



CRAEFT

care, judgment, dexterity

P4 - Community, methodology and results

Project Acronym	Craeft
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Authors	Madina Benvenuti, Jelena Krivokapic, Nikolaos Partarakis, Xenophon Zabulis



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<http://www.craeft.eu/>

Executive summary

The Craeft Community pilot introduces a dynamic, forum-like space, hosted by the madineurope.eu portal to ensure the forum's sustainability; the Communities Forum fosters interaction, and knowledge exchange, and stimulates collaboration across the European crafts sector.

Redesigned from a material-based structure, the forum now focuses on five thematic pillars:

- Understanding & Valorisation – Exploring the cultural, social, and economic value of crafts and positioning crafts as an asset for sustainability.
- Authenticity & Safeguard – Protecting authentic craftsmanship and territorial heritage.
- Transmission & Training – Encouraging innovative educational approaches and preserving skills.
- Economics and Innovative and Sustainable Business Models – Supporting sustainable business models for the future and attracting new generations.
- Documentation & Archiving – Preserving crafts through advanced documentation techniques.

With a user-friendly, social-media-inspired interface, the forum allows personalised engagement and diverse content sharing.

This deliverable outlines the forum's development, restructuring, and implementation, providing a foundation for its long-term role in crafts revitalisation.

Document history

Date	Author	Affiliation	Comment
11-02-2025	Jelena Krivokapic	MDE	First draft.
12-02-2025	Madina Benvenuti	MDE	Review and update of the first draft.
28-02-2025	Xenophon Zabulis	FORTH	Formatting

Abbreviations

GIs	Geographical Indications
FRH	Future of Religious Heritage
EU	European Union
ICH	Intangible Cultural Heritage



Table of contents

Executive summary	2
Document history	2
Abbreviations	2
Table of contents	3
1. Introduction	5
2 Objectives.....	6
3 Initial structure of the forum	8
4 Restructuring.....	11
4.1 Widening topics	11
4.2 Sustainability.....	11
4.3 Overview of the forum pillars	13
5 Design.....	15
5.1 Wireframe	15
5.2 Community pages and navigation	16
5.3 User experience	20
5.4 Visual identity	21
6. Privacy and security	23
6.1 User registration and creating an account	23
6.2 Privacy of personal information.....	23
6.3 Content moderation	23
6.4 Data security measures.....	24
6.5 Levels of access and roles	24



D6.4 Community, methodology and results



6.6 Transparency.....	25
7 Content	26
7.1 Understanding & Valorisation.....	26
7.2 Authenticity & Safeguard	26
8. Further steps.....	28



1. Introduction

The Craeft Community pilot aims to foster collaboration and knowledge exchange within the diverse communities connected with the European crafts ecosystem. These communities include artisans, crafts associations, IT and AI players, educators, researchers, policymakers, and also crafts enthusiasts. The Craeft Community was designed to create a dynamic and inclusive digital forum where to exchange knowledge, best practices, and recommendations which contribute to the safeguarding and revitalisation of European crafts while promoting innovation and sustainability.

Initially, the forum was structured around craft materials, such as glass, wood, and textiles. While this organisation highlighted the unique techniques and traditions associated with each material, it posed limitations in addressing cross-disciplinary topics and fostering broader engagement. Following a comprehensive review and feedback, the forum was restructured to better align with the needs of the craft ecosystem and ensure long-term sustainability.

As part of this transformation, the forum was renamed “CRAEFT Community” and reflects the diversity and inclusivity of its contributors. The redesigned Craeft Community forum is now organised into five thematic pillars which underscore the platform’s commitment to embracing a wide range of objectives, perspectives, disciplines, and experiences across the crafts sector:

- **Understanding & Valorisation** – Exploring the cultural, social, and economic value of crafts.
- **Authenticity & Safeguard** – Protecting authentic craftsmanship and territorial heritage.
- **Transmission & Training** – Encouraging innovative educational approaches and preserving skills.
- **Economics & Innovative and Sustainable Business Models** – Enabling sustainable practices and attracting new generations.
- **Documentation & Archiving** – Preserving crafts through advanced documentation techniques.

The CRAEFT Community forum acts as a central hub for discussion, education, and networking, leveraging intuitive design and user-friendly features to encourage participation. It is also envisioned to serve as a dissemination platform for the CRAFTOUR initiative and related activities, broadening its scope and impact.

This deliverable provides an in-depth overview of the development, restructuring, and implementation of the Craeft Community forum. It outlines the rationale behind the redesign, highlights its key features and thematic focus, and details the forum’s role in supporting the broader goals of the Craeft project. By fostering collaboration and promoting innovative approaches, the Craeft Community aims to play an important role as a unique place for exchanging dialogue about crafts in Europe with a wide range of sectoral communities.

2 Objectives

The CRAEFT Community Forum is designed to be an interactive and dynamic platform that fosters knowledge sharing, collaboration, and engagement within the crafts and cultural heritage sectors. It is built to serve as a space where professionals, researchers, and enthusiasts can connect, discuss pressing issues, share expertise, and explore new developments in the field. The objectives of the forum are to exchange on the ongoing initiatives in the crafts ecosystem, to promote innovation as well as sustainable practices, and advanced education formats, and to animate a network of players committed to the safeguarding and valorisation of craft.

The primary objective of the Craeft Community Forum is to create a collaborative online environment that facilitates discussions around key topics related to crafts and hence ICH. By providing a dedicated space for dialogue, the forum aims to:

Encourage knowledge exchange: The forum will act as a central hub for the exchange of information, research, and best practices in the craft sector. This will include discussions on methodologies, tools, and new technological advancements, such as the Craeft Protocol for documenting craft knowledge.

Facilitate collaboration: The forum will connect like-minded individuals and organisations, creating opportunities for partnerships, joint projects, and initiatives. By promoting cross-border and cross-disciplinary collaboration, the forum aims to encourage a more integrated approach to heritage preservation and crafts education.

Promote inclusivity and participation: The forum will be open to a wide range of stakeholders, including craft professionals, researchers, students, heritage organisations, and enthusiasts. Its inclusive nature will ensure that all voices are heard, regardless of geographical location or professional background. It will facilitate the gathering of bottom-up information, which is crucial to better understand the challenges of the sector.

Raise awareness of key initiatives: The forum will be used as a promotional tool for relevant projects or studies, such as the CRAFTOUR Initiative and other EU-funded projects such as – Colour4crafts, Hephaestus, Culturality, MOSAIC and Tracks4crafts and possibly many others. By providing a space for exchange and visibility the forum aims to amplify their impact and attract additional stakeholders who can contribute to the success and outreach of the EU-funded initiatives.

The forum's applications will be diverse, serving both as a resource for information and as a space for active participation. Members can use the forum to:

Access expert content: The forum will host articles, case studies, research papers, and event updates related to crafts and cultural heritage. This content will be curated to ensure relevance and quality, providing valuable resources for those looking to deepen their understanding of the field.

Participate in discussions: Members will be encouraged to start discussions, ask questions, and share insights on topics of interest. Discussions will be moderated to maintain a constructive and respectful environment, with clear guidelines for participation.



D6.4 Community, methodology and results



Network with other professionals: The forum will provide tools for members to connect, fostering networking opportunities within the community.

3 Initial structure of the forum

The Craeft Communities forum was initially structured around material-based categorisation, dividing discussions and resources into specific craft areas such as:

- Glass Community
- Porcelain Community
- Clay Community
- Marble community
- Wood community
- Silver Community
- Wool Tapestry Community
- Wool and Cotton Textiles Community

This structure was chosen to highlight the distinctive techniques, traditions, and tools associated with each craft material, allowing for in-depth exploration of specific domains.

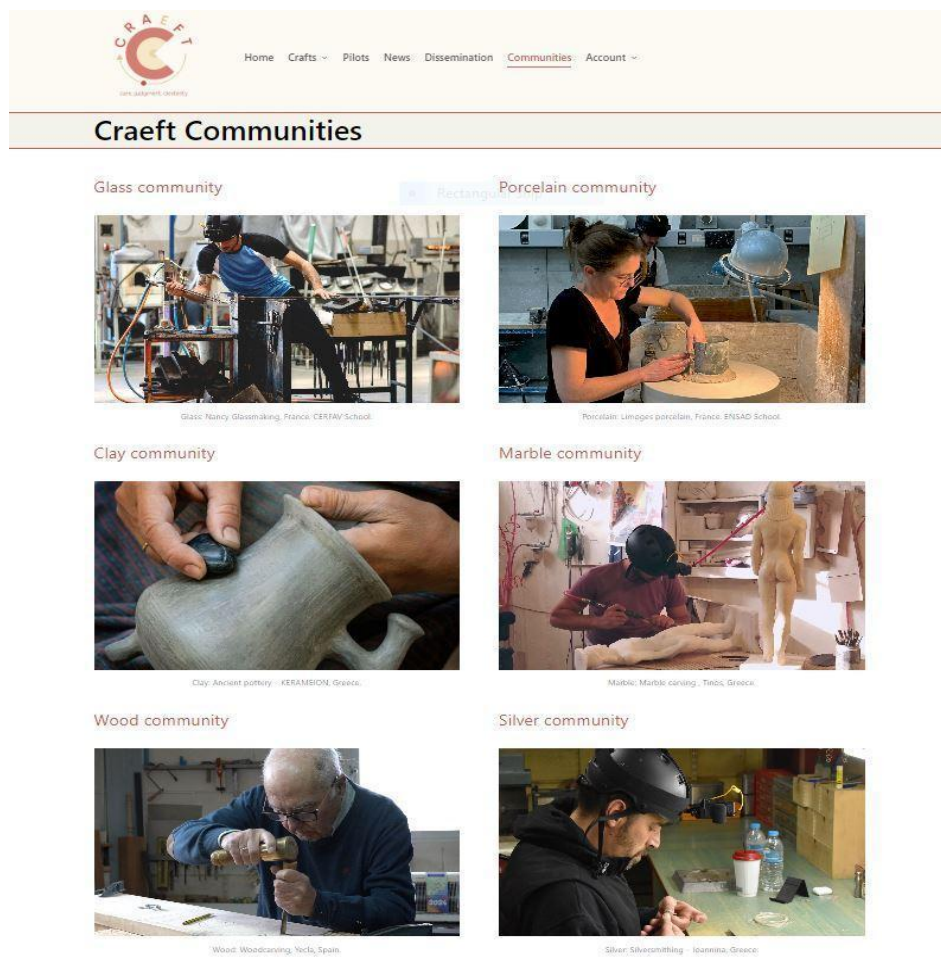


Figure 1. Former Communities forum structure.



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While the material-based categorisation provided a clear and straightforward organisational framework, it posed several challenges:

Limited engagement across disciplines: The rigid silos of information created by material-based divisions limited opportunities for cross-disciplinary dialogue and collaboration. Many overarching themes relevant to the crafts ecosystem, such as sustainability, innovation, and education, could not be effectively addressed within this structure.

Redundancies in content: The division led to duplication of information between the main Craeft website and the posts within the CRAEFT Community Forum. This overlap reduced the uniqueness and added value of the Forum.

Challenge of the main target: This structure was primarily designed to attract crafts professionals by focusing on their specific materials and techniques. However, it proved challenging to engage these professionals, who often prefer established platforms like Instagram, Facebook, or craft-specific forums, making it difficult for the Craeft Communities to become their primary hub for interaction. It is important to highlight that while the Forum is exclusively available in English, many European crafts professionals are accustomed to communicating in their native languages, which may discourage active participation in the CRAEFT Community Forum.

Competing with established craft-specific forums: By researching existing craft-specific forums, it became evident that competing with well-established and highly functional platforms posed significant challenges. For instance, platforms like [Engraver's Cafe](#) or Facebook-based groups that operate as forums have already garnered dedicated user bases by providing highly targeted, niche content tailored to specific crafts. These platforms are excellent in offering expertise, resources, and community engagement focused on singular crafts, such as engraving, which resonates deeply with their audiences.

In contrast, the Craeft Communities forum initially aimed to serve as a multi-disciplinary forum, hosting discussions across a wide range of materials and techniques. This broader scope, while ambitious, inadvertently diluted the platform's perceived expertise in any specific craft area. Users seeking detailed, craft-specific knowledge may not have regarded the forum as their go-to resource, as it lacked the singular focus that defines and drives engagement on these niche forums.

Furthermore, the broader scope made it difficult to establish credibility as an "expert" in any single craft discipline. The diversity of materials and techniques represented on the platform—ranging from glass and porcelain to wood and textiles—was intended to foster inclusivity and cross-disciplinary dialogue. However, it became clear that this approach, while valuable in theory, made it harder to position the forum as a trusted authority for professionals deeply immersed in any one craft. This realisation underscored the importance of restructuring the forum to focus on thematic, cross-cutting topics rather than attempting to replicate the singular expertise and community engagement already achieved by existing craft-specific forums.

Additionally, MDE the leader of the CRAEFT Community Forum pilot, conducted research, in collaboration with [FRH](#), that gathered valuable data on the digital skills and habits of craft professionals across Europe. This survey provided critical insights into how crafts professionals engage with digital platforms and the types of tools they prefer to use. The findings from this research, about the digital behaviour of crafts practitioners, served as an additional factor in the decision to restructure and redesign the Community

forum. By enlarging the target audience to several communities, and addressing a wider scope, the team was able to refine the platform's approach.

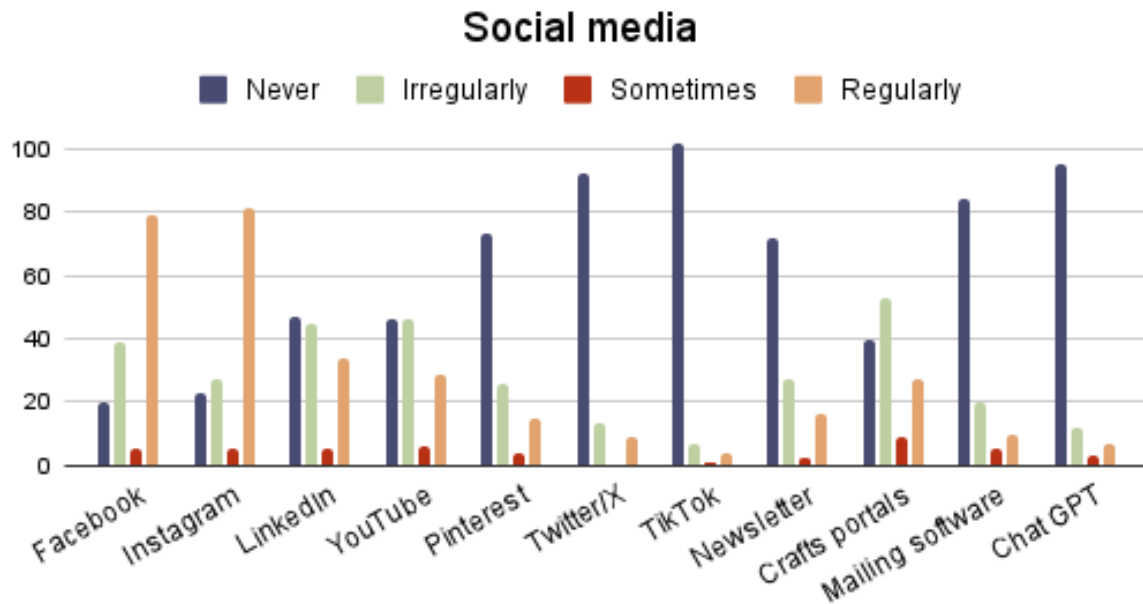


Figure 2. Mad'in Europe and Future for Religious Heritage (2024) Survey report: Study on the situation of craft professions involved in safeguarding-built heritage. Available at: <https://www.madineurope.eu/wp-content/uploads/2024/11/SURVEY-REPORT-Study-on-the-Situation-of-Craft-Professions-Involved-in-Safeguarding-Built-Heritage.pdf> (Accessed: 28 January 2025).

“The Study reveals that out of the 151 craftspeople who answered the survey, 130 use social media to promote their businesses online. The most common platforms for craftspeople are Facebook and Instagram, followed by LinkedIn and YouTube. Other platforms such as Twitter, Pinterest, and TikTok are used by a minority of craftspeople. Less than half of the respondents use craft-dedicated portals. Finally, the latest digital tools, such as virtual reality and Chat GPT, are regularly used by only 7 craftspeople.” (Mad'in Europe and Future for Religious Heritage, 2024, p.32)

The survey findings reaffirmed our decision to rethink the forum's role within the crafts ecosystem. As a result, the forum is no longer positioned as a primary platform for craft professionals, but rather as a more inclusive, multi-stakeholder space aimed at fostering collaboration, innovation, and knowledge exchange across the entire crafts ecosystem. The redesign now better serves a broader audience, including educators, researchers, policymakers, and enthusiasts, while still providing valuable resources for craft professionals within a more diverse, cross-disciplinary context.



4 Restructuring

The decision to restructure and redesign the Craeft Communities forum was driven by several critical factors:

4.1 Widening topics

The initial material-based categorisation provided a straightforward way to organise content but limited the platform's ability to address broader and cross-cutting topics relevant to the crafts ecosystem. While this approach effectively grouped discussions by material type, it inadvertently restricted interdisciplinary conversations and knowledge exchange. By shifting to a thematic approach, the forum now accommodates a wider range of discussions, including sustainability, innovation, education, and cultural heritage. This evolution enhances the inclusivity of the platform, making it more accessible and valuable to a diverse audience, including craft practitioners, policymakers, researchers, educators, and the general public. The thematic expansion not only enriches discussions but also fosters interdisciplinary collaboration, enabling users to explore connections between different aspects of craftsmanship, tradition, and contemporary challenges.

Additionally, the new structure makes it easy to report about studies, events, projects, conferences and lectures that address one or more of the topics defined by the pillars (i.e. ELNN Summit on "Strategies for Leading Change in Education: Addressing needs and innovative approaches in education", Cultural Bees Ecosystem Forum on "*Emerging Trends and Opportunities in the CCI Sector*", Les Eclaireurs study (France) which "*Measure the economic weight of craft companies testifying to a high-technicity know-how.*"...) which can feed further studies and policy recommendations.

4.2 Sustainability

The forum was restructured to ensure its sustainability beyond the Craeft funding period. Standalone platforms often struggle to keep users engaged after project funding ends. By integrating the Communities into the madineurope.eu portal, the forum connects with an existing network, ensuring long-term activity. By integrating the Community Forum into the madineurope.eu portal, the forum will use Mad'in Europe's connections with diverse communities to keep discussions active and visible. Through this approach, the Forum stays relevant, benefiting from ongoing interactions, content updates, and promotions. The move also opens opportunities for partnerships with the communities, strengthening the forum's long-term role.

Enhancing visibility and outreach. The redesigned forum is strategically positioned as a central hub for showcasing and disseminating not only Craeft results but it is envisioned also as a place where results from the CRAFTOUR initiative and hence five other European projects, Colour4crafts, Hephaestus, Culturality, MOSAIC and Tracks4crafts, can also share its results and initiate discussions.

This expanded role enhances the forum's visibility and amplifies its reach to a diverse range of stakeholders. By serving as a unified space for European craft-related initiatives, the forum will aim at facilitating greater collaboration and knowledge-sharing across different sectors.

A key advantage of this approach is the ability to connect various projects and initiatives, creating synergies that strengthen the craft ecosystem as a whole. The forum now provides opportunities for practitioners to share insights, researchers to present findings, and policymakers to engage in informed discussions. Moreover, by actively promoting content through digital marketing, newsletters, and social media channels, the Community attracts a wider audience and sustains engagement beyond the core user base. This visibility not only enhances the credibility of participating projects but also encourages new partnerships, funding opportunities, and cross-sectoral exchanges.

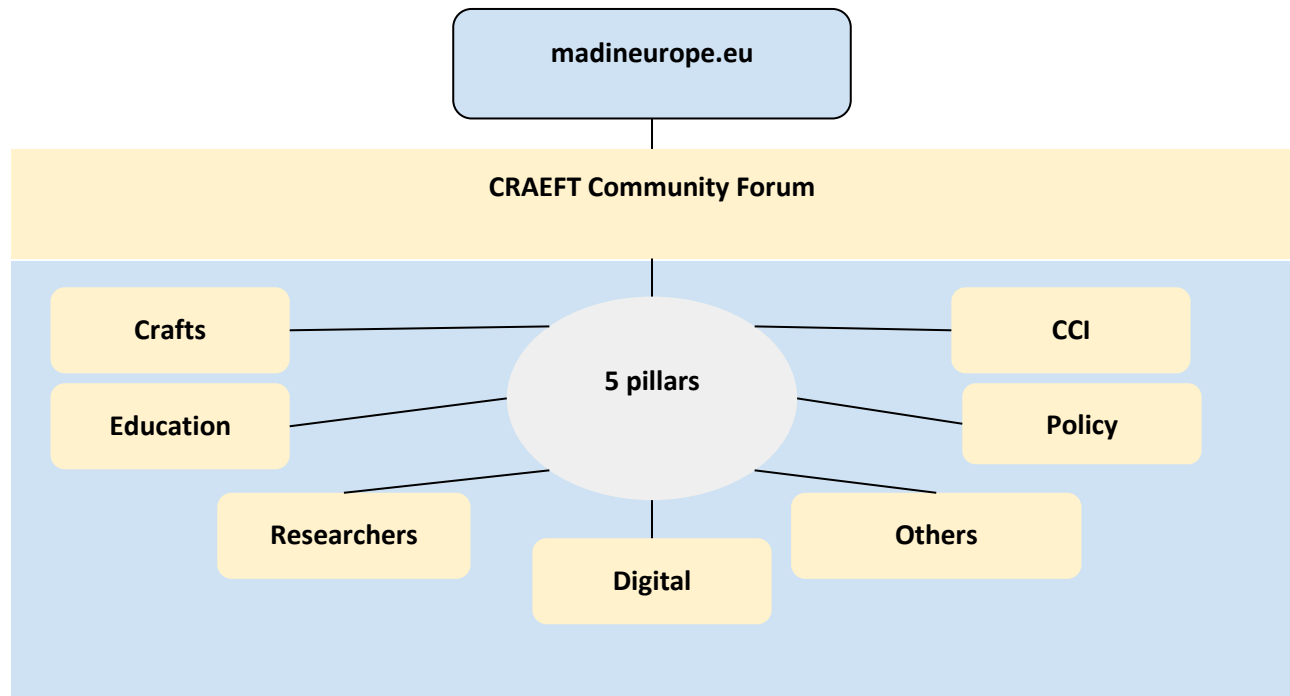


Figure 3. Community stakeholders.

Integrating “Communities” into one “Community”. A pivotal aspect of the platform's redesign was the integration of several communities into one wide "Community". This change underscores the commitment to inclusivity and diversity, moving away from the notion of a singular, homogenous group to a more dynamic and multifaceted network. The plural form reflects the recognition that crafts encompass a wide range of disciplines, traditions, and contemporary innovations, each with its own distinct yet interconnected audience. By adopting this framework, the platform actively welcomes a broader spectrum of voices and perspectives, encouraging participation from traditional artisans, digital craft innovators, educators, researchers, and policymakers alike. This inclusive approach fosters interdisciplinary dialogue and engagement, ensuring that the platform remains a relevant and evolving space for discourse on craft-related topics. Furthermore, the shift in branding aligns with the thematic expansion, reinforcing the forum's role as a diverse and adaptable ecosystem that supports multiple conversations and initiatives within the European craft landscape.

4.3 Overview of the forum pillars

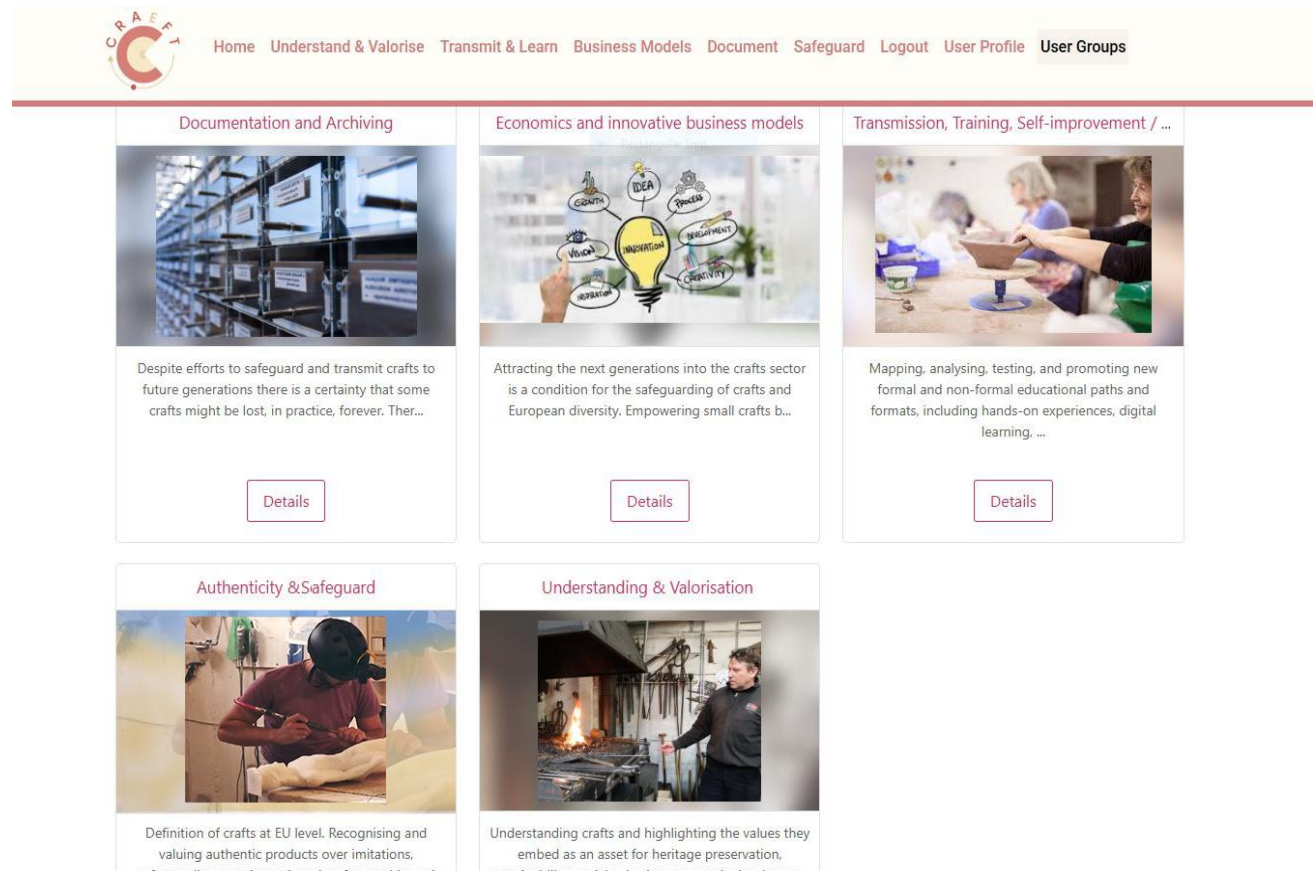


Figure 4. Communities' forum structure.

1. Understanding & Valorisation: Understanding crafts and highlighting the values they embed as an asset for heritage preservation, sustainability, social cohesion, economic development... The process includes understanding the dexterity of gesture through, developing self-valorisation of craftspeople themselves, and sharing values with the public.

2. Authenticity & Safeguard: Definition of crafts at EU level. Recognising and valuing authentic products over imitations, safeguarding genuine artisanal craftsmanship and territorial heritage diversity. Mapping crafts (techniques + materials + use + design) that have territorial roots and are part of heritage. This can also be implemented and help the further development of [Geographical indications for craft and industrial products](#).

3. Transmission & Training: Mapping, analysing, testing, and promoting new formal and non-formal educational paths and formats, including hands-on experiences, digital learning, VR, augmented reality, and hybrid formats. Map of endangered skills and transmission opportunities / best practices. Certification models.

4. Economics and Innovative and Sustainable Business Models: Attracting the next generations into the crafts sector is a condition for the safeguarding of crafts and European diversity. Empowering small crafts



businesses' attractiveness relies on the capacity of crafts businesses to generate sufficient revenues for future generations. New business models are necessary to face globalisation, that integrate innovation in the design/making/marketing process / (new income perspectives, tutoring...).

5. Documentation & Archiving: Despite efforts to safeguard and transmit crafts to future generations there is a certainty that some crafts might be lost, in practice, forever. Many indications and constant research findings are confirming this, among which are the alarming Red List of Endangered Heritage Crafts in the UK developed by the Heritage Crafts Association and since this year the German Manufactory Route (Deutsche Manufakturen Strasse) list in Germany. Therefore, thinking about documenting and archiving crafts techniques, gestures and tools is of crucial importance. In addition, these innovative and advanced contributions to crafts documentation can also be of significance to UNESCO and the way crafts as part of intangible cultural heritage are documented currently.

The five core forum pillars—Understanding & Valorisation, Authenticity & Safeguard, Transmission & Training, Economics & Innovative and Sustainable Business Models, and Documentation & Archiving—aim to comprehensively address the key challenges and opportunities within the crafts sector. These themes reflect the sector's pressing needs, from preserving heritage and ensuring authenticity to fostering education, economic sustainability, and long-term documentation. By structuring discussions around these interconnected areas, the forum provides a platform where craft practitioners, policymakers, educators, and researchers can collaborate, exchange knowledge, and develop strategies that support the sector's evolution. Ultimately, these topics contribute to a holistic approach to strengthening crafts as a vital part of cultural heritage, economic growth, and social cohesion in Europe and beyond. Additionally, the forum allows cross-topic posts, enabling discussions that bridge multiple themes. This flexibility encourages interdisciplinary exchanges and highlights the interconnections between different aspects of craftsmanship, ensuring a more comprehensive understanding of challenges and solutions within the sector.

5 Design

This chapter covers the creation of the CRAFT Community Forum, from initial concepts and wireframing to user experience, navigation and visual appearance.

5.1 Wireframe

The wireframe represents a structured online community forum designed to facilitate interaction and knowledge-sharing among craft professionals, educators, researchers, and enthusiasts. The platform is built around five thematic pillars, each focusing on a key aspect of crafts, including preservation, training, business models, and documentation.

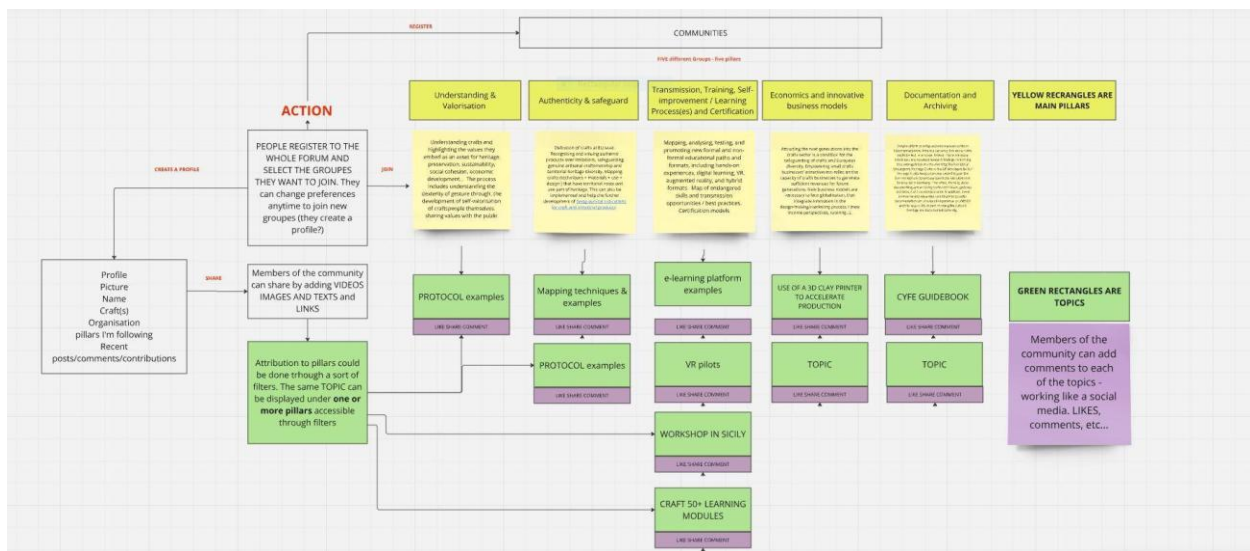


Figure 5. Communities' wireframe.

To join the community, users must first register. Once registered, they gain access to all five thematic pillars/groups of the forum. Registration enables users to create posts and engage with discussions by commenting. All posts and comments are publicly visible, along with the user's profile, ensuring transparency and open interaction.

The platform is structured around five main pillars, highlighted in yellow on the wireframe:

1. Understanding & Valorisation
2. Authenticity & Safeguarding
3. Transmission, Training, Self-improvement & Certification
4. Economics & Innovative Business Models
5. Documentation & Archiving

Within these pillars, community members of the communities can share various types of content, including videos, images, text, and links. Examples of topics, represented by green rectangles, serve as focal points for discussion and knowledge exchange. Each topic can be associated with one or multiple



pillars and is accessible through a filtering system. Members can interact with other members through messages, and topics by sharing, and commenting, making the platform function similarly to a social media network.

Some of the key discussion topics include protocol examples, mapping techniques, and digital tools such as e-learning platforms and virtual reality applications. The platform also explores advanced technologies like 3D clay printing and workshops and learning modules that provide hands-on training for craft practitioners.

Overall, this platform offers a dynamic and interactive space to exchange knowledge, document practices, and engage in discussions that contribute to the safeguarding and revitalisation of crafts, for innovation, and transmission of skills. Its structured pillars and community-driven approach, foster a collaborative ecosystem where users can contribute to and benefit from collective expertise.

5.2 Community pages and navigation

Following the wireframe, the **menu** was designed to reflect the platform's core structure and key ideas into:

- Home
- Each of the pillars/discussion groups page:
 - Understanding & Valorisation
 - Authenticity & Safeguarding
 - Transmission, Training, Self-improvement & Certification
 - Economics & Innovative Business Models
 - Documentation & Archiving
- Registration page for users (full profile form) to join the community
- Logout
- User Profile



Figure 6. Communities' menu.

The **homepage** serves as the welcoming gateway to the forum, featuring an introductory text that outlines the platform's purpose and mission. It provides an overview of all five thematic pillars, each representing a distinct area of focus within the craft communities. Each thematic pillar is accompanied by a visible introductory text, clearly explaining its main objectives and the types of discussions users can expect to find within that section. This layout ensures that users can easily navigate and gain a quick understanding of the topics and themes that interest them most.

Home [Understand & Valorise](#) [Transmit & Learn](#) [Business Models](#) [Document](#) [Safeguard](#) [Logout](#) [User Profile](#) [User Groups](#)

Home

[Home](#)

JOIN THE CRAEFT COMMUNITIES

Join the CRAEFT community and contribute to the revitalization of the European crafts sector! Our platform connects craftspeople and stakeholders to foster creative exchange, building on existing networks while welcoming new voices. We encourage practitioners to share their skills, techniques, and educational resources, alongside insights from project pilots in crafts like glass, wood, clay, textile, and metalworking.

The CRAEFT project explores how technologies like Virtual Reality and e-learning can enhance design and skill transmission, while also integrating anthropology and computer science to deepen our understanding of craftsmanship. Our community is organized around five key pillars that shape the future of European crafts:

- 1. Understanding & Valorization:** Highlighting the cultural, social, and economic value of crafts, emphasizing heritage preservation, sustainability, and public recognition of artisans.
- 2. Authenticity & Safeguarding:** Protecting genuine artisanal craftsmanship and promoting regional heritage through initiatives like mapping techniques and exploring Geographical Indications.
- 3. Transmission, Training, & Certification:** Ensuring the transfer of craft skills to new generations through formal, hands-on, and digital learning formats, while developing certification models.
- 4. Economics & Innovative Business Models:** Empowering small craft businesses to thrive by integrating sustainable and innovative approaches to design, production, and marketing.
- 5. Documentation & Archiving:** Preserving endangered crafts through documentation, ensuring their cultural significance is remembered even if practices fade.

By engaging with these areas, you'll help shape the future of European crafts while benefiting from shared expertise, innovation, and opportunities for growth. Join us in this important mission!

Understanding & Valorisation

Members
4

Details
Understanding crafts and highlighting the values they embed as an asset for heritage preservation, sustainability, social cohesion, economic development... The process includes understanding the diversity of gesture through, the development of self-valorisation of craftspeople themselves, sharing values with the public.

Authenticity & safeguard

Members
2

Details
Definition of crafts at EU level. Recognising and valuing authentic products over imitations, safeguarding genuine artisanal craftsmanship and territorial heritage diversity. Mapping crafts (techniques + materials + use + design) that have territorial roots and are part of heritage. This can also be implemented and help the further development of Geographical indications for craft and industrial products.

Transmission, Training, Self-improvement / Learning Process(es) and Certification

Members
4

Details
Mapping, analysing, testing, and promoting new formal and non-formal educational paths and formats, including hands-on experiences, digital learning, VR, augmented reality, and hybrid formats. Map of endangered skills and transmission opportunities / best practices. Certification models

Economics and innovative business models

Members
2

Details
Attracting the next generations into the crafts sector is a condition for the safeguarding of crafts and European diversity. Empowering small crafts businesses' attractiveness relies on the capacity of crafts businesses to generate sufficient revenues for future generations. New business models are necessary to face globalisation, that integrate innovation in the design/making/marketing process / (new income perspectives, tutoring...)

Documentation and Archiving

Members
2

Details
Despite efforts to safeguard and transmit crafts to future generations there is a certainty that some crafts might be lost, in practice, forever. There are many indications and constant research findings confirming this, among which are the alarming The Red List of Endangered Heritage Crafts in the UK developed by the Heritage Crafts Association and since this year the German Manufactory Route (Deutsche Manufakturen Strasse) list in Germany. Therefore, thinking about documenting and archiving crafts techniques, gestures and tools is of crucial importance. In addition, these innovative and advanced contributions to crafts documentation can also be of importance to UNESCO and the way crafts as part of intangible cultural heritage are documented currently.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101094349
HORIZON-CL2-2022-HERITAGE-01-04 Project Start Date: 01 March 2023

Figure 7. Communities home page.

Craeft D6.4

17/29

Each **page dedicated to specific pillars/discussion topics** begins with a general introduction to the subject, inviting people to join the conversation. Below this introductory text, one finds all the posts or topics listed under the respective theme. Each post is represented by a large visual, a prominent title, and a brief text designed to spark interest.

Additionally, the content poster (or the person responsible for the post) is visible, maintaining transparency and showing who initiated the discussion. Each post also includes engagement information, such as the number of comments and the date it was posted. A green “Read More” button encourages further exploration of the content.

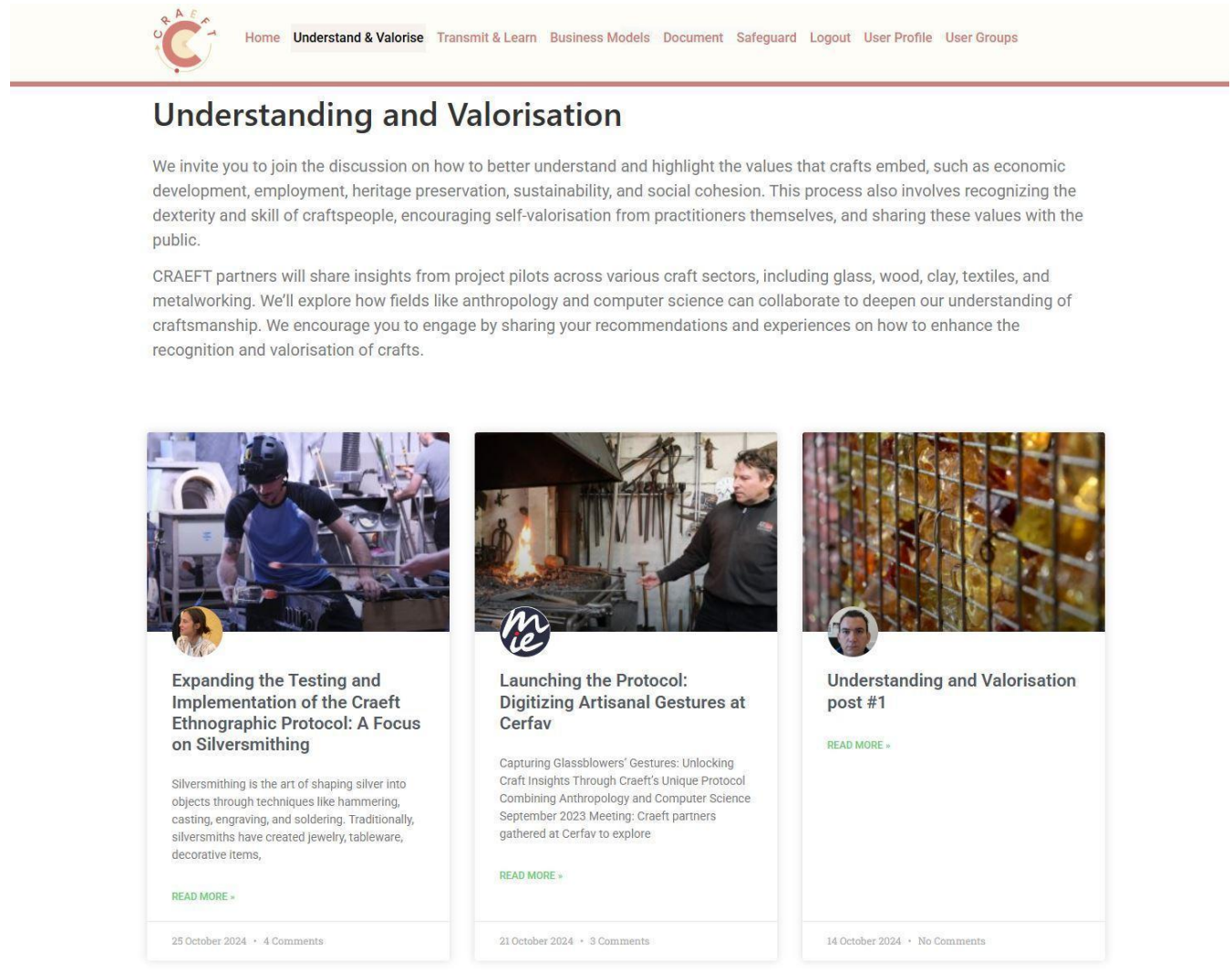


Figure 8. Communities Understanding and Valorisation page.

This system is used to build each discussion page. Always showing the newest posts on the top.

By simply clicking on the post, the user enters the specific post and hence can engage in the discussion.

Launching the Protocol: Digitizing Artisanal Gestures at Cerfav

madina.benvenuti@madineurope.eu October 21, 2024 1:50 pm 3 Comments



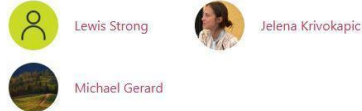
Capturing Glassblowers' Gestures: Unlocking Craft Insights Through Craeft's Unique Protocol Combining Anthropology and Computer Science

- **September 2023 Meeting:** Craeft partners gathered at Cerfav to explore glass workshops and digitize artisanal gestures.
- **Multidisciplinary Craeft Protocol:** First-time implementation of a protocol combining anthropology and digital sciences.
- **Recording Sessions:** Focused on glassblowing and blowtorch sculpting with master artisans.
- **Egocentric Recordings:** First-person videos help artisans evaluate, refine skills, and transfer knowledge.
- **Interviews:** Pre- and post-session interviews, especially video elicitation, enhance self-awareness and confidence.
- **Future Steps:** Pilot tests will expand the protocol to other crafts like marble carving and tapestry weaving.



Figure 9. Communities – one post page, Launching the Protocol post.

Participants



3 responses

5 February 2025 at 16h19 Edit

Michael Gerard says:

j'aime bien

Reply

6 February 2025 at 14h36 Edit



Lewis Strong says:

i am not certain!

Reply

6 February 2025 at 15h50 Edit



Jelena Krivokapic says:

test

Reply

Leave a Reply

Logged in as jelenakrivokapic. [Edit your profile.](#) [Log out?](#)

Comment *

Post Comment

Additionally, the page includes a comment box at the bottom, providing a simple and accessible way for users to leave their thoughts and contribute to the discussion. This encourages active participation and creates an engaging space for dialogue. The intuitive design helps maintain the flow of conversation while keeping the focus on the content and user interaction.

The post page and all post/discussion topics are viable to both members(users) and non-members, but the ability to comment and participate in the discussion is only available to users, and registered individuals.

Lastly, the **user page** is inspired by the layout of social media platforms, providing a familiar and user-friendly interface. It is designed to present information about a single user, including their name and last name, profile picture, as well as a cover image to add a personal touch.

In addition to the basic details, the page also displays notifications, comments made by the user, and their overall activity on the platform. This allows visitors to quickly get an overview of the user's engagement. Furthermore, the page features a direct messaging option, enabling users to communicate easily and fostering interaction within the communities.

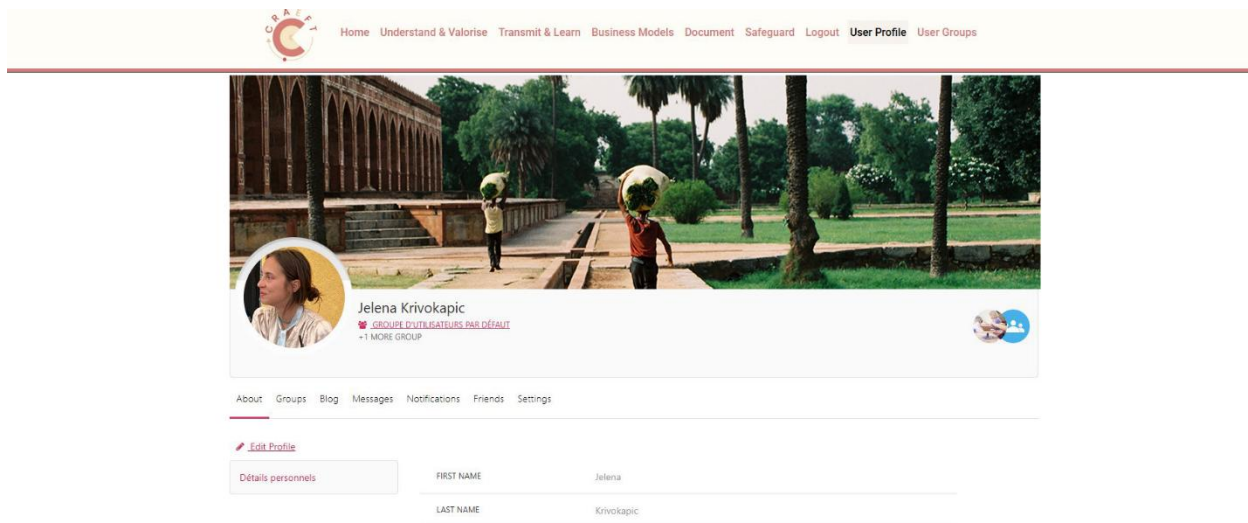


Figure 10. Communities' user page.

5.3 User experience

The platform is designed for seamless communication and engagement, featuring an intuitive, social media-inspired interface that makes it easy to navigate, share content, and participate in discussions. With familiarly designed elements, users can quickly interact with posts, join conversations, and exchange knowledge effortlessly.

The Community's forum is structured around thematic groups, allowing users to engage in focused discussions, follow relevant topics, and contribute through posts and comments. This setup fosters an open, interactive space where both experienced professionals and newcomers can easily connect, exchange insights, and collaborate.



To encourage meaningful discussions, the platform supports various content formats, including text posts, images, videos, and links to external resources. Users can comment on posts, ask questions, and share best practices, ensuring a fluid exchange of ideas. Content is organised into thematic pillars but can also be filtered across multiple areas, helping discussions reach the right audience.

The platform accommodates different levels of engagement, ensuring inclusivity for all users. Observers can browse discussions and stay informed, contributors can share insights, resources, and experiences, while discussion participants can actively engage in structured conversations. Private messages can be sent by users to each other.

With its intuitive design and flexible interaction options, the platform provides an open and dynamic space for the members of different communities to establish connections and opens the possibility for new collaborations.

5.4 Visual identity

As explained in section 3. Restructuring under the sustainability strategy, the Community forum is integrated into the madineurope.eu portal while remaining linked to the Craeft website. This approach ensures the forum's sustainability beyond the project's funding period while also connecting it with an established network, fostering long-term engagement and activity. By embedding the forum within Mad'in Europe, the platform benefits from existing connections within the craft sector, keeping discussions active and visible.

Although the Community forum is hosted on the madineurope.eu portal, its visual identity remains consistent with the Craeft website and overall project identity. The design aligns with Craeft's colour scheme to maintain a cohesive and recognisable appearance.

The two primary s used are:

#c8554d (R:200, G:85, B:77), an orange-brown tone which serves as a key visual element for forum highlights.

#e4c695 (R:228, G:198, B:149), a light beige tone which serves as background, light colour of the forum.

In addition to maintaining a consistent colour scheme, key design elements of the Communities forum closely align with those of the Craeft website to ensure a seamless visual experience. The main menu bar follows a similar structure and layout on both platforms, reinforcing familiarity and ease of navigation for users moving between the two.



Figure 11. Communities' menu.



Figure 12. Craeft website menu.

Furthermore, the footer of both the Communities forum and the Craeft website is designed in the signature orange tone (#c8554d, R:200, G:85, B:77), creating a cohesive look across platforms. This consistent visual identity strengthens the connection between the Communities forum and the Craeft project, making it instantly recognisable.

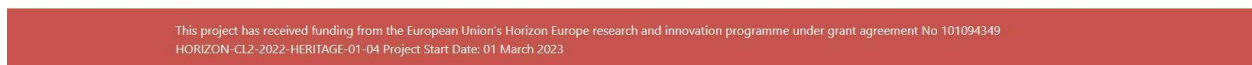


Figure 13. Communities' footer.

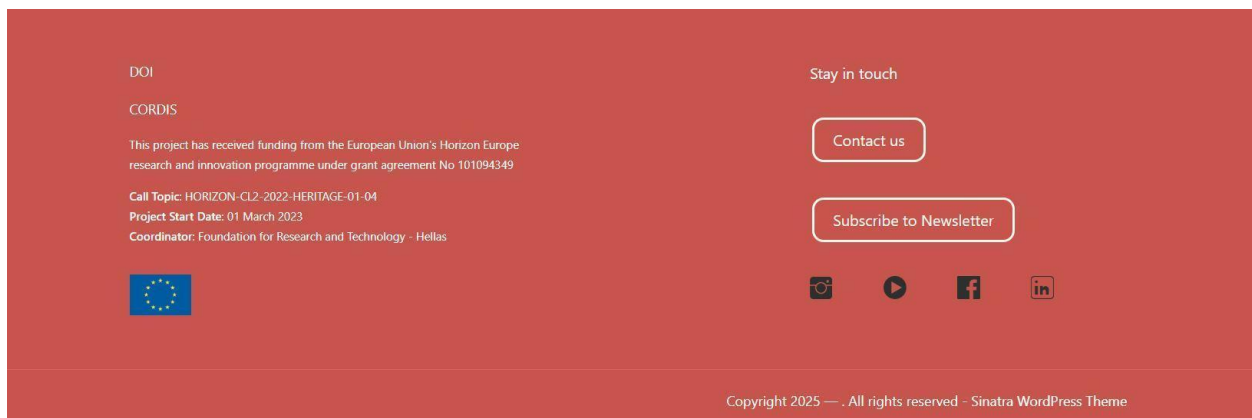


Figure 14. Craeft website footer.

This consistency in visual identity ensures that the Communities forum remains associated with the Craeft project while still being hosted on the madineurope.EU portal.

6. Privacy and security

The privacy and security of users on the platform are of great importance. As a space where craft professionals, educators, researchers, IT players, and enthusiasts come together to share ideas, knowledge, and experiences, the forum must ensure that personal data is protected and that all interactions are safe and respectful. This section outlines the platform's approach to user privacy, data security, and the measures in place to maintain safe and transparent online communities.

6.1 User registration and creating an account

To join the Communities forum, users must first register on the platform, providing essential information such as their name and last name, email address, and a chosen password. This process ensures that only legitimate users can access the communities and participate in discussions. The registration process is designed to be simple, requiring only the minimum necessary data to create an account. However, users may choose to add more detailed information to their profiles, such as their organisation, areas of expertise, and crafts they specialise in.

Upon registration, users will receive an email confirming their account, and they will be prompted to set up their profile. This process encourages users to engage with the communities but also provides them with control over the data they wish to share.

6.2 Privacy of personal information

Once registered, users have access to all five thematic pillars/groups of the forum. Each pillar focuses on a specific area of discussion, allowing members to engage with topics related to preservation, training, business models, documentation, and more. However, privacy is maintained throughout the process. The platform ensures that any personal information shared during registration is securely stored and will not be used for any purpose other than creating and managing user accounts.

Users' profile information (such as name, profile picture and cover photo) is visible to other members of the communities, while sensitive personal data, such as email and passwords, is kept private and not shared with other users.

The platform follows strict privacy policies to ensure that users' information is handled in compliance with applicable data protection regulations, such as the General Data Protection Regulation (GDPR) and the Privacy and Electronic Communications Directive (ePrivacy). These measures guarantee that personal data is not misused, shared without consent, or exposed to unnecessary risks.

6.3 Content moderation

While privacy and security of personal data are crucial, the platform also focuses on protecting the integrity of interactions within the forum. Once a user has registered, they gain the ability to post content and participate in discussions across the thematic pillars. However, to ensure the platform remains a respectful, safe, and high-quality space for all users, **all posts must be approved before being made**



public. by the moderators. This moderation process helps to prevent spam, harmful content, and inappropriate material from being posted to the forum and ensures that the content aligns with the platform's purpose.

When a user creates a new post/discussion topic, it is initially visible only to the user and the platform's moderators. Moderators will review the content to ensure it follows the community's guidelines and does not violate any of the platform's rules. Once approved, the post becomes publicly visible to all members and non-members of the communities. This process helps create a controlled environment where discussions are focused on valuable, relevant content, promoting respectful and constructive conversations.

Additionally, the ability to comment on posts encourages interaction between users, fostering a collaborative atmosphere. However, like posts, comments are subject to moderation and even though they do not need to be approved before they appear on the platform, they can be removed/deleted by the moderators. This approach ensures that comments contribute positively to the discussion and that any inappropriate or harmful content is removed promptly.

6.4 Data security measures

In addition to protecting personal information and moderating user interactions, the platform employs a variety of security measures to safeguard users' data and ensure that all activities within the forum are secure. All data shared during registration, profile creation, and forum interactions is encrypted using secure protocols, preventing unauthorised access and potential breaches.

To further enhance security, the platform regularly updates its security protocols, ensuring that any vulnerabilities are identified and addressed promptly. This includes applying security patches, performing regular audits, and maintaining a high level of protection against cyber threats, including hacking attempts, data breaches, and phishing attacks.

In addition to these technical safeguards, users are encouraged to use strong passwords and to regularly update their login credentials.

6.5 Levels of access and roles

The platform operates with multiple user roles, each having different levels of access and control over the content. The basic user role allows individuals to view and comment on posts, but only moderators, who are also the administrators of the forum, can approve or remove posts and delete comments. This ensures that the quality and integrity of the content remain high while preventing misuse of the platform by users with malicious intent.

The role of moderators is critical to maintaining a safe and welcoming environment. Moderators are responsible for reviewing user-generated content, flagging inappropriate posts, and taking action when necessary to uphold community guidelines. The responsibilities of moderators and administrators will be handled by MDE, with support from FORTH when necessary. According to DSA, the provider of the online platform is responsible for Notice and action mechanisms. The responsibility remains with the provider even if part of the activities is "outsourced."



Users can report any suspicious activity or content that violates community guidelines. This feature encourages active participation in maintaining the platform's safety and security and ensures that any inappropriate content is flagged and addressed promptly.

6.6 Transparency

Transparency is a core value of the platform. Users have clear visibility into how their data is collected, used, and stored. The platform provides a detailed privacy policy outlining data handling practices, allowing users to make informed decisions about their participation. Users are also empowered with control over their personal information, with the ability to delete or deactivate their accounts at any time, should they choose to stop using the platform.

Regular updates and notifications will be sent to users regarding any changes to privacy policies, terms of use, or security protocols, ensuring that they remain informed about how their data is being handled and the steps being taken to protect their privacy.

The platform is committed to creating a secure and privacy-conscious environment where users can interact freely, share knowledge, and contribute to the communities. By combining user-friendly privacy controls, moderation of content, and robust security measures, the platform ensures that user data is protected and that all interactions are secure. This balanced approach guarantees that the CRAEFT Community Forum remains a safe and valuable space for craft professionals, educators, and enthusiasts to collaborate and grow.



7 Content

To foster engagement and ensure a successful kick-off of the Community forum MDE will take the lead in creating the first posts and initiating interactions within the Communities. This initial content strategy aims to stimulate discussions and attract members through engaging and relevant topics. Posts will be distributed across the five thematic pillars but can also be cross-referenced, allowing them to appear in multiple categories when applicable.

Some initial content ideas that MDE will develop and communicate to encourage participation:

7.1 Understanding & Valorisation

The Craeft Protocol: Preserving Craft Knowledge Through Structured Documentation. This post will introduce the Craeft Protocol, a groundbreaking framework designed to capture and preserve traditional craft gestures. The discussion will emphasise how this protocol can be applied beyond the immediate project scope, offering value to a wider community of craftspeople, educators, and researchers. The post will showcase case studies demonstrating its use, along with step-by-step guidelines on how to incorporate it into various craft practices. The goal is to underline the importance of structured documentation in safeguarding and transmitting craft knowledge across generations.

7.2 Authenticity & Safeguard

Geographical Indications: This post will explain all about the European Union's system of GIs, specifically focusing on its protection for craft and industrial products. It will provide a detailed overview of what GIs are, the registration process, and the benefits for local craft businesses. By providing a fresh, insightful update on the latest developments in GI regulations, this post aims to engage a diverse audience, including craft professionals, researchers, enthusiasts, and other stakeholders. Additionally, the post will provide links to valuable resources, such as official EU documentation and tools for GI registration.

Sustainability in Craft: The European Wool Dilemma. This post will spotlight the challenges and inefficiencies within European natural material supply chains, using European wool as a case study. Despite Europe's capacity to produce high-quality wool, much of it is exported raw, only to be imported back as processed goods, which creates economic and environmental inefficiencies. The focus will be on France, where this issue is particularly acute. Based on the wool example the post will aim to stimulate the discussion on potential solutions but also to generate dialogue around the broader implications of this issue for sustainability in European crafts.

Under this same pillar, a highlight of the New European Bauhaus objectives and activities will also be considered, to open a collaborative discussion about how to reinforce the connection between the crafts ecosystem and NEB's activities.

In addition to the initial content led by MDE, the Communities forum will also serve as a collaborative space for sharing and engaging with CRAFTOUR project partners - Track4Crafts, HEPHAESTUS, Colour4CRAFTS, MOSAIC, and CULTURALITY. These projects will be encouraged to contribute to discussions, share insights, and participate in the forum's evolving content.



D6.4 Community, methodology and results



As outlined in Section 5: Privacy and Security, MDE, with support from FORTH, will be responsible for reviewing and approving posts submitted by the members of the different communities. This process will ensure that the content maintains a high standard of quality, relevance, and alignment with the forum's objectives, creating a trusted and enriching environment for all participants.

8. Further steps

To ensure the visibility and active use of the Communities forum, a series of strategic steps will be implemented to promote its accessibility and engagement. These steps will ensure the forum serves as a vibrant and dynamic space for knowledge exchange, networking and stimulating new collaboration.

1. **Finalising the Layout.** The first step will be to finalise the forum's layout, ensuring it is intuitive, user-friendly, and aesthetically appealing.

2. **Adding the initial content.** MDE will add the initial posts and content (as outlined in Section 6). This content will catalyse discussion, providing users with a starting point to engage with the forum. Posts will be carefully crafted to address key topics of interest, such as the Craeft Protocol and Geographical Indications, ensuring the content is relevant, thought-provoking, and aligned with the Forum's objectives.

3. **Testing.** Before the public launch, the forum will undergo a testing phase with the Craeft project partners. This will involve evaluating the functionality and usability of key features such as post submission, commenting, notifications, and content organisation. Feedback from project partners will be collected to identify any issues or areas for improvement, ensuring that the forum operates smoothly once it is made publicly accessible.

4. **Going public.** After successful testing and optimisation, the Community forum will be made publicly available. A direct link to the forum will be prominently featured on the Craeft project website, ensuring easy access for all visitors. This integration will help draw traffic from existing audiences of the Craeft project, directing them to the forum and encouraging them to become active members of the online community's space.

5. **Dissemination.** To drive awareness and engagement, a comprehensive promotional campaign will be launched. This will include:

- **Newsletter announcements:** The forum will be introduced to the wider Craeft community through dedicated newsletter features, providing key details on how to join, participate, and benefit from the forum.
- **Social media promotion:** Posts across various social media channels, including Craeft Facebook, LinkedIn, and Instagram, will raise awareness of the forum's launch. Engaging visuals, links, and hashtags will encourage users to explore and engage with the forum.
- **Craeft Partners' support:** All Craeft project partners will be actively engaged in disseminating the Craeft forum across their respective networks. This collective effort will help maximise the forum's visibility and reach. To support this, MDE will take a leading role in promoting the forum within its network through a variety of communication channels as direct mailing will be sent to all craft members, inviting them to join the forum and highlighting its benefits. This will ensure that individuals already connected with MDE are informed about the forum and encouraged to participate. The forum will be featured in MDE's upcoming newsletters, providing an overview of the platform, its goals, and how members can get involved. This will be an effective way to reach a broad audience who may not be active on social media but regularly engage with MDE's updates. MDE will leverage its social media platforms to raise awareness about the forum. Posts will include key information, such as the forum's



D6.4 Community, methodology and results



purpose, how to register, and the types of discussions it will host. Engaging visuals and hashtags will be used to encourage sharing and participation.

- **Outreach through CRAFTOUR Initiative:** As the forum will be a collaborative space, project partners from CRAFTOUR Initiative - Track4Crafts, HEPHAESTUS, Colour4CRAFTS, MOSAIC, and CULTURALITY will be kindly asked to support the forum. They will be encouraged to share the forum with their communities, boosting outreach and membership.

These actions will be taken not only to ensure that the Communities forum launches successfully, but also to make it an active, vibrant space for professionals, researchers, and enthusiasts in the field of crafts and ICH to connect, collaborate, and exchange knowledge.