



CeRamiCa

5th NEWSLETTER



FAREWELL WORDS



Dear Readers, Dear Partners,

Upon starting the CeRamiCa project it was very important for us to not only preserve our 7000 years ceramics culture but to find efficient tools and solutions which can boost and transform the ceramics and crafts sector into a modern, innovative industry. Summarizing the activities of the past 3 years it is now obvious that we have learnt so much about the situation of ceramics and small crafts throughout Europe and about solutions used and measures already taken in other cities or areas that are facing the same challenges regarding the economic development of the sector.

We have had the opportunity to learn about solutions applied by our partners during the exchanges of experiences and we have studied their adaptability, but the real results will be achieved when putting them into practice. As a result of the exchanges and transfers of experiences during CeRamiCa, each partner has overviewed their local development strategies and existing action plans regarding the development of the ceramics and crafts sector and developed concrete local and regional development policy recommendations which can contribute to the revitalisation and steady growth of the sector and to the creation of jobs.

Although CeRamiCa as it is finishing now, I am sure that partners can still rely on the partnership built during the 3 years of the project: many personal and business contacts have been established among the partners and this is the most important added value that we can build upon in the future.

Finally, as this is the last edition of the CeRamiCa newsletter, I would like to thank the whole partnership: the municipalities of Vallauris, Alcobaça, Velika Polana, Baia Mare, Turda and South Pelion, to ADERE and the Peneda-Geres National Park, to INTELI, to the Chamber of Kavala, to the Hoya-Bunol Chivas Region and to Abbruzzo Sviluppo for all the great work and professionalism provided during our co-operation in the CeRamiCa project. In the hope of future co-operations I wish you all good luck and all the best!

Dr. János Lázár

Mayor

The project is cofinanced by the European Union and the Republic of Hungary within the INTERREG IVC Program.

EDITORIAL INTERVIEW

WHAT DO PARTNERS THINK ABOUT THE CeRAMiCa PROJECT?

We have interviewed project managers from CeRamiCa partners to find out their opinion about the benefits, impact and success of the project. We were eager to find out what are the most relevant policy recommendations according to them and how do they see future cooperation with CeRamiCa's partners and stakeholders.

What is in your opinion the major benefit of the CeRamiCa project? Is there a special knowledge you have learnt/experience gained from the European-wide cooperation offered by the project?

Cristian Ieremia, Project Manager of Municipality of

Baia Mare: The major benefit of the CeRamiCa project is, in my opinion, the opportunity offered to ceramists, ceramic artists and manufacturers from the 8 countries involved to get together, exchange information, experiences and knowledge by means of the experience exchanges and visits scheduled within the project. As special knowledge, I would like to underline the focus on training young people that we have seen in Portugal (the CENCAL centre) and not only there; the constant concern with providing learning and training facilities and including these young people in the active work force in the field of ceramics. Also, I want to highlight the great opportunity for our ceramists to see beyond the side of things available at fairs and exhibitions: their access to "backstage" areas of factories, workshops and studios, meeting the craftsmen where the actual creative process takes place.



Dimos Toulkidis, Project Manager of Chamber of Kav-

ala: In my opinion the CeRamiCa project was one of the most interesting projects the chamber has ever worked on. The ceramics and small crafts is a sector with a long history and tradition in our area, but nowadays it is somewhat neglected. CeRamiCa gave us an opportunity to re-evaluate the importance of the sector and its' potential influence in culture, commerce, tourism and, in general, the local economy. The collaboration with cities where ceramics have a major economic value made us realise how little we think of this sector.

Catarina Selada, Project Manager of INTELL: The major

benefits of the CeRamiCa project were the creation of a knowledge base on the ceramics and crafts sectors, the exchange of experiences among the partners and local stakeholders, the effective transfer of best practices between regions, and the improvement of local and regional policies. INTELL is a non-profit organisation oriented to contribute to the integrated development of the territories in economic, social, cultural and environmental terms, through the support of public policies and that of the strategies of the local stakeholders. Thus, we have acquired important information and knowledge related to the contribution of the ceramics and crafts sectors as creative industries to local development. In fact, these industries comprise several dimensions: economy, tourism, culture, arts, heritage, urban regeneration, environment, science and technology, which gave us the opportunity to develop contacts with several knowledge domains and policy areas.

What impact will CeRamiCa have on the functioning of your institution locally/regionally? What changes has the project caused/realised locally/regionally regarding regional development targets in the sector of ceramics and small crafts?

Cristian Ieremia: CeRamiCa's main impact on our institution, the

Municipality of Baia Mare, is the creation of a new socio-economic partner, namely the Proceramica Association with 16 founders. This organization offers our local ceramic stakeholders the possibility to make themselves visible and heard, also from a legal and administrative point of view, involving in public decision and lobbying for developing their field of activity. We have already completed some actions to actively support the local ceramic sector and included them in our local strategy. We also want to continue that in the future: we are about to start an annual crafts fair and a permanent ceramic exhibition in Baia Mare.

Dimos Toulkidis: The chamber has decided on taking steps forward on this matter. Ceramists and craftsmen are already members of the Chamber. However, it is through the CeRamiCa project that we really realized that there are ways and methods that could be easily planned and developed to promote the sector. The chamber intends to become the incubator of an annual ceramics symposium already held by a famous local ceramist (Mr Karakitsos). It will also reserve a kiosk in its' annual exhibition (KAVALA EXPO) for ceramics and small crafts.

Catarina Selada: INTELI has a specific role in the CeRamiCa project because we are a non-city partner. Therefore, we have functioned as knowledge providers, working closely with the other Portuguese partners, especially with the Municipality of Alcobaca. Our institution has developed a "SWOT Analysis of the Ceramics and Handicrafts Sectors in the Western Region of Portugal" in collaboration with local and regional stakeholders. This information was the basis for the production of a "Guide of Good Practices" and a document on "Policy Recommendations" for the development of the sector. This work has contributed to the enlargement of our cooperation network and to the enrichment of our knowledge and best practices base. But, the lessons learnt were truly useful for the local and regional stakeholders involved in the project, both through the participation in the exchange of experiences processes and in the regional/local seminars, workshops and conferences. Moreover, the increasing awareness of local politicians on the importance of the ceramics and crafts sectors for local development, especially in a period of crisis was also a positive outcome of the initiative.

Have the exchange of experiences with the CeRamiCa partners been profitable for your institution? In what terms can the success of these be measured?

Cristian Ieremia: The exchanges have turned our local, individual ceramic stakeholders into a group. They made the people involved aware of each other's problems, beyond the fact that they are all competitors on the same general market. This can positively influence the profile of Baia Mare, as a traditionally ceramic and tourist town, thus benefiting everyone.



Dimos Toulkidis: The outcomes of the exchanges of experiences was, in my opinion, the best success story of the project. In our case, through the two mutual exchange visits, with the ceramists from Portugal, great added value has emerged for both sides. First of all our craftsmen got a glimpse of how to promote their work through

local fests and joint effort with neighbouring cities. Secondly, Portuguese craftsmen had the opportunity to learn and experiment on a technique in ceramics at Mr Karakitsos workshop. Last but not least, two different crafts, and for that matter also philosophies, met and created brand new things. The Portuguese group offered their knowledge in ceramics whereas the Greek team offered the craftsmanship of glass. Combined they created wonderful artifacts and ornaments that stand as examples of what the European co-operation and dissemination can offer.

Catarina Selada: The exchange of experiences was very profitable for our institution and for the local and regional stakeholders who

participated in the study visits. On the one hand, a study tour to the Western Region of Portugal was organised by INTELI in collaboration with the Municipality of Alcobaca. A group of around 45 politicians, ceramists and artisans from Romania and Hungary had the opportunity to visit several companies, training centres and museums linked to ceramics and to exchange their experiences and knowledge. On the other hand, local stakeholders and INTELI's staff have also participated in study visits to Abruzzo (Italy) and Vallauris (France) in order to share ideas and identify opportunities for future collaboration and for the development of joint projects.



For example, three local ceramists of the Collective 3 C's – Creative Contemporary Ceramics Association have participated in the study visit to Vallauris and became aware of the characteristics and management model of the International Biennial of Contemporary Ceramics. This experience was very useful for the stakeholders because they are involved in the organisation of a Contemporary Ceramics Fair in Portugal. In general terms, face-to-face contacts between the participants and the host institutions proved to be the most effective way for transferring experiences and best practices. Thus, the success of these processes can not only be measured by quantitative variables and indicators but also by intangible outcomes. Sometimes invisible results are more important as they promote the transfer of tacit knowledge between the stakeholders.

As a local/regional expert, what do you think are the most relevant policy recommendations of the CeRamiCa project? What are the best practices that could benefit of local uptake in your city/region?

Cristian Ieremia: I can only speak of our own policy recommendations, which are focused on making the local ceramic sector more visible and significant in the general economic, social and cultural landscape of Baia Mare. Namely: the ceramists' association, the annual fair and the permanent exhibition that we intend to set up in the future and the wooden stands for our ceramists to display their products in well-chosen areas of the town. They are the short-term objectives of the project and we have already achieved two of them: the

association and the display stands. As I said before, the best practices that we could use are mainly related to the educational aspect: providing the youth and maybe not only them with training, educational opportunities and housing facilities for the duration of their training. We are, of course, aware of the difficulties of such an enterprise, but we hope that some day we will achieve this.

Dimos Toulkidis: All of the project level policy recommendations of the program are relevant in one way or other of each partner. Each region can benefit from incorporating some of them in its practices taking in consideration the local needs and capabilities. I truly believe though, that the best way to promote anything in this world is to teach it to young generations. So, for that matter, I should say that the most relevant policy recommendation is: "bring crafts in kindergartens, schools and universities". Unfortunately the Chamber of Kavala has no such power in its hand to promote knowledge, but it is in its powers to help and facilitate craftsmen in its endeavours. So, as a facilitator of entrepreneurship, the Chamber chose two good practices to follow: to assist Mr Karakitsos in expanding and promoting a workshop with kids which he organizes every year and to promote the sector by any means necessary. Ideas include, among others, providing exhibition space in KAVALA EXPO, facilitating and encouraging clustering with other sectors (like honey and oil producers or marble industries), an annual symposium on ceramics.



Catarina Selada: In general terms, a key recommendation of the CeRamiCa project was the incorporation of technology and design in ceramics products and services aiming at the development of multi-functional and integrated solutions oriented to high-value niche markets, especially in cities and regions characterised by the presence of small companies. However, there are no "one size fits all" solutions, and the recommendations must be adapted to the specialties of different territories. Moreover, the ceramics and crafts sectors link tradition and innovation and have important effects in several areas of our daily life: economy, tourism, culture, arts, heritage, urban regeneration, environment, science and technology. Thus, there were proposed several recommendations related with future opportunities for the sector. One example is the promotion of industrial tourism, linking ceramics, culture, heritage, tourism and local development (such as the "Garden of Arts" in Caldas da Rainha, Portugal, and the Park of Ceramics in Abruzzo, Italy). Another example is the enhancement of eco-innovation in the ceramics sector through the development of products optimized in ecological, health and safety terms, and also the use of

ceramics products in sustainable urban regeneration and construction (such as ventilated façades, surfaces that transform solar energy via photovoltaic cells, etc.).

Have you enlarged your network and professional exchanges as an outcome of the project's cooperation? How do you see future cooperation with CeRamiCa's partners and stakeholders?

Cristian Ieremia: Absolutely yes! I have had the opportunity to meet ceramic artists and manufacturers and local decision-makers from the 5 European partners that we visited and, also, from the other Romanian partner, the Municipality of Turda. I am certain that the connections established are long-term ones and that they will be mutually beneficial and I think that a "CeRamiCa II" project would be a desirable event for the future.



Dimos Toulkidis: The CeRamiCa partners group was honestly one of the best groups we've ever worked with. Despite the fact that it was a very large group of people, the communication and collaboration was seamless in all aspects. Although we entered the group quite late as a consequence of a very unfortunate event in the municipality of Paggaiio, we encountered a very hospitable environment and partners willing to help and assist all our efforts. We are now finishing this project with the best of experiences and feelings, and look forward to working with all of our partners in the future!

Catarina Selada: Yes, one of the major outcomes of the project was the enlargement of our network of partners in Europe, both cities/regions and associations. In fact, INTEL's philosophy of intervention is based on cooperation and partnerships. Future cooperation with CeRamiCa's partners and stakeholders could occur in an informal way, through the continuous exchange of information and best practices. However, we can extend our collaboration through the development of future projects as well – one specific idea could be the exploitation of the relation between handicrafts' cities and culture- or creative-based strategies.

FINAL POLICY RECOMMENDATIONS

The final development policy recommendations of CeRamiCa have been formulated largely based on the results and lessons learnt from the main activities of the 3-year long project, as well as similar projects' and initiatives' (e.g. the Creative Clusters URBACTII project) findings and results that have also been taken as a basis.

Project level developmental policy recommendations which can be later adapted by any other European city, region or organization have been grouped according to their themes into five main categories:

1. Economic and Legal Support;
2. Research and Technology and Innovation;
3. Knowledge and Education;
4. Tourism and Cultural Heritage;
5. PR and Marketing.

The CeRamiCa partners have each developed local or regional action plans to be implemented in tandem with these recommendations. However, action also needs to be taken on higher (national,

European) levels especially in issues the regulation of which goes beyond local responsibilities. This is to ensure consistency and added value of joint action. Thus within the above themes, recommendations have been grouped into local level actions and regional/national/European actions.



A few examples of recommendations and concrete actions

Economic and Legal Support

Suggested measures among others include proposed action related to easing legal and financial burdens for entrepreneurs; for enhancing economic cooperation at local level; and intellectual property rights.

In line with these proposed measures, For example, Abbruzzo region is planning to elaborate a micro-credit action that supports economic growth and employment, Baia Mare has already founded the PROCERAMICA Association to support, promote and protect the members' interests.

Research and Technology and Innovation

Measures include developing technologies; supporting research to identify the best available technologies; sustainable production and processes etc.

In the light of these, for instance the Municipality of Alcobaça is planning to set up a Research & Development Centre, which could contribute to the quality and optimization of production in the area.

Knowledge and Education

Within the proposed actions within this field appear enlarging cooperation and sharing of knowledge; enhancing the level and quality of education and training; involving local children from an early age.

So as to put such measures into practice, for example Velika Polana, in cooperation with the Pomurje region is to create an Educational and Scientific Centre for Small Crafts and Pottery, while the Hoya BunoI-Chiva region is planning to take steps to improve training facilities for ceramists and craftspeople in Business Management Marketing and design.

Tourism and Cultural Heritage

Policy recommendations include most importantly the Integration of ceramic and handicraft activities into the tourist offer of the given area.

Within this framework for example ADERE is planning the organisation of Ceramic Routes and an Arts and Crafts Fair that would promote the local handicrafts of the the Peneda-Ger s National Park.

PR and Marketing

Suggested measures include among others enhancing the visibility of the sector and the promotion of social responsibility of local companies. Thus for example Hódmezővásárhely is to enhance city marketing and establish branding of local products.

To get to know more about and read the complete Final Policy Recommendations of CeRamiCa, please visit the project's website at www.ceramicproject.eu.

CONCLUSIONS

The ceramic and handicraft sector in the CeRamIca partner countries has long traditions and there are many interesting initiatives at regional level for its overall growth and development.

However, to ensure a common approach taking into account this sector's contribution to the general European economy, besides measures and concrete actions to be taken by local or regional authorities, the CeRamIca project's implementation has proved that some further joint European steps would be advisable, so as to facilitate and make the local/regional measures more effective. These steps could and hopefully will be implemented by the CeRamIca partnership, to provide further tools for a wider European adaptation. These further steps most importantly are to involve developing jointly a socio-economic regional transition plan for the ceramics and small crafts sector and through it providing more concrete tools



and instruments for (local/regional/national) authorities throughout Europe. This plan should focus specifically on two fields: tourism and education.

It is out of question that there is a sense of urgency to modernise this sector while maintaining the traditions and processes of the older generations. Modernising this sector should be carried out in a stepped approach building a bridge between old heritage and a modernised sector that fits within overall urban and regional structures, tourism trends and the available resources and infrastructure. The sooner we act, the higher the chances of preserving

and revitalizing our joint European traditions. The gist can be done locally or regionally, but not alone and not in an isolated way. Cooperation is a must in this sector and thus joint actions on European level can be the real catalyser for all local actions.

FINAL CONFERENCE



Are you interested in ceramics and traditional small crafts and in promoting the development of the local economy? Do you want to find out what are the main results of a project aiming to gather best practices and European knowledge on this issue?

Have you ever thought of meeting partners interested in not only preserving but reviving the local cultural heritage to boost the local economy and ensure the creation of jobs?

If yes, take part in the Final Conference of CeRamIca project which will be held in Hódmezővásárhely, Hungary on September 15, 2011!

The Final Conference of CeRamIca project is a major dissemination event with wide participation, accompanied by a final press conference with politicians of each partner municipality and regions and at a European level as well. The aim of the conference is to summarize the three years of CeRamIca partnership and take into account the benefits and impact of the project and lessons learnt via exchange of knowledge and experience.

Presenters of the conference will be representatives, politicians and project managers of the partners, as well as European and Hungarian politicians. Representatives of similar European projects are also invited to share their experience.

Programme

10.30-11.00	Registration, coffee Moderator: Mr Eduardo Nogueira, consultant
11.00-11.10	Opening and welcome Mr János Lázár, mayor, Hódmezővásárhely
11.10-11.30	CeRamiCa film
11.30-11.40	What is in the future for ceramics and small crafts? General overview of the findings of the CeRamiCa project Ms Anikó Varga, project manager of CeRamiCa
11.40-11.55	What can we do locally/regionally? Policy recommendations on local/regional level of CeRamiCa partners. Ms Catarina Selada, INTELI Mr Cristian Ieremia, Baia Mare Mr Dimos Toulkidis, Chamber of Kavala Mr Cristiano Gualtieri, Abruzzo Sviluppo (Italy)
11.55-12.15	What can we do nationally? Policy recommendations on national level: the Hungarian example Mr Géza Szócs, state secretary for cultural affairs, Ministry of National Resources, Hungary The importance of ceramics and small crafts sectors in our culture
12.15-12.30	What do we think should be on the European Agenda? Findings of the CeRamiCa project Ms Eszter Héjj, external project manager
12.30-12.50	Coffee break and Press conference
12.50-13.05	Charles Fillit, director of French Association of Ceramic cities
13.05-13.20	Ms Erika Fulgenzi, INTERREG IVC Joint Technical Secretariat
13.20-13.50	Panel discussion of CeRamiCa policy makers Mr János Lázár, mayor, Hódmezővásárhely, Vezető Partner Mr Alain Gumiel, mayor, Vallauris-Golfe-Juan (France) Mr Damian Jaklin, mayor, Velika Polana (Slovenia) Mr István Ludescher, vice-mayor, Baia Mare (Romania) Mr Ieremia Mircie, vice-mayor, Turda (Romania) Ms Sonia Almeida, Adere Peneda Geres National Park (Portugal) Mr Tsatsoulis Angelos, president, Chamber of Kavala (Greece) Mr Rafael Lissarde, mayor, Hoya Bunol da Chiva (Spain) Mr Paulo Jorge Marques Ignácio, mayor, Alcobaca (Portugal) Mr Leandro Verzulli, vice-president, Abruzzo Sviluppo (Italy) Mr Kostantinos Papamarkakis, vice-mayor, Municipality of South Pelion (Greece)
13.50-14.20	Panel discussion - including experiences of similar initiatives, similar projects in Europe Ms Anikó Varga, CeRamiCa project manager, Hódmezővásárhely (Hungary) Mr Hasan Mandal, representative of the European Ceramic Society Mr István Komor, representative of the UNIC network representative of Creative Clusters Ms Catarina Selada, INTELI (Portugal) Mr Cristiano Gualtieri, Abruzzo Sviluppo (Italy) Mr Dimos Toulkidis, Chamber of Kavala (Greece)
14.20-14.35	What to do now? Afterlife of the CeRamiCa project Mr János Lázár, mayor, Hódmezővásárhely (Hungary) OR Ms Anikó Varga, project manager, Hódmezővásárhely (Hungary)
14.35-14.40	Closing words
14.45-16.00	Lunch

The official languages of the conference are English and Hungarian.
English – Hungarian and Hungarian – English interpretation will be provided.
For more information on the Final Conference, please visit www.ceramicaproject.eu!

UPCOMING EVENTS

MACEF INTERNATIONAL HOME SHOW

8-11 September, 2011-08-24
MACEF International Home Show
Milano
<http://www.macef.it/>

2ND BRITISH CERAMICS BIENNAL

30 September - 13 November 2011
2nd BRITISH CERAMICS BIENNAL
Stoke-on-Trent, England
www.britishceramicsbiennial.com/

CERAMIC FAIR OF EL VENDRELL, CATALUNYA (SPAIN)

13-16 October 2011
Ceramic fair of El Vendrell, Catalunya (Spain)

Editorial:

Project Manager: Aniko VARGA
e-mail: vargaa@hodmezovasarhely.hu
www.ceramicaproject.eu

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