiative was launched in November 2024 at the *Salon International du Patrimoine Culturel* in Paris.

[More about CRAFTOUR](#)

Full policy recommendation document available [HERE](#).

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