



CRAEFT

care, judgment, dexterity

Communication Plan and Activities

Project Acronym	Craeft
Project Title	Craft Understanding, Education, Training, and Preservation for Posterity and Prosperity
Project Number	101094349
Deliverable Number	D7.1
Deliverable Title	Communication Plan and Activities
Work Package	7
Authors	Madina Benvenuti, Jelena Krivokapic, Xenophon Zabulis



This project has received funding from the European Commission, under the Horizon Europe research and innovation programme, Grant Agreement No 101094349.

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

Executive summary

In this deliverable, the consortium states the communication rules and initiates the drafting of a communication strategy based on the information gathered through this document. These rules have been drafted by Mad'in Europe but negotiated and accepted by the Craeft consortium. The rules set in this deliverable will be valid for the whole duration of the project.

In Section 1, an introduction is provided to the purpose of this deliverable and its key concepts.

In Section 2, the multidisciplinary communication content targeted by Craeft is considered in a situation analysis.

In Section 3, Craeft's values, objectives, and target audiences for communication are elaborated.

Section 4 states our communication plan. This elaborates on the Internet communication channels and provides an index of the networks that we intend to use for communication (besides the Internet).

In Section 5, we present the visual identity of the project and the way that it was conceptualised.

In Section 6, we report the way that the consortium partners collaborate to reach the communication goals.

In Section 7, we present our strategy, communication tools and main communication achievements.

In Section 8, we provide recommendations for EU-Funded project communication, that is based on our experience.

In the appendix of this deliverable, we show the contents of our online spreadsheet that we have been collaboratively completing logging our communication activities.

Document history

Date	Author	Affiliation	Comment
16/03/2023	Madina Benvenuti, Jelena Krivokapic	MDE	First draft.
16/03/2023	Polykarpos Karamaounas	FORTH	Quality Assurance review.
17/03/2023	Jelena Krivokapic	MDE	Updated draft based on the comments from the Quality Assurance review.
18/03/2023	Polykarpos Karamaounas	FORTH	Second Quality Assurance review.
20/03/2023	Jelena Krivokapic	MDE	Updated draft based on the second Quality Assurance review and FORTH input.



D7.1 Communication Plan and Activities



03/04/2023	Xenophon Zabulis	FORTH	Minor content updates and text beautification.
04/04/2023	Jelena Krivokapic	MDE	Drafting the visual identity section.
20/04/2023	Xenophon Zabulis	FORTH	Minor content updates and formatting.
13/02/2024	Jelena Krivokapic	MDE	Deliverable update in M12.
16/02/2024	Xenophon Zabulis	FORTH	Minor content updates and formatting.
02/02/2025	Jelena Krivokapic	MDE	Deliverable update in M24.

Abbreviations

AR/VR	Augmented reality / Virtual Reality
CCS	Cultural and Creative Sectors
CH	Cultural Heritage
CHI	Cultural Heritage Institution
EC	European Commission
ENSA-Limoges	Ecole Nationale Supérieure d'Art de Limoges
EU	European Union
ICH	Intangible Cultural Heritage
ICT	Information and Communications Technology
IT	Information Technology
STEM	Science, Technology, Engineering, and Mathematics
UNESCO	The United Nations Educational, Scientific and Cultural Organization
PDF	Portable Document Format
PNG	Portable Network Graphic
WP	Work Package
WCC	World Crafts Council
INTBAU	International Network for Traditional Building, Architecture & Urbanism

Table of contents

Executive summary	2
Document history	2
Abbreviations	4
Table of contents	5
1 Introduction	7
2 Situation analysis	8
3 Orientation	9
3.1 Values	9
3.2 Objectives	10
3.3 Target audiences	11
4 Implementation plan	14
4.1 Communication channels	14
4.1.1 Website	14
4.1.2 Newsletters	14
4.1.3 Community portal	15
4.1.4 Social media channels	16
4.2 Networks	17
5 Visual Identity	18
6 Internal communication management	24
6.1 Reporting	24
6.2 General communication rules	24
6.3 Internal material exchange	25
7 Communication strategy	27
7.1 State of art	27
7.2 Communication efforts in the first year	27
7.3 Communication efforts in the second year	28
7.4 Results	30
8 Recommendations	32
References	34
Appendix A	1
A.1 Communication activities report	1
A.2 Stakeholders engagement report	33



D7.1 Communication Plan and Activities



1 Introduction

The main aim of the Craeft project is to deepen our understanding of making activities that include care, judgement, and dexterity standing on Anthropology, Knowledge Representation, Cognitive Science, Art History, Advanced Digitisation, Audio-visual & Haptic Immersivity, and Computational Intelligence to cover the multifaceted expression of crafts as living and developing heritage, as a sustainable source of income, and as the expression of the mind through imagery, technology, and sedimented knowledge. To do so, Craeft will catalyse craft education and training with intuitive digital aids, telecommunications, craft-specific simulators, advanced immersivity, and high-end digitisation, to widen access, economise learning, increase exercisability, and relax remoteness constraints in craft learning.

The scientific core of Craeft is the generality of understanding the making process, as the purposeful interaction of the mind with the world through senses and actions. Formal representation of knowledge is essential for reenactable preservation, but also computational understanding of human creative tasks, enabling us to provide more specific tools for its aid.

Communication and dissemination activities of the Craeft project are encapsulated within WP7: Communication, Dissemination, and Networking. MDE is coordinating all four tasks embodied in WP7, which are: T7.1 Communication Plan and Activities, T7.2 Dissemination Plan and Activities, T7.3 Networking and Stakeholder Engagement and Task 7.4: Business Models and Exploitation. All four tasks are active from month one until the end of the project (M36) and they include the active engagement and participation of all other partners.

The difference between communication and dissemination is defined as follows. Communication is focused on the communication of the project's vision, mission, processes and content. The main result of the successful communication strategy is to engage audiences to increase awareness of the project and its activities. On the other hand, the dissemination strategy will involve all activities by which project-related knowledge, and research findings, are provided to relevant stakeholders and other interested parties (including the general public) at local, national, European and international levels. While, networking is an important aspect of both, dissemination and communication, strategies with the only difference of target audience – networking groups.

To establish the foundation and first steps towards a successful communication strategy, this deliverable is primarily intended to establish common grounds and rules between partners. Hence, in this deliverable, the partners will be informed about the following:

- Communication objective
- Target audience
- Communication Channels
- Communication Plan and Reporting Rules
- Internal communication management
- First Actions of the Communication Strategy

2 Situation analysis

The multidisciplinary understanding of traditional crafts is an evolving field that encompasses a wide range of academic disciplines and professional fields, including anthropology, archaeology, art history, material science, engineering, and design, among others.

In recent years, there has been an increased interest in traditional crafts as a subject of study and as a means of preserving cultural heritage. This has led to a growing body of research that draws on various disciplinary perspectives to explore the historical, cultural, social, and economic dimensions of traditional crafts.

One notable development in this field is the recognition of the importance of interdisciplinary collaboration and knowledge exchange. Scholars and practitioners from different disciplines are now working together to develop new approaches to the study and preservation of traditional crafts, and to address complex challenges such as globalization, urbanization, and environmental sustainability.

Another important trend is the growing interest in the role of technology and innovation in traditional crafts. Advances in digital fabrication, materials science, and other fields are providing new opportunities for traditional craftspeople to create innovative products and expand their markets.

Overall, the multidisciplinary understanding of traditional crafts is a dynamic and rapidly evolving field that is characterized by a growing recognition of the importance of collaboration and interdisciplinary exchange. As scholars and practitioners continue to explore new approaches and technologies, the field will likely continue to expand and evolve in the years to come.

Our consortium is comprised of cross-disciplinary partners, from six European countries. Moreover, partners span a wide spectrum of vocational roles, spanning from academics, ICT professionals, CHIs, and CCS entrepreneurs, who bring a colourful pallet of the requirements for the representation of craft through technology.

Due to the strong scientific core, multidisciplinary consortium and variety of target groups, our main challenge for the communication strategy is to use the common language style. This is because partners from different backgrounds are acquainted with semiotics and discourse related to their expertise.

The same applies to the target audiences, as they have different backgrounds, levels of expertise, and individual references. To cope with these challenging requirements additional focus of attention will be placed upon drafting and producing communication material that is consistent in terminology and matches scientific discourse provided in dissemination channels.

At prioritising and positioning MDE as the leading content creator, as a partner with extensive experience in communication among crafts professionals, restorers and institutions from the art and craft field. Additionally, to keep the common language throughout the project the communication strategy will strongly rely on meticulous planning. Always allow sufficient time to adjust the Craeft messages, results, findings etc. according to the target audience and nature of the message that is being carried.

3 Orientation

This section provides information about communication values, objectives, and target audience. The orientation of communication provided reflects our plan throughout the project. Naturally, adjustments shall be made as we better educate ourselves on the research problem at hand and become better at explaining the knowledge we acquire from this process.

Further and updated strategy for the implementation of communication goals will be periodically reported, as predicted, in the next deliverable updates coming in M24, and, M36.

As such we present the values that orient our communication plan, our objectives, and the target audiences that we envisage to benefit from our findings.

3.1 Values

We identify the values central to the orientation we believe that our communication strategy should have:

Ability: Craeft brings together multi-disciplinary, cognitive, computational, linguistic, mechanical, and problem-solving, and embodies knowledge together under a common problem of interest, the understanding of the creative expression of the mind through mastery, sensation, aesthetics, technology, knowledge, and social background. To achieve communication of this multifaceted collection of knowledge across broad audiences there is no other way other than to resort to plain language. The use of plain language serves two purposes:

- Joint understanding of craft concepts by consortium members¹ despite the diverse viewpoints by which they may have studied this human activity.
- Reaching wide ranges of stakeholders and broad audiences.

Accuracy: The selection of simple language terminology does not mean that our vocabulary would lack specificity. In contrast, the selection of termini shall be the conclusion of initial co-creation sessions and workshops between consortium members, stakeholders, and the Advisory Board. The termini employed will be further consistent with the Getty Arts and Architecture Thesaurus as an international standard. This aims at a crisp terminology for elusive elements of craft proactive, related to tacit and embodied knowledge. Initial newsletters and other forms of communication will address definitions of such concepts from multiple disciplines.

Consistency: Quintessential to accurate and clear language is the consistency by which termini are utilised. We value communication consistent terminology in communication and dissemination activities.

Connective: Craeft is a cross-disciplinary initiative that brings together academic, cultural heritage, maker, and tech groups. Highlighting this quality makes evident the need for ground between diverse disciplines.

¹ In the words of a founding father of science, “If you can't explain it to a six-year-old, you don't understand it yourself.”.

Accessible: The multidisciplinary character of our target audiences is related to accessibility. The wide range of prior knowledge among our target audiences compels us to communicate in a manner that is clear, appealing, and approachable on platforms that matter to them and at frequencies that are ideal for these channels/audiences.

Creative: Since Craeft is rooted in the field of crafts, the project communication will centre around creative, visually engaging content. The ability to convey compelling stories will be key to creativity.

Engaging: A variety of communication tools, with emphasis on diverse visual material, will aim at creating interaction with the audience/community. The communication strategy will focus on encouraging discussion rather than simply disseminating information. Craeft will commence by asking questions and engaging in knowledge exchange.

3.2 Objectives

Our communication strategy aims the following:

Engagement: Stands for commitment and involvement across diverse communication channels. To ensure engagement, our communication strategy will base its tools and messages according to the target audience. Our communication strategy will ensure that the emotional relationship to the applicability of the knowledge being passed establishes the connection.

Awareness: By assuring the previously mentioned objective, engagement, the Craeft communication strategy will also assure visibility of the Craeft project and its activities, events and progress, and emphasize our multidisciplinary perspective on the field of heritage crafts as well as the awareness about following:

1. The importance of interdisciplinary perspectives and cooperation
2. Raise awareness for the need for representation and preservation of crafts amongst all the target groups and start an open, critical conversation about the current movements in the field
3. Reach new audiences beyond the direct contacts of the consortium

Craft understanding is the objective planned to be implemented as the direct consequence of engagement and awareness with crafts. Comprehension should also aim for the following:

1. Showcase the potential of new technologies for the documentation and preservation of crafts
2. Indicate how the transfer of craft techniques into new media and materials can create cultural, social, and economic innovation
3. Demonstrate how new technologies can reduce cost and increase efficiency in the acquisition of crafting skills
4. Propose design and implementation techniques as well as the tools to implement them, in reducing waste and energy consumption in the manufacturing of craft products.
5. Inspire craft professionals with new application formats for their crafting techniques and aesthetics, in contemporary products,
6. Connecting the fields of academics, CHIs, crafts professionals, technological stakeholders

3.3 Target audiences

The target audience of the Craeft project is wide and diverse. It consists of stakeholders and audiences coming from three main spheres:

1. Social science
2. Technology
3. Culture & Art

Based on the main spheres the target audience can be grouped according to the table below

Sphere	Audience	Description
Social sciences	Anthropologists	Individuals and departments of European institutions/schools/museums connected to ICH
	(Art) historians	Individuals and departments of European institutions/schools/museums connected to ICH
	Museologists and museum educators	Staff in charge of educational, public outreach and communication programs
	Curators	Museum and CH professionals
Technology	IT Universities & research centres	Relevant educational and research institutions, at the European level, connected to ICT, technology and engineering as well as AR/VR
	Researchers and Academics	In the fields of ICT, technology and engineering
	Technology professionals	Front/back-end developers, motion capture, AR/VR professionals
	3D digitization industry	Start-ups, companies and individuals involved in 3d creation

	Physical and Digital Games Industry	That implements technology relevant to the project
Culture & Art	Craft professionals	Individuals or members of local and online communities
	Guilds	Associations active for the safeguarding and promotion of crafts and craft artefacts
	Craft industries and retail	Artefact creation and collection businesses
	Applied art schools & craft students	People who are learning a trade from a skilled employer or at an art school
	Craft educators	People who practise and transmit crafts skills and know-how
	Artist & makers	Working with both traditional and contemporary crafts
	Designers	Creators of contemporary objects, clothes, furniture
	Researchers and academics	In the field of Cultural Heritage
	Policymakers and governmental bodies	Working on developing and applying policing regarding the digital preservation of tangible and intangible CH
	Tourism offices (regional or city)	Concentrated on local heritage, both intangible and tangible
	Heritage sites & managers	That can be linked or associated with traditional craft

The above-mentioned target audience will be reached by building upon the audience and networks brought by the consortium.

1. MDE's portal and network with 1.750 members, craft professionals and guilds, across 10 European countries.
2. A network of heritage sites, workshops, regional authorities, and national authorities already formed in the Mingei project.
3. CNAM's research liaison with ENSA-Limoges.
4. PIOP's network of nine museums on crafts.
5. Craft educational and industrial connections brought by CERFAV & CETEM.



D7.1 Communication Plan and Activities



To reach the target audience we will continuously list organizations, institutes, networks and communities that fit within these categories. We will use online collaborative spreadsheets to combine the networks and connections of the consortium.

4 Implementation plan

4.1 Communication channels

FORTH established the following channels for interaction at the outset of the project. The following channels will be utilized as the primary channels of communication throughout. Each of the listed channels for communication has a distinct goal, which is outlined below. Additionally, all social media platforms will also function as factors aimed at increasing website traffic and subscribers to the Craeft newsletter. The major channels for increasing engagement, which is one of the primary communication goals (see section 3.1.), are the social media platforms and the website's "Community" section as two-way communication channels.

4.1.1 Website

The Craeft website <https://www.craeft.eu/> is structured in a way to provide general information about the project - vision, objectives and pilots of the project, information about the project partners, a dissemination section with deliverables, publications, news and events, contact page and a special section called "Communities" as a websites portal, virtual meeting point of Craeft community that consist of target audience provided in the table of the 3.2. section. The website is a one-way communication outlet, except for its "Communities" portal which is a two-way communication outlet.

Main objectives: Content communication which includes information on the project and outcome materials, as well as open linked data. The website contributes to two objectives of the communication strategy awareness and understanding and only on the low scale to the first objective – engagement through the specific "Community" portal.

Tools: The main tools used for communication will be articles and readings created by Craeft, further readings as additional sources represented through Craeft library, newsletter (still under consideration about the regularity of it), news related to Craeft field of work (crafts, technology, cultural heritage, preservation and conservation) and community portal for exchange and communication.

Strategy: Craeft-related content will be promoted through the beauty of craft products, interviews with creators, and captivating demonstrations targeted at the young. The overall tools will rely on strong storytelling and evoke an emotional connection with the audience.

Themes: Crafts, technology, cultural heritage, preservation and conservation, training and education, ICH and CH.

4.1.2 Newsletters

Main objectives: The newsletter is an informative and professional basis for communication. Because the bar to subscribe to a newsletter is quite high in comparison to visiting a website or social media channel, it is likely that most newsletter subscribers are professionally interested in the Craeft project and do have more prior knowledge than the general audience. The newsletter is thus suited to contribute to the objective of understanding.

Strategy: The newsletter is created by MDE with the contribution of the consortium. Quality control of every newsletter is done by FORTH. The exchange of materials between the partners is explained in section 4.3. Internal material exchange. Starting in September the newsletter will be produced monthly, but until then MDE will draft the newsletters occasionally. See more about the newsletter's first actions in 5.2. Initial communication activities. Additionally, MDE will aim at building subscribers to the newsletters by sending the first newsletters through its contacts and also by asking partners to do the same. The aim is to start using the Craeft mail newsletter tool from September 2023 onwards. The subscribe link will be regularly promoted on the website, and on promotional materials and is regularly mentioned on social media.

Themes: Crafts, technology, cultural heritage, preservation and conservation, training and education, ICH and CH, UNESCO, EU regulations considering crafts and small markets/businesses.

Visibility: To increase accessibility and encourage subscriptions, the newsletters have been seamlessly integrated into the official Craeft website. This not only enhances their visibility but also promotes ongoing engagement with the project's updates. The newsletters are available [here](#).

Reporting: In addition to documenting the newsletters in the shared communication spreadsheet, the full texts of the newsletters are also archived and collected [here](#) for easy reference and consistent tracking.

4.1.3 Community portal

An online community portal for the creative exchange between stakeholders, powered by the existing MDE infrastructure, which will be enhanced with standard web-based community-building facilities and advanced web-based tools which will support enhanced presentation and interaction with content, products, craft education training material etc.

Main objectives: The community portal is focused on achieving and establishing engagement and participation. By doing so the Community Portal should create added value and enhance the preservation and sustainability of European crafts. The Portal is envisioned as a one-stop-shop for education, training, craft design and innovation in Europe. With standard web-based community-building facilities and advanced web-based tools which will support enhanced presentation and interaction with content, products, craft education and training material etc. Overall the portal will support the following activities:

1. Craft education and training.
2. Craft valorisation, branding, building reputation, an online preview of products, product valorisation, licencing and online sales for craftsperson and micro-businesses.
3. Content to promote European crafts, history, identity and new entrepreneurship and skills for the preservation of traditional craft techniques and products.

Tools: Open linked date of opportunities, training, funding opportunities etc. Engaging in discussions about relevant crafts and European topics such as Banning the Use of Lead, passing the Law for the Geographical indicators for crafts etc.

Strategy: The Community Portal will incentivise participation by providing opportunities to build a professional reputation and increase income, provide content of interest to practitioners (e.g. interviews and masterclasses), educational and training services, technical assistance, communication of events,

funding opportunities, as well as certification of practitioner qualifications. The Portal will guarantee that it will be the first spot to look for guidance, opportunities, or news coming from the world of crafts by providing pertinent and interesting content and maintaining the content always free and up to date.

4.1.4 Social media channels

Main objectives: Since social media channels are two-way communication outlets their main purpose is to bring engagement and by doing so raise awareness about Craeft, but also about the value and necessity of interdisciplinary collaborations and their contributions, in this case to questions and issues regarding crafts, CH and ICH preservation.

Tools: Depending on the social media outlet and their users' profiles each social channel will concentrate on and emphasize different communication tools to adjust its content to the users.

Strategy: The detailed communication strategy will be drafted in the next deliverable, month 6, according to the information provided in the State of Art. Initially, MDE will regularly post on the official social media channels of the Craeft project and will aim at tagging the partners relevant to the topic of the post. By doing so, the partner organizations will be invited to re-share the post on their social media. This action aims to reach wider audiences and build the audience/followers of Craeft social media channels.

Facebook
<p>Page https://www.facebook.com/craeftproject/</p> <p>Tools: Pictures, videos and strong written narrative.</p> <p>Strategy/topics: Facebook is a social media channel with medium interaction but with a strong feeling of virtual community. Therefore, MDE together with the consortium inputs and contributions will try to build and share not only visually attractive narratives but also interesting stories. One of the possible posts to start with would be referring to a term and definition of craft and craftsmen/craftsmanship across different languages and cultures. Also, the consortium will be invited to share relevant events, opportunities, fairs, upcoming workshops, and other initiatives. Content will be photos and videos that showcase the traditional crafts and artisans involved in the project. Use visuals to tell stories that convey the cultural and historical significance of traditional crafts. We will post behind-the-scenes content to show how your project is working to preserve traditional crafts and support the artisans involved. We will encourage engagement by asking questions, running polls, and sharing content that sparks conversation and feedback from followers.</p>
Instagram
<p>Page https://www.instagram.com/craeft_project/</p> <p>Tools: High-quality pictures and short videos. Post/story or reel will always be followed by #CRAEFT and additional relevant hashtags.</p> <p>Strategy/topics: High-quality pictures and short videos will emphasise the beauty of crafts and strong visual storytelling narrative as well as intriguing and innovative dimensions of technology. The priority will be given to the story “behind the scenes”, not only to the final project outputs. Transmitting and</p>

communicating the unseen. Since the level of interaction on Instagram is medium MDE will aim at making interaction through stories by creating pools, questioners and similar interactive stories. The content will be visually compelling photos and videos that showcase the traditional crafts and artisans involved in the project. Use high-quality images that capture the details and nuances of the crafts, and use captions to tell stories that convey the cultural and historical significance of traditional crafts. We plan to use Instagram Stories to share behind-the-scenes content, sneak peeks, and other exclusive content that builds excitement and interest around your project. Moreover, we will use hashtags to connect with people interested in cultural heritage preservation, traditional crafts, and related topics. Use relevant hashtags to increase the discoverability of your content.

YouTube

Page <https://www.youtube.com/@craeft/>

Tools: Video demonstrations and communications.

Strategy/topics: To create high-quality video content that showcases the traditional crafts and artisans involved in the project. We filmed the artisan work, highlighting the unique skills and techniques involved in traditional crafts. We will incorporate storytelling into your videos. Share stories and anecdotes from the artisans or community members to help connect viewers to the cultural significance of traditional crafts. Furthermore, we will use YouTube's description and tags to optimize your videos for search engines. Use relevant keywords and phrases to help your videos rank higher in search results. We plan to leverage YouTube's community features to engage with your audience, by responding to comments and questions and using polls and surveys to gather feedback from your viewers. We will attempt to collaborate with other YouTube creators or organizations in the cultural preservation space to expand your reach and gain new subscribers.

LinkedIn

Page <https://www.linkedin.com/company/35662217>

Tools: Verbal content, jobs, tenders, articles, videos

Strategy/topics: The main objective will be to concentrate the communication tools on sharing the relevant opportunities in the crafts sphere, from educational to economical. Additionally, the communication content will be more business and professionally-oriented rather than visually attractive, aiming at evoking emotions. We plan to use LinkedIn to highlight the impact of your project on the community and showcase the success stories of artisans or organizations involved in the project. In this context, we will publish thought leadership articles related to cultural heritage preservation, traditional crafts, and related topics. Share your insights and perspectives to establish your project as an expert in the field. Moreover, we will share relevant industry news and articles related to traditional crafts, artisans, and cultural preservation, and comment on them to show your engagement in the community.

4.2 Networks

We classify the networks that we plan to reach as follows:

Individual	Consortium members are motivated to communicate or interact with project publications relevant to their activities in the project on their social and/or professional channels.
Organisational	Consortium partners are to use their organisational communication channels to promote project material.
Advisory Board	The Advisory Board will be asked for help in reaching wider academic, cultural, technological, and market audiences.
Synergies	Craeft will avidly interact with projects and organisations in which they will collaborate in synergy actions. A list of the planned synergies is provided in D7.2.
National Contacts	Each consortium member will use national contacts and national offices relevant to culture (e.g. Creative Europe, National Aggregators) and technology (STEM organisations) to communicate project results relevant to their audiences.
EC Agencies	Through the past Mingei project, the Craeft consortium has established collaboration with the Greek National Aggregator, Europeana, and Zenodo, so that all digital assets of Mingei are ingested in Europeana and hosted by Zenodo. This collaboration will be strengthened and extended in Craeft, with new types of educational assets for craft practice.

5 Visual Identity

The visual identity of Craeft has been inspired and motivated by the scientific core of the project - the generality of understanding the making process, as the purposeful interaction of the mind with the world through senses and actions. In other words, the main aim of Craeft is to understand the making process by understanding the complex relationship of three main phenomena, mind, action and the world, as the immediate world of the practitioner, as the working environment. In the case of Craeft, this would be the workshop(s) or the place in which craft professionals create.

As the initial point of the logo, MDE used the inspirational PhD thesis on authentic cognitive activities of designers by Gedenryd (1998), provided by FORTH. Gedenryd's understanding of cognition is a complex process of interaction between mind, and action, as the intangible aspect and world, the working environment of the practitioner. This view of cognition *“as the adaptive abilities with which it equips us, rather than as the things that go on in our heads”* [4, p. 12] is captured in the following schema.

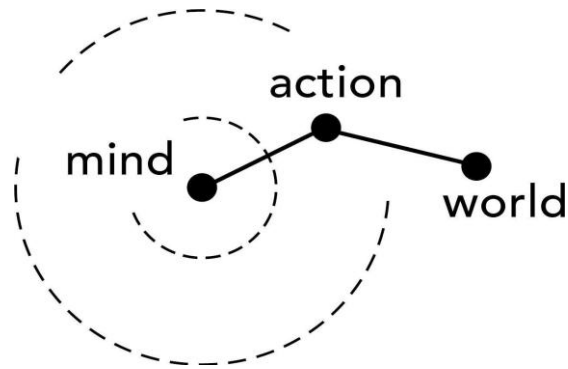


Figure 1. A wider and less distinctly circumscribed view of cognition is adopted from [4].

Furthermore, the main aim of the Craeft project is “to deepen our understanding of making activities that include care, judgement, and dexterity standing on Anthropology, Knowledge Representation, Cognitive Science, Art History, Advanced Digitisation, Audiovisual & Haptic Immersivity, and Computational Intelligence to cover the multifaceted expression of crafts as living and developing heritage, as a sustainable source of income, and as the expression of the mind through imagery, technology, and sedimented knowledge”. To create the logo, the following primary, key expressions were chosen from this:

- making activates
- care, judgement, and dexterity
- expression of the mind

And two keywords:

- Crafts
- Technology

Based on the philosophy, cognitive science theory, key expressions and two keywords the following Craeft logo was developed.

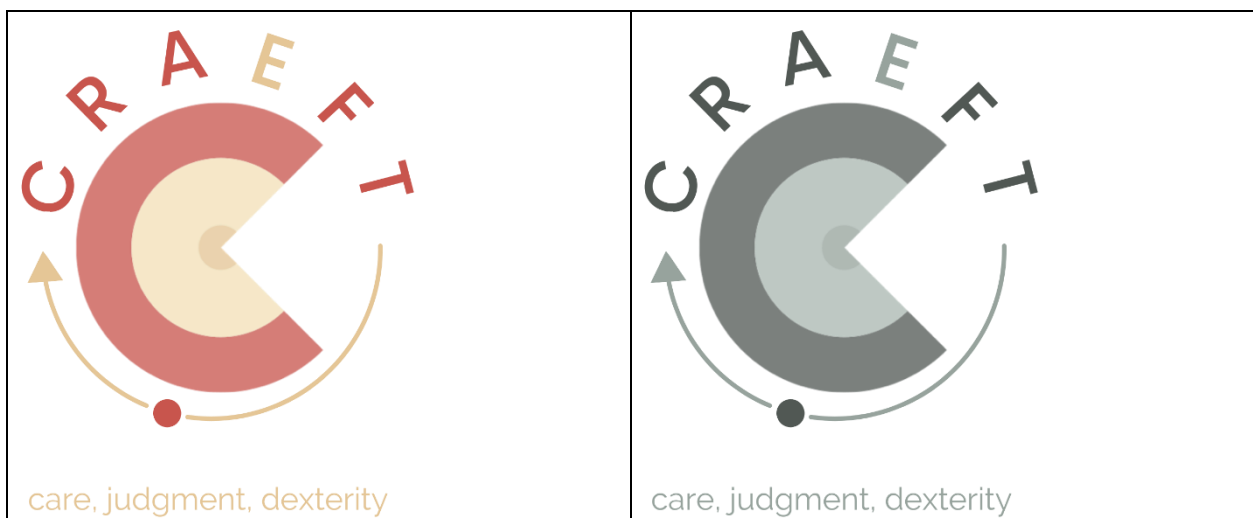


Figure 2. Craeft Logo. Colour (left) and grayscale (right).

Logo metaphor

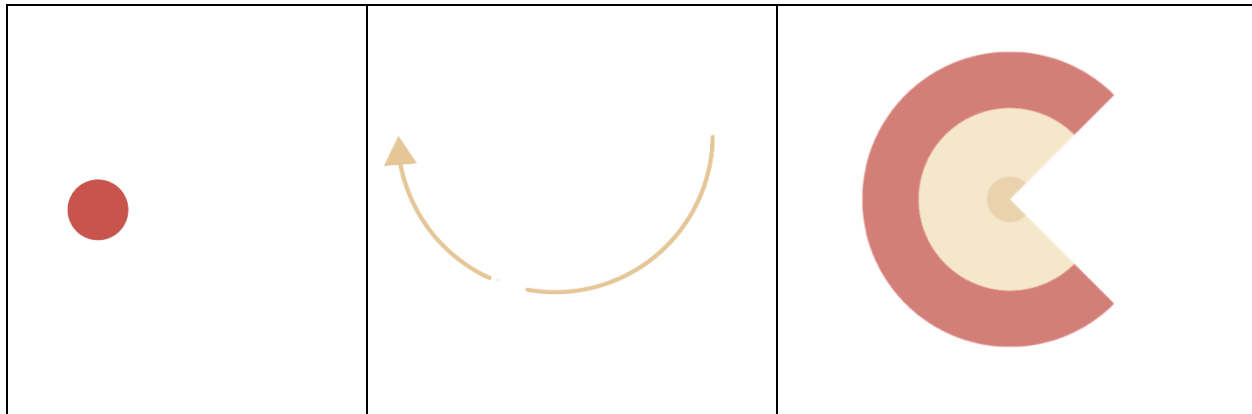


Figure 3. Craeft Logo symbols, circle, ½ circle and the arrow and Pacman (right to left).

Circle

Meaning: The circle symbolises the mind, as well as the single craft movement in the making process. It is positioned on the ½ circle to metaphorically present that each making process consists of many single movements/activities.

½ Circle and the arrow

Meaning: Together they symbolise the “making activities” or in other words the crafts-making processes.

Pacman

Meaning: The symbol stands for innovation and technological advancement. Similar to the video game, the sign represents constant movement, progress, and a desire for improvement. Despite hurdles, moving forward constantly. They stand for digitization and computer science. The symbol of the technological aspect of the Craeft project. They are positioned in a way to connect the letter “E”, which is the only letter in the light beige tone, to emphasise the word “craft”, and the dot (mind / the single movement). The pixel connection of the two elements is stressing the connectivity between the craft-making activities and “E” as an association with technology since the letter “E” is often a sign for technological, innovative aspects such as e-commerce, e-learning, e-teaching etc. The fact that a pixel is the tiniest component of a digital image serves as another metaphor. In other words, a lot of pixels will need to be gathered to accurately depict the craft-making activities in the digital world while capturing their complexity of “care, judgement, and dexterity”. This highlights Craeft’s commitment to detail, complexity, and precision.

The word “Craeft” appears above everything as a symbol of total capture of the whole metaphor.

Colour schema:

- The circle and the word “CRAFT” are in orange tone:



D7.1 Communication Plan and Activities



#c8554d or R:200%

G:85%

B:77%

- The ½ circle line and the arrow; Letter “E”; “care, judgement, and dexterity” is in beige tone:

#e5c696 or R:229%

G:198%

B:150%

- The Pacman is in three colours, orange and two tones of beige:

orange:

#c8554d or R:200%

G:85%

B:77%

darker beige:

#e5c696 or R:229%

G:198%

B:150%

lighter beige:

#e4c695 or R:228%

G:198%

B:149%

The colours were inherited from the first Craeft logo drafted by the FORTH.

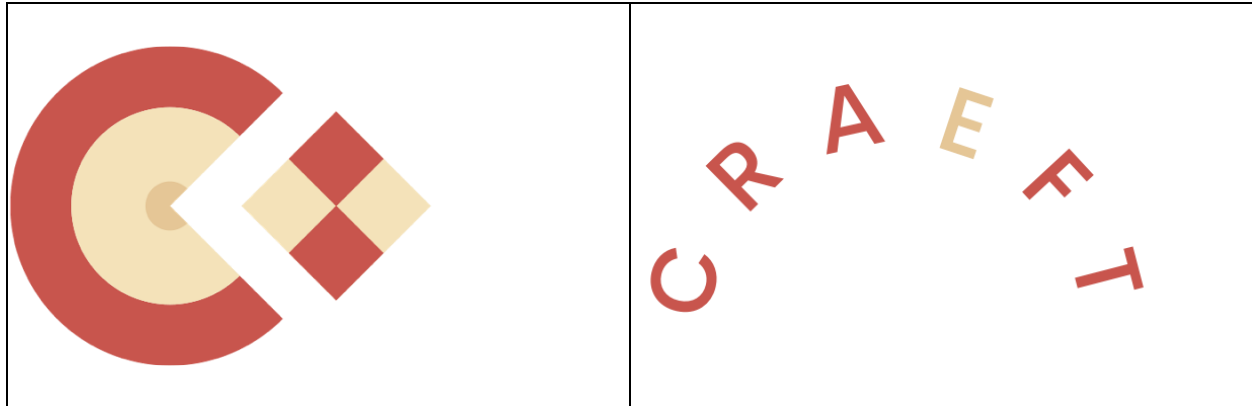


Figure 4. First Craeft logo and lettering.

Craeft

Meaning: To further highlight the word "craft," the letter "E" in the light beige tone is less easily readable. In the background, the character "E" is fading making the word "craft" pop out. Furthermore, the differentiated letter "E" also highlights the technological aspect of Craeft as often associated with innovation and the digital world, such as e-commerce, e-learning, e-teaching etc.

Typography



Figure 5. Craeft Logo Typography.

The word "Craeft" is written in **Cerebri Light** (bold letters) font with a letter spacing of 643 to follow the curve of the logo.

To write the slogan of "care, judgement, and dexterity" **Raleway font** was used with the regular letter spacing of the fond.

Raleway font is available at the Google fonts, at this link: <https://fonts.google.com/specimen/Raleway>

Slogan

care, judgment, and dexterity

Figure 6. Craeft Slogan.



D7.1 Communication Plan and Activities



The tagline captures the essence of crafts, as written by Pye in his seminal work on workmanship [5]. Crafts are defined as human-centred occupations that strive for the longevity, excellence, uniqueness and quality of their produced goods. Crafts professionals constantly challenge themselves to improve their movements and produce better results because the making process is done with great attention to detail and consideration for the end product as well as the environment. The slogan also conveys expertise, capacity and extensive practice, self-criticism, time and self-investment to achieve professionalism.

The slogan can be used with or without the logo depending on the design needs.

6 Internal communication management

This section should provide relevant information regarding the successful management of communication activities inside the Craeft consortium. It sets the basic rules, obligations and commitment that will be valid throughout the project implementation, but also occasionally updated as the project develops to fit the developing needs or fill in the detected gaps.

MDE must inform the consortium about any changes in this section.

6.1 Reporting

MDE's primary concern and duty is to provide communication reporting and keep track of communication activities. Despite this, before submitting the quarterly project report, each partner is still required to complete the Communication Plan and Report table, if not regularly then at least every three months. The table can be accessed here:

https://docs.google.com/spreadsheets/d/1PljUyN1H7XR_Qfd3hz-yP2CyDwx35TyO/edit?rtf=true.

The activity should be reported even if it is only a re-share of the Craeft post or a re-share of the post that is connected to Craeft. Additionally, online or in-person conferences, symposiums, networking events, workshops etc. or any other relevant happening in which the partner presented the project should also be reported in the table.

The MDE must keep track and if necessary, remind partners, every three months, to fill in the table. In this way, MDE will make sure to always have up-to-date input and keep track of the consortiums' involvement and contribution to the communication activities. Additionally, detailed and up-to-date reporting will also contribute to a more successful communication strategy since the reporting will also provide information about the reached audience and level of engagement. Moreover, it will provide insight and enable comparison between the channels and tools.

In addition to tracking Newsletters in the spreadsheet, a new folder titled "Sent Newsletters" has been created to compile all texts and images from previously distributed newsletters. This folder consolidates all newsletter content for easy access and reference. The folder is available here: <https://drive.google.com/drive/u/1/folders/1Uy3MnulfVs20uheeU6pLa3XDEIYmRef>.

6.2 General communication rules

These rules are sets of different obligations and standards that should be followed by partners to keep standardized and synchronized communication regardless of the multidisciplinary of the consortium. They are set as a list of various rules based on diverse situations. Currently, they are initial rules, but as Craeft develops and if the need arises, they can be expanded.

Events:



1. If the partner is attending or organizing an online or in-person conference/meeting/symposium/workshop it should always attempt to present the project.

Communication tools design:

1. When MDE produces new communication materials (online or printable) such as leaflets, posters, videos etc. it should always share the material with the consortium before its use.

2. If the partner is using materials that have not been produced by MDE he/she should always share this material with the consortium before the use for approval.

3. In case the partner needs additional communication material, that is not included in the Communication Kit folder he/she should ask MDE to produce the relevant material, at least two weeks before the event.

4. All materials should include the following: project logo, website address (<https://www.craeft.eu/>) as well as EU flag and the following explanation: *"Craeft is a Research and Innovation Action funded under the Horizon Europe programme of the European Commission (101094349)"*.

The EU logo and the above-mentioned citation can be found in the folder Communication Kit. Available here: <https://drive.google.com/drive/u/1/folders/1cZfvS0D7DC8ym3a1eHHn6vVRQfsyrh8p/>.

Social media:

1. When posting on the official social media channel of the project, MDE will also tag other, partners, and organizations. By doing so, the partner organizations will be invited to re-share the post on their relevant social channels.

2. The partners that are not in charge of their social media should communicate with the relevant departments and inform them about the project. As well as ask them to make sure to re-share the posts and follow back the Craeft pages. Links to the Craeft pages are provided in section 3.3.4.

3. When posting on social media (that allows #) partners are asked to always include #CRAEFT in their posts. In addition to other relevant hashtags.

6.3 Internal material exchange

To establish easier communication and exchange of materials between the partners MDE has created the shared folder entitled "Communication" in the shared drive. Available here: <https://drive.google.com/drive/u/1/folders/18WYsp2woNERgKzhnWes6SZZcls-fF4Am>.

In addition to the Communication Plan and Report Table, the communication folder also has the below-listed folders. Each of the below-listed folders is divided into the folder belonging to each partner, to make the use of materials easier for MDE.

Partners introduction folder – is made for the first step of the communication strategy that will be focused only on announcing the project.



Newsletter folder – contains the Excel sheet that will be used for drafting the texts, among the partners, when necessary. Additional newsletter folders will be created with the name of the month in which the newsletter is supposed to be sent.

Social media folder – consists of the spreadsheet with all partners' social media accounts as well as state of art and again the folders, one per partner, for necessary contributions (when needed)

Communication kit folder – all relevant presentations, logos, press releases and leaflet(s) will be available in this folder. The materials will be added as the project progresses. Currently, the following materials are available in the folder:

1. **Presentation PowerPoint/PDF** is a presentation overviewing the project and its objectives. Currently, the presentation is only available in English, but it can be translated by the partners into their national languages. The first draft was made by FORTH and will be gradually updated by MDE as the project progresses.
2. **A project description** is a compilation of project descriptions in a single document. Currently available only in English, but subject to translations.
3. **The presentation Template** is an empty PowerPoint template available for use among the partners. The template is made to keep all the presentations produced during the duration of the Craeft project in line and with the same framework.
4. **Craeft logo in PNG format**. While other versions and formats of the logo are available at this link: https://cloud.craeft.eu/index.php/apps/files/?dir=/Craeft_documents/Visual%20Identity&fileid=4178
5. **Logos of all partners in PNG format**. Available for further use in designing communication materials.
6. EU Commission logo in PNG format.

In addition to the above-listed documents, MDE will also design the Craeft leaflet (online and printable version), introductive video for the project presentation and Craeft poster.

When collecting specific materials for the newsletter, social posts or any other kind of communication tool that requires partners' contributions the deadlines will be indicated in the shared calendar as a reminder. The calendar can be accessed here: <https://calendar.google.com/calendar/u/0?cid=YzYxZjM4ODY3M2M1ZGYwOTU4M2Y4MzE2NzJlNmM3MTU3Y2RmNGE0ZGRmY2UzNDA2OTA2MTk3MjMwYWYwYTE2MEBncm91cC5jYWxlbmRhci5nb29nbGUuY29t/>.

7 Communication strategy

7.1 State of art

To draft the initial lines of the communication strategy regarding social channels the consortium was invited to fill in the following table:

<https://docs.google.com/spreadsheets/d/1wdPk7WvEFEj0mVFC8O5yvPzpJB9zISsD/edit#gid=631415070>

The Table contains a list of social media and links belonging to partner channels or in some cases to personal accounts. The table's data will be used to tag the consortium, which will be particularly important initially to grow Craeft's audience.

In addition to the links leading to relevant social media, the Table's second sheet is the State of Art. It provides information about the number of followers on each account, as well as about the people in charge of the relevant accounts. With these inputs, MDE will be able to target the relevant partners on relevant social channels. Example. PIOP has high visibility on Facebook (12044 followers) so MDE will aim at tagging PIOP in the Facebook post and creating tools that will engage and drive the PIOP's community to the Craeft pages with the final goal of increasing the website traffic.

7.2 Communication efforts in the first year

During its first implementation year, Craeft strategically directed its communication efforts towards three primary themes:

1. Introduction of the Craeft project:

The initial phase involved introducing the Craeft project to the public, creating awareness about its goals and objectives, as well as introducing partners and their roles in the project.

2. Behind the scenes:

Insightful content was shared, showcasing the fascinating processes behind the scenes of the gesture recording sessions - Cerfav glass recording (featuring steel pipe and a blow torch) and Tinos marble carving recording.

3. Protocol explanation:

Clear explanations of the project's developing research protocol to enhance the understanding among the audience about synergies between artificial intelligence and the anthropological approach to crafts combined in Craeft.

These messages were disseminated across a variety of platforms, including popular social media channels such as Instagram, Facebook, LinkedIn, and YouTube. Additionally, Craeft leveraged traditional

communication channels such as newsletters, news outlets, radio broadcasts, and both online and in-person events. The project also maintained an active presence on its dedicated website.

Craeft's Communication Strategy was meticulously crafted to convey the project's key messages through visually captivating content and compelling storytelling narratives. By prioritising the use of videos and pictures, Craeft aimed to immerse audiences in the stories shared by crafts professionals and to vividly retell their first-hand experiences. Through this approach, Craeft sought to engage and inspire its audience, fostering a deeper connection with the project's mission and objectives.

7.3 Communication efforts in the second year

In its second year of implementation, Craeft strategically expanded its communication efforts, emphasising key themes that showcased the project's ongoing research, technological innovations, and collaborative initiatives. The communication strategy was structured around the following topics:

1. **Traditional crafts techniques:**

Throughout the year, Craeft highlighted specific craft practices, sharing the history behind them, explaining techniques, and showcasing their contemporary relevance. These included Limoges (France) porcelain making, woodcarving in Yecla (Spain), and silversmithing in Ioannina (Greece). In addition to storytelling and historical context, the communication strategy also focused on **behind-the-scenes** insights into these crafts. Engaging content was shared, offering a fascinating look into the processes behind gesture recording sessions.

2. **“Cyber Crafting”: Insights from Craeft recording sessions:**

This communication effort provided an in-depth look at the feedback from craft practitioners during the ethnographic protocol's egocentric and video elicitation phases. The initiative demonstrated how emerging technologies can document, preserve, and disseminate traditional craftsmanship.

The aim was not only to showcase the technological process but also to convey the emotions, reflections, and thoughts of the practitioners who took part in the protocol. By sharing their firsthand experiences—how they perceived the recording sessions, the challenges they encountered, and the insights they gained—Craeft fostered a deeper understanding of how digital tools impact craft practice.

3. **Advancing digital tools for craft education:**

Craeft continued testing and refining digital tools, particularly in the fields of virtual reality and e-learning. One of the key milestones was the testing of a new e-learning platform and VR studio at the CERFAV Glass School, demonstrating the potential of immersive technologies in craft education.

The aim of this communication topic was not only to introduce these advancements to a wider audience but also to provide insights for other craft practitioners. By sharing details on how the testing was conducted and what the learners experienced, Craeft offered valuable feedback on

the usability, effectiveness, and impact of these tools. Testimonials from participants highlighted both the benefits and challenges of integrating digital solutions into traditional craft training, helping to shape further improvements and encourage adoption within the craft community.

4. **CRAFTOUR Initiative: strengthening EU-Funded collaborations:**
The launch of the CRAFTOUR initiative marked a major and important step in Craeft's second-year communication strategy. Bringing together six EU-funded projects—**Colour4Crafts, Tracks4Crafts, Hephaestus, Culturality, MOSAIC, and Craeft (as coordinator)**—this initiative aimed to amplify the collective impact of these projects and strengthen synergies within the European craft sector. Coordinated by Mad'in Europe, CRAFTOUR enhanced the visibility of each participating project and fostered cross-disciplinary collaboration.

A key moment for the initiative was its official launch at the **Salon International du Patrimoine Culturel** (October 2024, Paris), one of the most significant European events dedicated to cultural heritage and crafts. This event served as a strategic platform for raising awareness, connecting with stakeholders, and increasing the visibility of both Craeft and the broader network of EU-funded projects. By presenting at **Salon du Patrimoine**, CRAFTOUR positioned itself within an international dialogue on craft valorisation, bridging tradition with innovation.

The **Salon du Patrimoine** not only provided a stage for CRAFTOUR's launch but also acted as a key hub for communication and visibility for all participating **EU-funded projects**. By leveraging this international gathering of experts, institutions, and craftspeople, **Craeft and its partners** reinforced the importance of European collaboration in preserving, innovating, and transmitting craft knowledge. The event enabled meaningful exchanges, fostered new partnerships, and strengthened the collective mission of sustaining traditional crafts in a rapidly evolving world.

To ensure effective communication across diverse audiences, Craeft developed a **bilingual communication strategy in English and French**—essential for engaging both European and French-speaking craft professionals, policymakers, and the general public. This approach was reflected in:

- **Bilingual press releases** distributed across European and French media outlets to maximise outreach.
- **Dual-language social media campaigns** tailored to resonate with different audiences.
- **Invitations, email banners, and promotional materials** available in both languages to facilitate engagement before and during the event.
- **On-site presentations and discussions in English and French**, ensuring inclusivity and accessibility for all participants.

Additionally, to **create a strong and recognisable presence**, Craeft developed a **unique visual identity** for CRAFTOUR. This branding helped establish coherence across all communication channels and materials, including:

- **A distinctive logo and visual theme**, ensuring consistency in promotional content.
- **Branded banners and signage** at the Salon du Patrimoine, making CRAFTOUR highly visible to attendees.

- Customised templates for presentations that reinforced project identity



Figure 7. CRAFTOUR logo.

CRAFTOUR logo is envisioned as a stamp-like mark—a symbol of authenticity, craftsmanship, and the tangible impact of the initiative. Inspired by the way artisans mark their work, the logo embodies the idea that each project within CRAFTOUR leaves an imprint on the craft sector, much like a maker’s stamp on a handmade object. The visual design reinforces the themes of identity, quality, and collaboration, highlighting the CRAFTOUR’s role in shaping the future of European crafts.

The communication kit can be accessed [here](#).

By leveraging these tools, CRAFTOUR successfully expanded its reach, facilitating knowledge exchange and promoting the role of crafts within the European cultural and creative sectors.

7.4 Results

Instagram takeover

On October 5th, Craeft took control of the Mingei Instagram account, resulting in a solid increase in monthly visitors, peaking at 1.3K in October and November. The profile gained 30 new followers, all from the craft professionals' sector.

Newsletters growth

Significant achievement was the **doubling of newsletter subscribers**, which grew from 832 in January to 1,932 in March 2024. Remarkably, this growth was accompanied by stable and consistent engagement metrics, with an average opening rate of **22.2%** and a click rate of **2.1%**.

Innovative communication channel



Craeft embraced Live Twitch Streaming during a partner meeting at Cerfav on September 27th. While the livestream attracted 22 visitors, subsequent postings on Twitch and YouTube garnered 51 and 208 views, respectively. The Instagram reel also achieved 1,176 views. The archived video of the live Twitch stream is accessible here: <https://www.youtube.com/watch?v=K5dOYLol81Q>

Enhancing accessibility

To streamline access to Craeft's diverse online resources, a [Linktree](#) was established, providing convenient access to the project website, newsletter subscription, published newsletters, and other relevant publications.

Instagram growth

The **CRAFTOUR** campaign launched in September resulted in 1,904 visits within 30 days—**4.58 times** higher than the previous 90-day period. Four of the top five performing posts were **CRAFTOUR-related**, highlighting the campaign's success. This growth is also reflected across all social media platforms, even though the numbers are lower compared to Instagram.

This increase **underscores the effectiveness of joint campaigns** and collective communication efforts in achieving greater visibility, impact, and optimised implementation of EU funds.

Wider visibility and stakeholders support

One of the key results of the CRAFTOUR initiative was the expanded communication and wider visibility of the Craeft project through strong stakeholder support. Several prominent organisations played an instrumental role in broadening Craeft's reach and sparking interest among key stakeholders. For instance, Atrium Patrimoine et Restauration conducted and broadcasted a video interview, offering insights into the project's impact and objectives. Additionally, WCC Europe and the INTBAU Network communicated about the launch, helping to raise awareness and engage a wider professional audience. Finally, Ateliers d'Art de France hosted the launch event during the conference, providing a platform for further discussion and networking. This collective support was crucial in amplifying the visibility of Craeft and the CRAFTOUR initiative, effectively strengthening its position within the broader European craft sector.

These achievements highlight Craeft's commitment to implementing diverse communication channels and innovative methods. By effectively reaching and engaging our audience, we have witnessed tangible growth and increased visibility for the Craeft project.

For a comprehensive list of all communication activities, refer to Appendix A.

8 Recommendations

Based on the results from Craeft's communication efforts, the following recommendations can help enhance the visibility and impact of EU-funded projects:

Using existing social media

Craeft's Instagram takeover on October 5th, where the project took control of the Mingei account, highlighted the effectiveness of leveraging established social media platforms to engage a broader audience. By managing an account with an existing following, Craeft was able to significantly boost engagement and attract a more targeted professional audience within the craft sector. It is recommended that EU-funded projects consider similar takeover opportunities with partner organisations or relevant platforms within their field. This strategy not only helps increase followers but also ensures greater visibility by tapping into established networks.

However, when transitioning between projects during such a takeover, it is important to clearly communicate the shift from one initiative to another. In Craeft's case, this was achieved through a well-defined narrative that explained the takeover's purpose, ensuring that followers understood the context and connection to the Craeft project. This clear communication is crucial for maintaining consistency and transparency, while also maximising the impact of the takeover. At the following link <https://www.instagram.com/p/CyA7E9MMmjo/>, you can find an example of how Craeft took over the Mingei Instagram account.

Focus on newsletter growth and engagement

Craeft achieved significant growth in its newsletter subscriber base, increasing from 832 in January to 1,932 by March 2024. This was accompanied by solid engagement, with an average open rate of 22.2% and a click-through rate of 2.1%. It is crucial to focus on building and maintaining an engaged newsletter subscriber base through targeted campaigns and content that offer value. Regular analysis of engagement metrics is important to ensure that the audience remains interested and involved. Projects should aim to provide relevant and engaging content that resonates with their subscribers.

Explore and experiment with new communication channels

Craeft embraced innovative communication channels, such as Live Twitch streaming, which successfully attracted new audiences on platforms like Twitch and YouTube, generating significant viewership. EU-funded projects should consider exploring emerging channels like live streaming to engage audiences in fresh and dynamic ways. Incorporating video formats, such as live broadcasts and recorded sessions, can broaden outreach, especially among younger, more tech-savvy demographics. Experimenting with these platforms can help expand the project's visibility and foster deeper connections with a wider and more diverse audience.

Maximise impact through joint efforts

The success of Craeft's CRAFTOUR campaign, which saw 1,904 visits in 30 days—4.58 times higher than the previous 90-day period—highlighted the power of joint campaigns and cross-project collaboration.



D7.1 Communication Plan and Activities



Projects should look for opportunities to collaborate with other EU-funded initiatives to amplify their impact and visibility. Collective efforts enable greater outreach by leveraging different audiences and ensuring the optimal use of EU funds. Joint campaigns allow projects to pool resources and extend their message to a wider network.

Cross-platform communication

Craeft's success was not only reflected on Instagram but also across other social media platforms, even though the numbers were lower. The CRAFTOUR campaign saw cross-platform engagement, which showed the importance of maintaining a presence on multiple platforms. EU-funded projects should ensure that campaigns are promoted across various social media platforms, such as Instagram, YouTube, and LinkedIn, tailoring content to each platform's strengths while maintaining a consistent message. This approach reinforces the project's visibility and ensures it reaches a diverse audience.

By adopting these recommendations, EU-funded projects can enhance their communication strategies, ensuring greater visibility, engagement, and impact while optimising the use of resources.

Using relevant stakeholders support to amplify the visibility

EU-funded projects should actively seek support from prominent organisations within their sector to enhance visibility and broaden their reach. Collaborating with key stakeholders can significantly amplify the impact of communication efforts. For example, involving relevant networks, such as **WCC Europe** and **INTBAU Network**, in promoting project launches can help engage a wider professional audience. Additionally, partnering with organisations that can host events or create content, like **Ateliers d'Art de France**, can provide valuable platforms for further dissemination. Projects should also consider working with media partners, such as **Atrium Patrimoine et Restauration**, to produce and distribute interviews or videos that highlight the project's goals and achievements. By strategically engaging these stakeholders, EU-funded projects can increase their visibility, spark stakeholder interest, and foster stronger connections within the sector.

References

1. Bastos, Pablo, Rafael Grohmann, and Thaiane Oliveira, 2021, 'What Is Engagement in Communication Research? Circulation of Meanings and Consequences for Audience Studies', ResearchGate.
2. CRAFTING 50 & BEYOND, 2023, 'M3 - DIGITAL TOOLS', 2023) (Accessed: 28th of March 2023). Available at: <https://madineurope.eu/en/english-training/>
3. United Nations, 2023, *World Creativity and Innovation Day 21 April* (Accessed: 16th March 2023). Available at: <https://www.un.org/en/observances/creativity-and-innovation-day>
4. Gedenryd (1998). How designers work - making sense of authentic cognitive activities, PhD Thesis on Cognitive Science, Lund University.
5. David Pye, *The Nature and Art of Workmanship*, Cambridge University Press, 1968.

Appendix A

A.1 Communication activities report

As explained in Section 6.1. Reporting, Craeft partners must complete the Communication Spreadsheet every three months. Below is a table listing communication activities in the first year, including partner name, date, channel, target audience, and link and reach.

PARTNER	DATE	CHANNEL	TARGET AUDIENCE	LINK and REACHED AUDIENCE
MDE	31.03.2023.	Kick-off Conference of MAD IN 2.0 Project	The international audience, both professionals from the crafts sector as well as the general public through the online video.	Link Minute 2.41.13 404 views online + live participants in Dresden
MDE	19.04.2023.	Newsletter	All MDE Newsletter subscribers (craft professionals, crafts and heritage organizations and associations, general public etc.)	Link Sent to 16.683 emails in 4 languages (English, French, Italian and Spanish)
MDE	19.04.2023.	YouTube video on the MDE channel	General public	Link Views: 53 Likes: 1
MDE	16.04.2023.	World Creativity and Innovation Week	General public	Link
MDE	21.04.2023.	Post on Instagram	Followers and General public	Link Accounts reached: 240 Likes: 21



D7.1 Communication Plan and Activities



MDE	20.04.2023.	Post on Facebook	Followers and General public	Link Accounts reached: 241 Likes:7
Cerfav	28.03 - 28.04 - 20.06 - 21.06.2023.	"Discovery of XR technologies" course	First-year apprentices	Photos from the event Approximately 30 apprentices in 4 groups)
Cerfav	20.03.2023.	Live Twitch, online	Participants	537
Cerfav	01- 02.04.2023.	Event - European Craft Days 2023	General public	Photos from the event
CETEM	11.04.2023.	Public regional radio	General public	Link Potential audience 1,5 million
CETEM	11.04.2023.	Tweet	Followers and General public	Link 141 views
CETEM	09.03.2023.	Tweet	Followers and General public	Link 150 views
CETEM	09.03.2023.	Post on Facebook	Followers and General public	Link 761 views
CETEM	09.03.2023.	Post on LinkedIn	Followers and General public	Link 305 views
CETEM	09.03.2023.	Post on Instagram	Followers and General public	Link 236 views



D7.1 Communication Plan and Activities



CETEM	18.04.2023	Newsletter	Followers and General public	Link 46 views
CETEM	23.03.2023.	Public local radio	General public	Link Potential audience: 5.000
CETEM	02.02.2023.	CETEM web	General public	Link
CETEM	09.03.2023.	CETEM web	General public	Link
Khora	10.03.2023.	Linkedin	Followers and General public	Link Impressions: 7000 ; Likes: 94; Comments: 14; Reposts: 2
FORTH	27.04.2023.	EC Website	International, general public	Link
PIOP	31.05.2023.	PIOP website	International, general public	Link
FORTH	16/07/2023	On-site presentation	General public	Link About 5000 people attended the 3-day event. The audience for the talk was about 300 people.
Craeft (posted by MDE)	14/06/2023	Craeft Facebook	General public	Link
Craeft (posted by MDE)	13/06/2023	Craeft Facebook	General public	Link Likes: 2 Shares: 1
Craeft (posted by MDE)	13/06/2023	Craeft Facebook	General public	Link Impressions: 78



D7.1 Communication Plan and Activities



Craeft (posted by MDE)	12/6/2023	Craeft YouTube	General public	Link Views: 79 Comment: 1
Craeft (posted by MDE)	12/6/2023	Craeft YouTube	General public	Link Views: 33 Comment: 1
MDE	19/07/2023	Newsletter	All MDE Newsletter subscribers (craft professionals, crafts and heritage organizations and associations, general public etc.)	Link Sent to 16.692 emails in 4 languages (English, French, Italian and Spanish)
Craeft	15/06/2023	Craeft Newsletter I	All Craeft Newsletter subscribers	Link Sent to 821 emails 28.6% opened 4.8% clicked
Craeft	19/07/2023	Craeft Newsletter II	All Craeft Newsletter subscribers	Link Sent to 765 emails 24.7% opened 5.6% clicked
Craeft (posted by MDE)	3/8/2023	Craeft Facebook	General public	Link Likes: 5 Impressions: 68
Craeft (posted by MDE)	7/8/2023	Craeft Facebook	General public	Link Likes: 2 Shares: 1 Comment: 1
Craeft (posted by MDE)	7/8/2023	Craeft Facebook	General public	Link



D7.1 Communication Plan and Activities



				Likes: 4 Impressions: 66 Links clicked: 4
Craeft (posted by MDE)	3/8/2023	LinkedIn	General public	Link Impressions: 176 Clicks: 7 Repost: 1
MDE	3/8/2023	MDE LinkedIn	General public	Link Impressions: 76 Likes: 2
CETEM	10.07.2023	Facebook	Followers and General public	Link 311 views
CETEM	10.07.2023	Tweet	Followers and General public	Link 181 views
CETEM	08.08.2023	Tweet	Followers and General public	Link 64 views
CETEM	08.08.2023	Facebook	Followers and General public	Link 85 views
CETEM	08.08.2023	CETEM web	Followers and General public	Link x
Craeft (posted by MDE)	8/9/2023	Craeft Facebook Reel	General public	Link Post reach: 312 Likes: 6 Shares: 3
Craeft (posted by MDE)	12/9/2023	Craeft Facebook Post	General public	Link Post reach: 324 Likes: 7 Shares: 3



D7.1 Communication Plan and Activities



Craeft (posted by FORTH)	16/09/2023	Craeft Facebook Post (reshare of MDE post)	General public	Link Likes: 1 Shares: 1
Craeft (posted by FORTH)	16/09/2023	Craeft Facebook Post (reshare of Musée des Arts et Métiers post)	General public	Link Likes: 1 Shares: 1
Craeft (posted by MDE)	22/09/2023	Craeft Facebook Reel	General public	Link Post reach: 83 Likes: 1 Shares: 0
Cerfav and MDE	27/09/2023	Live Twitch, online	General public	Link Live stream: 22 Online(after): 51
MDE	19/09/2023	Instagram Reel	General public	Link Reached: 512 Likes: 15
MDE and Cerfav	6/9/2023	Instagram Post in collaboration with Cerfav	General public	Link Reached: 430 Likes: 26 Comments: 2 Shares: 2
MDE	22/09/2023 - 27/09/2023	Instagram Stories sequences	General public	Link Approximately 50 views per story
MDE	18/09/2023	LinkedIn	General public	Link Impressions: 128 Likes: 11 Shares: 3
Craeft (posted by MDE)	7/9/2023	LinkedIn	General public	Link



D7.1 Communication Plan and Activities



				Impressions: 119 Likes: 10 Shares: 4
Craeft (posted by MDE)	8/9/2023	LinkedIn	General public	Link Impressions: 70 Likes: 2 Shares: 0
Craeft	20/09/2023	Craeft Newsletter III	All Craeft Newsletter subscribers	Link Sent to 759 emails 24.0% opened 4.7% clicked
MDE	15/09/2023	Newsletter	All MDE Newsletter subscribers (craft professionals, crafts and heritage organizations and associations, general public etc.)	Link Sent to 16.642 emails in 4 languages (English, French, Italian and Spanish)
MDE	5/10/2023	Email	Direct email to WCC (World Crafts Council Europe) and Tracks4Crafts project	2 emails
Craeft (posted by MDE)	5/10/2023	Instagram Reel + follow-up story	General public	Link Plays: 794 Likes:12 Shares: 5
Craeft (posted by MDE)	5/10/2023	LinkedIn reshare of Cerfav	General public	Link Impressions: 45 Likes: 6



D7.1 Communication Plan and Activities



Craeft (posted by MDE)	5/10/2023	Facebook post	General public	Reached: 81 Likes: 5 Shares: 1
MDE	5/10/2023	LinkedIn reshare of Cerfav post	General public	Link Impressions: 68 Likes: 7
Craeft	2/10/2023	YouTube	General public	Link Views: 208 Comments: 1
FORTH	11/10/2023	Online Workshop & YouTube	General public	Link Workshop 200. YouTube 1500 subscribers
Craeft	26/10/2023	Craeft Newsletter IV	All Craeft Newsletter subscribers	Link Sent to 808 emails 23.1% % opened 3.5% % clicked
MDE	6/11/2023	Newsletter	All MDE Newsletter subscribers (craft professionals, crafts and heritage organizations and associations, general public etc.)	Link Sent to 16.662 emails in 4 languages (English, French, Italian and Spanish)
Craeft (posted by MDE)	10/10/2023	Instagram Post + follow-up story	General public	Link Accounts reached: 85 Likes: 10 Comment: 1



D7.1 Communication Plan and Activities



Craeft (posted by MDE)	12/10/2023	Instagram Reel + follow-up story	General public	Link Plays: 744 Likes:34 Saves: 2 Comments: 1
Craeft (posted by MDE)	17/10/2023	Instagram Post + follow-up story	General public	Link Accounts reached: 114 Likes:8
Craeft (posted by MDE)	19/10/2023	Instagram Reel + follow-up story	General public	Link Plays: 1167 Likes:20 Saves: 1
Craeft (posted by MDE)	24/10/2023	Instagram Post + follow-up story	General public	Link Accounts reached: 56 Likes:2
Craeft (posted by MDE)	27/10/2023	Instagram Reel + follow-up story	General public	Link Plays: 238 Likes:4
Craeft (posted by MDE)	31/10/2023	Instagram Reel in collaboration with Cevaf	General public	Link Plays: 730 Likes:16
Craeft (posted by MDE)	9/11/2023	Instagram Post + follow-up story	General public	Link Accounts reached: 35 Likes:7
Craeft (posted by MDE)	8/11/2023	Highlighted Story Instagram	General public	Link Accounts reached: 40 Link clicks: 1
Craeft (posted by MDE)	13/10/2023	LinkedIn	General public	Link



D7.1 Communication Plan and Activities



				Impressions: 254 Likes: 9 Shares: 2
Craeft (posted by MDE)	16/10/2023	LinkedIn reshare of Cerfav post	General public	Link Impressions: 136 Likes: 8 Shares: 0
Craeft (posted by MDE)	16/10/2023	LinkedIn	General public	Link Impressions: 102 Likes: 9 Shares: 0
Craeft (posted by MDE)	24/10/2023	LinkedIn	General public	Link Impressions: 365 Likes: 13 Shares: 1
Craeft (posted by MDE)	30/10/2023	LinkedIn	General public	Link Impressions: 433 Likes: 14 Shares: 2
Craeft (posted by MDE)	7/11/2023	LinkedIn	General public	Link Impressions: 879 Likes: 23 Shares: 2 Comments: 1
Craeft (posted by MDE)	9/11/2023	LinkedIn	General public	Link Impressions: 456 Likes: 13 Shares: 2
Craeft (posted by MDE)	13/11/2023	LinkedIn	General public	Link Impressions: 88 Likes: 6
MDE	11/10/2023	Website – news section	General public	



D7.1 Communication Plan and Activities



Craeft	27/11/2023	Craeft Newsletter V	All Craeft Newsletter subscribers	Link Sent to 837 emails 21.7% % opened 2.5% % clicked
Craeft (posted by MDE)	20/11/2023	LinkedIn	General public	Link Impressions: 277 Likes: 19 Shares: 1 Comment: 1
Craeft (posted by FORTH)	22/11/2023	LinkedIn reposted the older post	General public	
Craeft (posted by FORTH)	23/11/2023	LinkedIn reposted the older post	General public	
Craeft (posted by FORTH)	24/11/2023	LinkedIn reposted the older post	General public	
Craeft (posted by FORTH)	28/11/2023	LinkedIn reposted the older post	General public	
Craeft (posted by MDE)	28/11/2023	LinkedIn	General public	Link Impressions: 82 Likes: 6 Shares: 3
Craeft (posted by MDE)	9/10/2023	Facebook post	General public	Link Reached: 801 Likes: 10 Shares: 2
Craeft (posted by MDE)	10/10/2023	Facebook post	General public	Link Reached: 360 Likes: 6 Shares: 1
Craeft (posted by MDE)	12/10/2023	Facebook reel	General public	Link



D7.1 Communication Plan and Activities



				Reached: 751 Likes: 9 Shares: 2
Craeft (posted by MDE)	17/10/2023	Facebook reel	General public	Link Reached: 138 Likes: 9 Shares: 1
Craeft (posted by MDE)	19/10/2023	Facebook reel	General public	Link Reached: 159 Likes: 6 Shares: 3
Craeft (posted by MDE)	24/10/2023	Facebook post	General public	Link Reached: 486 Likes: 5 Shares: 2
Craeft (posted by MDE)	31/10/2023	Facebook post	General public	Link Reached: 211 Likes: 5 Shares: 2 Comments: 3
Craeft (posted by MDE)	31/10/2023	Facebook reel	General public	Link Reached: 315
Craeft (posted by MDE)	9/11/2023	Facebook post	General public	Link Reached: 328 Likes: 10 Shares: 1
Craeft (posted by MDE)	14/11/2023	Facebook post	General public	Link Reached: 646 Likes: 6 Shares: 4
Craeft (posted by MDE)	15/11/2023	Facebook post	General public	Link Reached: 56 Likes: 1 Shares: 1



D7.1 Communication Plan and Activities



Craeft (posted by MDE)	16/11/2023	Facebook reel	General public	Link Reached: 407
Craeft (posted by MDE)	21/11/2023	Facebook post	General public	Link Reached: 119 Likes: 3 Shares: 1
Craeft (posted by MDE)	23/11/2023	Facebook post	General public	Link Reached: 568 Likes: 4 Shares: 2
Craeft (posted by MDE)	28/11/2023	Facebook post	General public	Link Reached: 307 Likes: 4 Shares: 1 Comments: 1
Craeft (posted by MDE)	14/11/2023	Instagram Post + follow-up story	General public	Link Accounts reached: 29 Likes: 4
Craeft (posted by MDE)	16/11/2023	Instagram Post + follow-up story	General public	Link Accounts reached: 155 Likes: 8 Saved: 1
Craeft (posted by MDE)	21/11/2023	Instagram Post + follow-up story	General public	Link Accounts reached: 39 Likes: 2
Craeft (posted by MDE)	23/11/2023	Instagram Post + follow-up story	General public	Link Accounts reached: 70 Likes: 7 Saved: 1
Craeft (posted by MDE)	28/11/2023	Instagram Post + follow-up story	General public	Link



D7.1 Communication Plan and Activities



				Accounts reached: 37 Likes:6
Craeft (posted by MDE)	24/11/2023	Linktree on Instagram	General public	Link
CETEM	4/10/2023	Facebook	Followers and General public	Link 186 views
CETEM	4/10/2023	Twitter	Followers and General public	Link 126 views
CETEM	30/11/2023	CETEM website	Followers and General public	Link
CETEM	30/11/2023	Twitter	Followers and General public	Link 109 views
Craeft (posted by MDE)	1/12/2023	Highlighted Story Instagram	General public	Link Accounts reached: 28 Link clicks: 1
CETEM	3/12/2023	Regional news: Noticias De Murcia	General public	Link
CETEM	3/12/2023	Regional news: Cartagena Diario	General public	Link
CETEM	3/12/2023	Regional news: Murcia Actualidad	General public	Link
CETEM	3/12/2023	Regional news: Murcia.com	General public	Link
CETEM	4/12/2023	Twitter	Followers and General public	Link 74 views



D7.1 Communication Plan and Activities



CETEM	4/12/2023	Twitter	Followers and General public	Link 102 views
CETEM	4/12/2023	National news: EuropaPress	General public	Link
CETEM	4/12/2023	Regional news: Murcia Noticias	General public	Link
CETEM	4/12/2023	Regional news: Murcia diario	General public	Link
CETEM	4/12/2023	Regional news: La Verdad	General public	Link
CETEM	5/12/2023	Local news: El Periódico de Yecla	General public	Link
CETEM	11/12/2023	National radio: RNE	General public	Link
Craeft (posted by MDE)	5/12/2023	Facebook post	General public	Post reach: 77 Likes: 3 Shares: 1
Craeft (posted by MDE)	6/12/2023	Facebook post	General public	Link Post reach: 139 Likes: 6
Craeft (posted by MDE)	7/12/2023	Facebook post	General public	Link Post reach: 1,329 Likes: 6 Shares: 1
Craeft (posted by MDE)	18/12/2023	Facebook post	General public	Link Post reach: 145 Likes: 5
Craeft (posted by MDE)	19/12/2023	Facebook reel	General public	Link Post reach: 199



D7.1 Communication Plan and Activities



Craeft	22/12/2023	Craeft Newsletter VI	All Craeft Newsletter subscribers	Link Sent to 837 emails 28.1% % opened 6.2% % clicked
Craeft (posted by MDE)	3/1/2024	Facebook post	General public	Post reach: 78 Likes: 4 Share: 1
Craeft	3/1/2024	YouTube	General public	Link Views: 69
Craeft	13/01/2024	YouTube	General public	Link Views: 24
Craeft	23/01/2024	YouTube	General public	Link Views: 103
Craeft (posted by MDE)	8/1/2024	Facebook reel	General public	Link Post reach: 309
Craeft (posted by MDE)	16/01/2024	Facebook post	General public	Post reach: 229 Likes: 16 Share: 1
Craeft (posted by MDE)	16/01/2024	Facebook post	General public	Post reach: 35 Likes: 16 Share: 1
Craeft (posted by MDE)	4/12/2023	LinkedIn	General public	Link Impressions: 531 Likes: 18 Shares: 3
Craeft (posted by MDE)	6/12/2023	LinkedIn	General public	Link Impressions: 385 Likes: 30 Shares: 2 Comments: 2



D7.1 Communication Plan and Activities



Craeft (posted by MDE)	15/12/2023	LinkedIn	General public	Link Impressions: 451 Likes: 14 Shares: 2
Craeft (posted by MDE)	22/12/2023	LinkedIn	General public	Link Impressions: 586 Likes: 16 Shares: 3 Comments: 1
Craeft (posted by MDE)	5/1/2024	LinkedIn	General public	Link Impressions: 482 Likes: 21 Shares: 2
Craeft (posted by MDE)	17/01/2024	LinkedIn	General public	Link Impressions: 177 Likes: 8 Shares: 2
Craeft (posted by MDE)	6/12/2023	Instagram Reel + follow-up story	General public	Link Plays: 844 Likes:5
Craeft (posted by MDE)	19/12/2023	Instagram Reel + follow-up story	General public	Link Plays: 166 Likes:4
Craeft (posted by MDE)	3/1/2024	Instagram Reel + follow-up story	General public	Link Plays: 366 Likes:10
Craeft (posted by MDE)	11/1/2024	Instagram Reel + follow-up story	General public	Link Plays: 370 Likes:4
Craeft (posted by MDE)	18/01/2024	Instagram Reel + follow-up story	General public	Link Plays: 87 Likes:6
Craeft	22/01/2024	Craeft Newsletter VII	All Craeft Newsletter subscribers	Link



D7.1 Communication Plan and Activities



				Sent to 832 emails 35.2% % opened 12.6% % clicked
CETEM	15/02/2024	WEB	General public	Link
CETEM	08/02/2024	Twitter	General public	Link
CETEM	15/02/2024	Twitter	General public	Link
CETEM	15/02/2024	Twitter	General public	Link
CETEM	21/02/2024	Twitter	General public	Link
CETEM	15/02/2024	Facebook	General public	Link
CETEM	08/02/2024	Facebook	General public	Link
CETEM	15/02/2024	LinkedIn	General public	Link
CETEM	08/02/2024	LinkedIn	General public	Link
CETEM	15/02/2024	Instagram	General public	Link
CETEM	08/02/2024	YouTube	General public	Link
CETEM	15/02/2024	YouTube	General public	Link
CETEM	06/03/2024	Twitter	General public	Link



D7.1 Communication Plan and Activities



CETEM	06/03/2024	LinkedIn	General public	Link
CETEM	30/04/2024	WEB	General public	Link
CETEM	30/04/2024	Twitter	General public	Link
CETEM	30/04/2024	Facebook	General public	Link
CETEM	30/04/2024	LinkedIn	General public	Link
CETEM	16/05/2024	Instagram	General public	Link
CETEM	14/05/2024	Instagram	General public	Link
Craeft (MDE)	26/03/2024	Instagram	General public	Link Accounts reached 58, Likes 8
Craeft (MDE)	28/03/2024	Instagram	General public	Link Accounts reached 57, Likes 5
Craeft (MDE)	02/04/2024	Instagram	General public	Link Accounts reached 431, Likes 25, Comments: 1
Craeft (MDE)	04/04/2024	Instagram	General public	Link Accounts reached 56, Likes 8



D7.1 Communication Plan and Activities



Craeft (MDE)	09/04/2024	Instagram	General public	Link Accounts reached 86, Likes 8
Craeft (MDE)	19/04/2024	Instagram	General public	Link Accounts reached 69, Likes 3
Craeft (MDE)	25/04/2024	Instagram post	General public	Link Accounts reached 55, Likes 6
Craeft in collab. with CETEM	14/05/2024	Instagram reel	General public	Link Accounts reached 291, Likes 25
Craeft in collab. with CETEM	16/05/2024	Instagram post	General public	Link Accounts reached 277, Likes 38
Craeft (MDE)	22/03/2024	Instagram story	General public	Link Accounts reached 47
Craeft (MDE)	28/03/2024	Instagram story	General public	Link Accounts reached 44
Craeft (MDE)	02/04/2024	Instagram story	General public	Link Accounts reached 39
Craeft (MDE)	04/04/2024	Instagram story	General public	Link Accounts reached 30



D7.1 Communication Plan and Activities



Craeft (MDE)	09/04/2024	Instagram story	General public	Link Accounts reached 43
Craeft (MDE)	17/04/2024	Instagram story	General public	Link Accounts reached 27
Craeft (MDE)	19/04/2024	Instagram story	General public	Link Accounts reached 40
Craeft (MDE)	24/04/2024	Instagram story	General public	Link Accounts reached 53
Craeft (MDE)	25/04/2024	Instagram story	General public	Link Accounts reached 52
Craeft (MDE)	07/05/2024	Instagram story	General public	Link Accounts reached 29
Craeft (MDE)	14/05/2024	Instagram story	General public	Link Accounts reached 27
Craeft (MDE)	15/05/2024	Instagram story	General public	Link Accounts reached 39
Craeft (MDE)	16/05/2024	Instagram story	General public	Link Accounts reached 43
Craeft (MDE)	22/05/2024	Instagram story	General public	Link Accounts reached 30
Craeft (MDE)	25/05/2024	Instagram story	General public	Link Accounts reached 40



D7.1 Communication Plan and Activities



Craeft (MDE)	26/03/2024	Facebook	General public	Link Post reach 371, Engagement 13
Craeft (MDE)	28/03/2024	Facebook	General public	Link Post reach 360, Engagement 10
Craeft (MDE)	03/04/2024	Facebook	General public	Link Post reach 228
Craeft (MDE)	09/04/2024	Facebook	General public	Link Post reach 145, Engagement 3
Craeft (MDE)	17/04/2024	Facebook and Youtube	General public	Link Views 201
Craeft (MDE)	07/05/2024	Facebook	General public	Link /
Craeft (MDE)	07/05/2024	Facebook	General public	Link /
Craeft (MDE)	09/05/2024	Facebook and Youtube	General public	Link Views 7
Craeft (MDE)	16/05/2024	Facebook	General public	Link Post reach 591, Engagement 26
Craeft (MDE)	21/03/2024	Craeft Newsletter VIII	Craeft subscribers	Link Recived by 1935 Clicking rate 2.1% Opening rate 20.2%
Craeft (MDE)	18/04/2024	Craeft Newsletter IX	Craeft subscribers	Link Recived by 1933 Clicking rate 2.1% Opening rate 18.2%



D7.1 Communication Plan and Activities



Craeft (MDE)	29/05/2024	Craeft Newsletter X	Craeft subscribers	Link Recived by 1932 Clicking rate 1.6% Opening rate 17.2%
Craeft (MDE)	25/03/2024	LinkedIn	General public	Link Video views: 194 Likes:17 Repost:1
Craeft (MDE)	25/03/2024	LinkedIn	General public	Link Video views: 194 Likes:17 Repost:1
Craeft (MDE)	03/04/2024	LinkedIn	General public	Link Organic impressions: 234 Likes: 3
Craeft (MDE)	05/04/2024	LinkedIn	General public	Link Organic impressions: 815 Likes: 24 Comments: 1 Reposts: 4
Craeft (MDE)	17/04/2024	LinkedIn	General public	Link Organic impressions: 322 Likes: 10
Craeft (MDE)	17/04/2024	LinkedIn	General public	Link Organic impressions: 41 Likes: 4
Craeft (MDE)	07/05/2024	LinkedIn	General public	Link Organic impressions: 249 Likes: 10 Comments: 2
MDE	08/05/2024	LinkedIn	General public	Link Organic impressions: 188 Likes: 6 Reposts: 2
Craeft (MDE)	08/05/2024	LinkedIn	General public	Link Organic impressions: 423 Likes: 16 Reposts: 5
Craeft (MDE)	08/05/2024	LinkedIn	General public	Link Organic impressions: 253 Likes: 3 Reposts: 2
Craeft (MDE)	15/05/2024	LinkedIn	General public	Link Organic impressions: 146 Likes: 7 Reposts: 1 Comment: 1
Craeft (MDE)	30/05/2024	LinkedIn	General public	Link
Craeft (MDE)	30/05/2024	Instagram post and story	General public	Link



D7.1 Communication Plan and Activities



Craeft (MDE and FORTH)	11/03/2024	Website news	General public	Link
Craeft (MDE and Cerfav)	25/03/2024	Website news	General public	Link
Craeft (MDE)	04/06/2024	Instagram post and story	General public	Link Accounts reached: 86 Likes: 10
Craeft (MDE)	06/06/2024	Instagram reel	General public	Link Accounts reached: 72 Likes: 5
Craeft (MDE)	11/06/2024	Instagram post and story	General public	Link Accounts reached: 89 Likes: 5
Craeft (MDE)	27/06/2024	Instagram reel	General public	Link Accounts reached: 111 Likes: 4
Craeft (MDE)	03/07/2024	Instagram reel	General public	Link Accounts reached: 186 Likes: 5
Craeft (MDE)	10/07/2024	Instagram reel	General public	Link Accounts reached: 64 Likes: 3 Saves: 1
Craeft (MDE) and Cerfav	15/07/2024	Collaborative Instagram reel	General public	Link Accounts reached: 898 Likes: 81 Saves: 1 Comments: 4
Craeft (MDE)	24/07/2024	Instagram post and story	General public	Link Accounts reached: 53 Likes: 4
Craeft (MDE)	30/07/2024	Instagram post and story	General public	Link Accounts reached: 58 Likes: 7 Saves: 1
Craeft (MDE)	27/08/2024	Instagram reel	General public	Link Accounts reached: 52 Likes: 1
Craeft (MDE)	29/07/2024	YouTube	General public	Link 467 views
Craeft (MDE)	29/07/2024	YouTube	General public	Link 66 views



D7.1 Communication Plan and Activities



Craeft (MDE)	12/06/2024	Facebook	General public	Link Post impressions: 222 Post reach: 198 Engagement: 20
Craeft (MDE)	27/06/2024	Facebook	General public	Link Post impressions: 189
Craeft (MDE)	04/07/2024	Facebook	General public	Post impressions: 395 Post reach: 362 Engagement: 28
Craeft (MDE)	09/07/2024	Facebook	General public	Post impressions: 79 Post reach: 68 Engagement: 5
Craeft (MDE)	12/07/2024	Facebook	General public	Link Post impressions: 176 Post reach: 159 Engagement: 7
Craeft (MDE)	15/07/2024	Facebook	General public	Link Post impressions: 46
Craeft (MDE)	26/08/2024	Facebook	General public	Link Post impressions: 64 Post reach: 63 Engagement: 8
Craeft (FORTH)	22/08/2024	YouTube	General public	Link Views: 8
Craeft (FORTH)	15/08/2024	Youtube	General public	Link 20 views
Craeft (FORTH)	08/08/2024	Youtube	General public	Link 20 views
Craeft (FORTH)	27/06/2024	Youtube	General public	Link 1K views
Craeft (FORTH)	24/07/2024	Youtube	General public	Link 42 views
Craeft (FORTH)	24/07/2024	Youtube	General public	Link 42 views



D7.1 Communication Plan and Activities



Craeft (FORTH)	27/06/2024	Youtube	General public	Link 1.5K views
Craeft (FORTH)	06/08/2024	Youtube	General public	Link 47 views
Craeft (MDE)	05/06/2024	LinkedIn	General public	Link Organic impressions: 310 Likes: 14 Reposts: 3
Craeft (MDE)	10/06/2024	LinkedIn	General public	Link
Craeft (MDE)	11/06/2024	LinkedIn	General public	Link Organic impressions: 279 Likes: 8 Reposts: 1
Craeft (MDE)	27/06/2024	LinkedIn	General public	Link Organic impressions: 275 Likes: 10 Comments: 2 Reposts: 1
Craeft (MDE)	01/07/2024	LinkedIn	General public	Link Organic impressions: 233 Likes: 6 Reposts: 1
Craeft (MDE)	04/07/2024	LinkedIn	General public	Link Organic impressions: 356 Likes: 8 Reposts: 2
Craeft (MDE)	08/07/2024	LinkedIn	General public	Link Organic impressions: 479 Likes: 14 Reposts: 4
Craeft (MDE)	12/07/2024	LinkedIn	General public	Link Organic impressions: 150 Likes: 5 Reposts: 3
Craeft (MDE)	15/07/2024	LinkedIn	General public	Link Organic impressions: 196 Likes: 6 Reposts: 1
Craeft (MDE)	22/07/2024	LinkedIn	General public	Link Organic impressions: 169 Likes: 4 Reposts: 1
Craeft (MDE)	22/08/2024	LinkedIn	General public	Link Organic impressions: 204 Likes: 8 Reposts: 2
MDE	25/07/2024	LinkedIn	General public	Link



D7.1 Communication Plan and Activities



MDE	05/06/2024	LinkedIn	General public	Link
Craeft (MDE)	03/07/2024	Craeft Newsletter XI	Craeft subscribers	Link Recived by 1737 Clicking rate 7.7% Opening rate 26.8%
CNAM	19/09/2024	Public conference	General Public (wool craft)	Link
CNAM	24/11/2023	Public conference	National general public (France Unesco ICH)	Link
FORTH	01/11/2024	Public conference	National general public (UNESCO Geopark audeinces)	Link
Cerfav	05/06/2024	Linkedin (david arnaud)	General public	Link Organic impressions: 1849 Likes: 15 Reposts: 0
Cerfav	10/07/2024	Linkedin (david arnaud)	General public	Link Organic impressions: 685 Likes: 23 Reposts: 0
Cerfav	25/07/2024	Linkedin (david arnaud)	General public	Link Organic impressions: 776 Likes: 21 Reposts: 1
CETEM	30/10/2024	Instagram	General public	Link views: 331
CETEM	30/10/2024	LinkedIn	General public	Link views: 227
CETEM	30/10/2024	facebook	General public	Link views: 86
CETEM	30/10/2024	Twitter	General public	Link views: 59
CETEM	14/11/2024	Twitter	General public	Link views: 35
CETEM	14/11/2024	LinkedIn	General public	Link views: 7



D7.1 Communication Plan and Activities



Craeft (MDE)	09/09/2024	Instagram reel	General public	Link Views: 62
Craeft (MDE)	10/09/2024	Instagram reel	General public	Link Views: 65
Craeft (MDE)	08/10/2024	Instagram reel	General public	Link Views: 1674 Likes: 52 Comments: 3
Craeft (MDE)	14/10/2024	Instagram post	General public	Link Views: 999 Likes:38 Saves: 2
Craeft (MDE)	15/10/2024	Instagram post	General public	Link Views: 591
Craeft (MDE)	16/10/2024	Instagram post	General public	Link Views: 546
Craeft (MDE)	17/10/2024	Instagram post	General public	Link Views: 616 Likes:35 Saves: 3
Craeft (MDE)	18/10/2024	Instagram post	General public	Link Views: 828 Likes:26 Saves: 1
Craeft (MDE)	21/10/2024	Instagram post	General public	Link Views: 505 Likes:16
Craeft (MDE)	22/10/2024	Instagram post	General public	Link Views: 432 Likes:10 Saves: 3
Craeft (MDE)	06/11/2024	Instagram reel	General public	Link Views: 440 Likes:17
Craeft (MDE)	08/11/2024	Instagram post	General public	Link Views: 393 Likes:16
Craeft (MDE)	12/11/2024	Instagram post	General public	Link Views: 107 Likes:4
Craeft (MDE)		Story highlights	General public	



D7.1 Communication Plan and Activities



Craeft (MDE)	01/10/2024	Website NEWS section	General public	
Craeft (MDE)	04/10/2024	Craeft Newsletter XII	Craeft subscribers	Link Received by 1715 Clicking rate 1.9% Opening rate 28.8%
Craeft (MDE)	18/10/2024	Craeft Newsletter XIII	Craeft subscribers	Link Received by 1713 Clicking rate 8.3% Opening rate 33.6%
Craeft (MDE)	13/11/2024	Craeft Newsletter XIV	Craeft subscribers	Link Received by 1694 Clicking rate 1.7% Opening rate 29.6%
MDE		Personal Emails	MDE Network	50 personal emails to various stakeholders in crafts sector (organisations, ngos, schools etc.)
Craeft (MDE)	12/11/2024	Youtube	General public	Link Views: 21
Craeft (MDE)	12/11/2024	Youtube	General public	Link Views: 61
Craeft (MDE)	14/10/2024	Facebook	General public	Link Post reach 319 Engagement 19
Craeft (MDE)	14/10/2024	Facebook	General public	Link
Craeft (MDE)	17/10/2024	Facebook	General public	Link
Craeft (MDE)	17/10/2024	Facebook	General public	Link Post reach 25 Engagement 3
Craeft (MDE)	22/10/2024	Facebook	General public	Link



D7.1 Communication Plan and Activities



Craeft (MDE)	28/10/2024	Facebook	General public	Link
Craeft (MDE)	29/10/2024	Facebook	General public	Link Post reach 100 Engagement 2
Craeft (MDE)	04/11/2024	Facebook	General public	Link
Craeft (MDE)	07/11/2024	Facebook	General public	Link
Craeft (MDE)	08/11/2024	Facebook	General public	Link Post reach 126 Engagement 13
Craeft (MDE)	08/11/2024	Facebook	General public	Link Post reach 64
Craeft (MDE)	12/11/2024	Facebook	General public	Link Post reach 41 Engagement 1
Craeft (MDE)	13/11/2024	Facebook	General public	Post reach 20
Craeft (MDE)	10/09/2024	LinkedIn	General public	Link Impressions: 131 Likes: 6 Comments: 1
Craeft (MDE)	17/09/2024	LinkedIn	General public	Link Impressions: 139 Likes: 5 Comments: 1
Craeft (MDE)	14/10/2024	LinkedIn	General public	Link Impressions: 200 Likes: 8 Repost: 1
Craeft (MDE)	14/10/2024	LinkedIn	General public	Link Impressions: 255 Likes: 13 Repost: 3
Craeft (MDE)	16/10/2024	LinkedIn	General public	Link Impressions: 124 Likes: 10
Craeft (MDE)	17/10/2024	LinkedIn	General public	Link Impressions: 657 Likes: 28 Repost: 4 Comments: 1



D7.1 Communication Plan and Activities



Craeft (MDE)	17/10/2024	LinkedIn	General public	Link Impressions: 93 Likes: 3
Craeft (MDE)	22/10/2024	LinkedIn	General public	Link Impressions: 96 Likes: 3
Craeft (MDE)	28/10/2024	LinkedIn	General public	Link Impressions: 161 Likes: 9 Repost: 1
Craeft (MDE)	28/10/2024	LinkedIn	General public	Link Impressions: 95 Likes: 3 Repost: 1
Craeft (MDE)	29/10/2024	LinkedIn	General public	Link Impressions: 211 Likes: 9 Repost: 1
Craeft (MDE)	05/11/2024	LinkedIn	General public	Link Impressions: 157 Likes: 7 Repost: 1
Craeft (MDE)	08/11/2024	LinkedIn	General public	Link Impressions: 226 Likes: 15 Repost: 2
Craeft (MDE)	12/11/2024	LinkedIn	General public	Link Likes: 4 Repost: 1
MDE	09/10/2024	Newsletter	Subscribers to MDE Newsletter and general public	Link
MDE	07/11/2024	Newsletter	Subscribers to MDE Newsletter and general public	Link
Cerfav	22/10/2024	LinkedIn	General public	Link Impressions: 537 Likes: 21 Repost: 1
Cerfav	23/10/2024	LinkedIn	General public	Link Impressions: 691 Likes: 23 Repost: 1
Cerfav	24/10/2024	LinkedIn	General public	Link Impressions: 815 Likes: 17 Repost: 0
Cerfav	19/10/2024	Linkedin	General public and Cerfav network	Link Likes: 21 Repost: 3



D7.1 Communication Plan and Activities



Cerfav	19/10/2024	Linkedin	General public and Cerfav network	Link Likes: 5 Repost: 13
Cerfav	27/10/2024	Linkedin	General public and Cerfav network	Link Likes: 18 Repost: 2
Khora	13/11/2024	Linkedin	General public and Khora's network	Link Likes: 2; Impressions 383
Khora	10/10/2024	Linkedin	General public and Khora's network	Link Likes: 32; 5 reposts; 1260 impressions
Craeft (MDE)	18/12/2024	Instagram post	General public	Link Accounts reached 55 Likes: 8
Craeft (MDE)	20/1/2025	Instagram reel	General public	Link Accounts reached 84 Likes: 4
Craeft (MDE)	17/12/2024	Craeft Newsletter XV	Craeft subscribers	Link Recived by 1676 Clicking rate 7.9% Opening rate 23.3%
Craeft (MDE)	20/1/2025	Craeft Newsletter XVI	Craeft subscribers	Link Recived by 1678 Clicking rate 8.9% Opening rate 18.6%
Craeft (MDE)	11/12/2024	LinkedIn	General public	Link Organic impressions: 319 Likes; 16 Repost: 1
Craeft (MDE)	18/12/2024	LinkedIn	General public	Link Organic impressions: 190 Likes: 12 Comments: 2 Repost: 2
Craeft (MDE)	8/1/2025	LinkedIn	General public	Link Organic impressions: 112 Impressions Likes : 6
Craeft (MDE)	24/1/2025	LinkedIn	General public	Link Organic impressions: 440 Likes 13 Repost: 2
Craeft (MDE)	24/1/2025	LinkedIn	General public	Link Likes: 25 Comments: 3 Repost: 2



D7.1 Communication Plan and Activities



*The Craeft (MDE) refers that the post was made by MDE on the Craeft social media, while the Craeft (FORTH) means that FORTH made a publication.

* The last entry to this table was made on the 26th of January 2025.

A.2 Stakeholders engagement report

This table monitors external communications about Craeft made by relevant stakeholders. It records which stakeholders mentioned us, the context of their communication, the platform or channel used and key messages.

STAKEHOLDER	CHANNEL	DATE	LINK AND AUDIENCE	MESSAGE
World Crafts Council Europe	Facebook post	20/09/2023	Link WCCE audience	Promotion of the live Twitch
World Crafts Council Europe	Newsletter		WCCE subscribers	
The ARCH	Eventbrite	30/08/2024	Link The ARCH network + general public	Craeft was referenced as an inspiring project in The ARCH's open information session, <i>Modern Technology Protecting Rare Crafts Heritage</i> , which explored how modern technology supports craftspeople and aids in studying and preserving rare craft heritage.
World Crafts Council Europe	Newsletter to members	03/10/2024	Link WCCE members	Promotion of Craeft
World Crafts Council Europe	Newsletter	07/10/2024	Link WCCE subscribers	Promotion of Craeft

INTBAU Romania	Post on Instagram	14/10/2024	Link General public	Promotion of the of the CRAFTOUR Conference
Ateliers d'Art de France	Post Facebook	22/10/2024	Link General public	Announcement of the CRAFTOUR Conference
Ateliers d'Art de France	Post Facebook	27/10/2024	Link General public	Follow up of the CRAFTOUR Conference
Ateliers d'Art de France	Post Linkedin	23/10/2024	Link General public	Announcement of the CRAFTOUR Conference
Ateliers d'Art de France	Post Linkedin	27/10/2024	Link General public	Follow up of the CRAFTOUR Conference
Emma Schneeberger Emma Schneeberger Chargée mission Métiers d'art - Région Grand Est	Post Linkedin	25/10/2024	Link General public	
Atrium patrimoine et restauration	Post Linkedin	24/10/2024	Link General public	Heritage Forum in Salon International du Patrimoine Culturel, announcing the Craeft, CRAFTOUR Initiative
Atrium patrimoine et restauration	YouTube	24/10/2024	Link General public	Heritage Forum in Salon International du Patrimoine Culturel, announcing the Craeft, CRAFTOUR Initiative
Ateliers d'Art de France	Post Linkedin	28/10/2024	Link General public	About the CRAFTOUR Initiative
Ateliers d'Art de France	Post Facebook	27/10/2024	Link General public	About the CRAFTOUR Initiative post-event
Ateliers d'Art de France	Post Facebook	22/10/2024	Link General public	About the CRAFTOUR Initiative prior to event