

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE1324 CerDee
Lead partner	Porzellanikon - Staatliches Museum für Porzellan in Selb und Hohenberg a. d. Eger
Output number and title	O.T4.1 - Marketing strategies for creative entrepreneurs in the ceramic sector
Responsible partner (PP name and number)	Porzellanikon, LP
Project website	https://www.interreg-central.eu/Content.Node/CerDee.html
Delivery date	04.2022

Summary description of the strategy/action plan (developed and/or implemented)

Although planned beforehand, the questioning and evaluation of the ceramic stakeholders in the participating regions clearly showed, that there is a very high need to support the ceramists with useful and easy to implement marketing measures. Most ceramists are aware of common marketing tools, but they do not know which ones are relevant and useful for them. Besides, it is in most cases not easy to find out how to handle the different possibilities. That is why the CerDee consortium decided to provide a general overview about the most important marketing tools including a guide and manual how to install and use them most efficiently. Therewith the ceramists shall be enabled, depending on their situation, their needs and wishes, and their economic situation, to create their own long term marketing strategy on the basis of various marketing instruments. The result are two publications which are summarised on the platform and published as documents.

(<https://www.ceramicsineurope.eu/marketing-tools/>; <https://www.ceramicsineurope.eu/library-new/>)

Part 1 describes the different marketing tools useful for ceramists and gives detailed instructions how to implement and maintain them. It starts with an inventory which aim it is to enable the ceramists to clarify their goals, the target group of their product, the group of buyers they want to address, their competitors and their strengths and weaknesses. Based on that they get recommendations which marketing tools they should use to set up their own long term marketing strategy precisely tailored to their needs. The different marketing tools are described and their use for different purposes is evaluated. Furthermore, a detailed description how to set them up is given to provide a first step scenario the ceramists can use by themselves. Part 2 delivers several inspirations how a marketing strategy can be implemented.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Although the strategy is usable for whole Europe it was compiled by the project partners who evaluated in first place the regions their stakeholders came from.

GERMANY (DE) - Oberfranken (DE24), Thüringen (DEG0), Sachsen (DED)

CZECH REPUBLIC (CZ) - Jihozápad (CZ03), Severozápad (CZ04)

SLOVENIA (SI) - Zahodna Slovenija (SI02)

POLAND (PL) - Dolnośląskie (PL51)

AUSTRIA (AT) - Niederösterreich (AT12)

ITALY (IT) - Emilia-Romagna (ITH5)

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The expected impact and benefits for the target group is very high. The marketing strategy was implemented in close exchange with the target group. During the development of the strategy it was reviewed and evaluated by ceramists several times during three stakeholder meetings which were organized within the project duration. A first version of the strategy was tested together with the target group during two special workshops dedicated to that topic at the end of the project period. Afterwards last amendments were done to meet all needs and wishes of the target group. It is the first compilation of different marketing tools, which gives a perfect overview about the current state of methods, possibilities and their evaluation and usage possibilities. It enables ceramists to find out easily what tools are available and useful for them and how to implement them. It ensures a much higher visibility of ceramists and therewith a more sustainable economic basis for their entrepreneurial activities.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The develop strategy can easily be transferred to other regions as well as to other stakeholders. It summarises the current available tools, used by most European entrepreneurs, regardless of whether they are SMEs, mid-sized or large companies. During the research prior to the development of the strategy all project partners evaluated together with the stakeholders from their regions which marketing tools are preferred. It turned out, that there are no national/territorial preferences but it became apparent, that there are age-related differences. These differences are not related to the profession of ceramists. These difference have been addressed in the strategy. Although the creative sector requires for example a different visual language than other sectors, all the tools included can be used regardless of the branch. Besides, it is independent of professions or working materials - it easily can be adapted for other users.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Once more the need of a supporting organisation or institution for ceramists became visible. Ceramists have no lobby and are left to their own resources on many general issues. Besides, entrepreneurial skills are in most countries still not part of their education. The ceramic stakeholders were very thankful to became the audience and possibility to discuss an issued, which is extreme important for them. That is why, it is important to calculate extra time to discuss and evaluate the topic together with the stakeholders.

The transnational cooperation opens the eyes for differences and commonalities and it opens the mind for other approaches and solutions. Besides, commonalities connect and enable an exchange on the same level, differences arouse curiosity and enrich.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

CerDee webpage - <https://www.ceramicsineurope.eu/marketing-tools/>

Output webpage - https://www.interreg-central.eu/Content.Node/CerDee.html#Documents/_Publications