



Crafts in the digital economy

*Réseau des Villes Créatives de l'UNESCO
Centre des Arts d'Enghien-les-Bains, June 30th, 2017*

Crafts and creative crafts in France

« Artisanat » et « métiers d'art »

- **2 areas defined by law**
- **1 million craft companies** (most of them < 10 employees)
 - Building
 - Manufacturing
 - Food
 - Services (repair, hairdressing...)
- **About 50000 “creative craft” companies in 200 “métiers d'art”**

Métiers d'art : main areas

- Furniture and decoration
- Tableware, glass, ceramics
- Textile, fashion and jewelry
- Graphic design and printing
- Restoration
- Heritage building restoration

From 1980 to 2015 : 35 years into the digital transition

1972



« Software »
first appears in the
dictionary

1980



Offices are been
equiped with computers

1990



Internet
developpement

2007



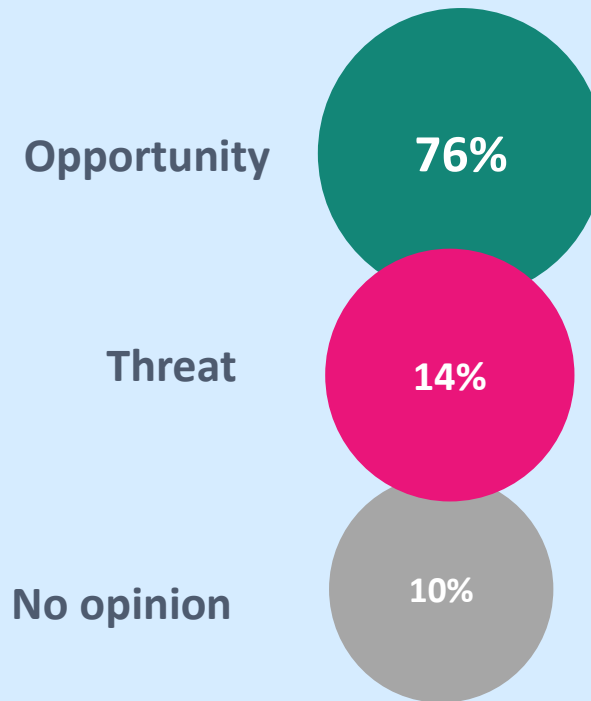
Iphones
appear

Should craft companies be immuned to changes entailed by the digital economy ?

- ✓ size of enterprises : mostly less than 10 employees
- ✓ size of their markets, mostly “niche” markets
- ✓ crafts processes (“savoir-faire”, “sur mesure”), which cannot be easily duplicated by robots.
- ✓ particular craftsmanship value.

The digital as seen by craft companies

The digital: threat or opportunity?



CNP/CSA Survey 2016

Digital technologies equipment

The ICT equipment of craft companies is quite impressive :

- 90% are equipped with a computer
- 80% of craftsmen use the internet daily
- 60% use a smartphone

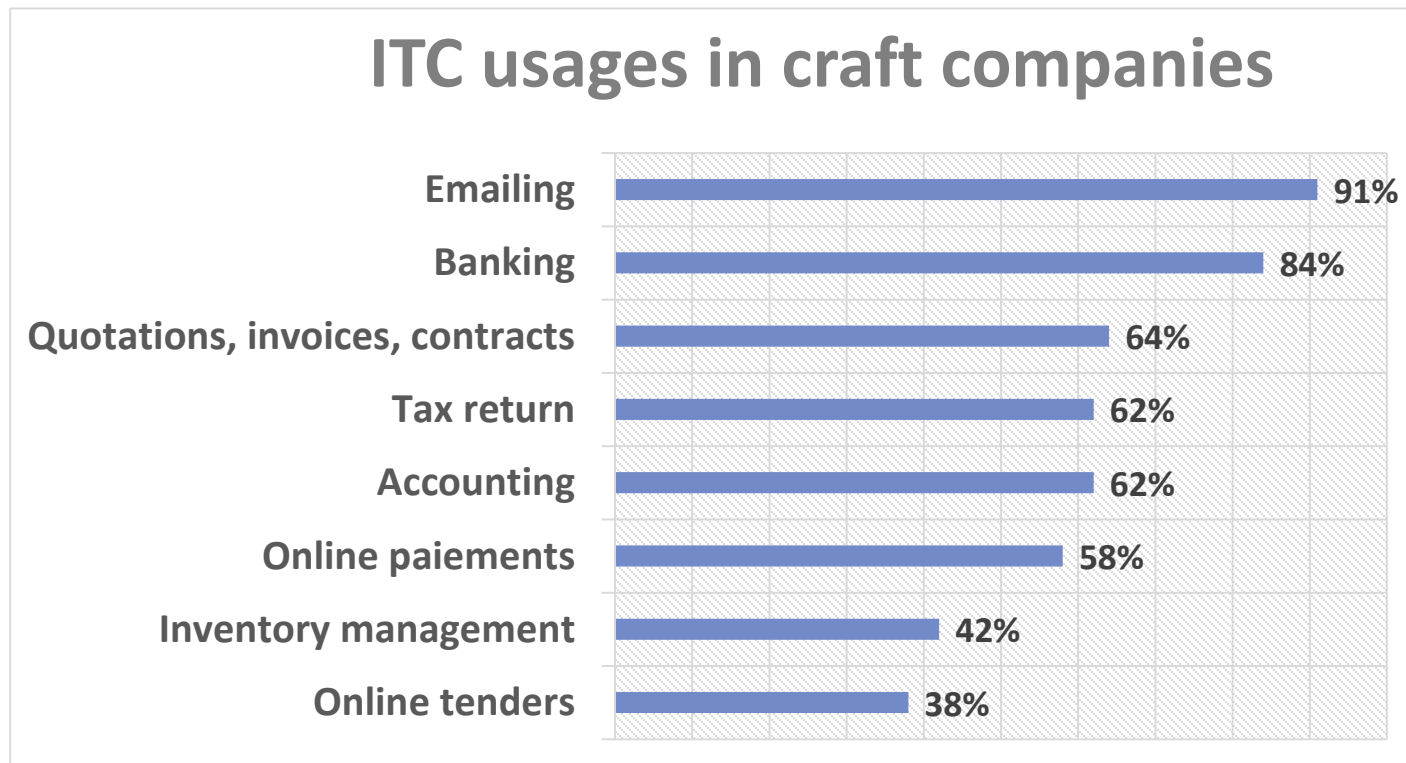
APCMA Survey 2016

However, they use digital technologies a lot less than :

- Individuals
- Others SMEs in France and Europe

E-administration, management

- ICTs have allowed craftsmen to streamline their relationships with bureaucracy, clients and suppliers.



APCMA Survey, 2016

Digital manufacturing versus slow-made

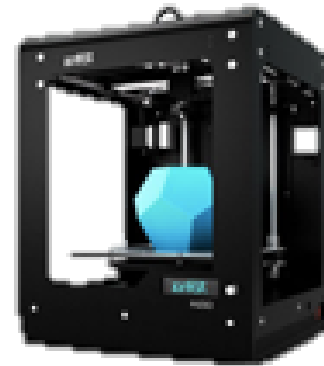
The creative and manufacturing process has also been impacted by digital tools (craft companies > 10 employees).



Computer-
aided design
(CAD)



Numerical
control
machines



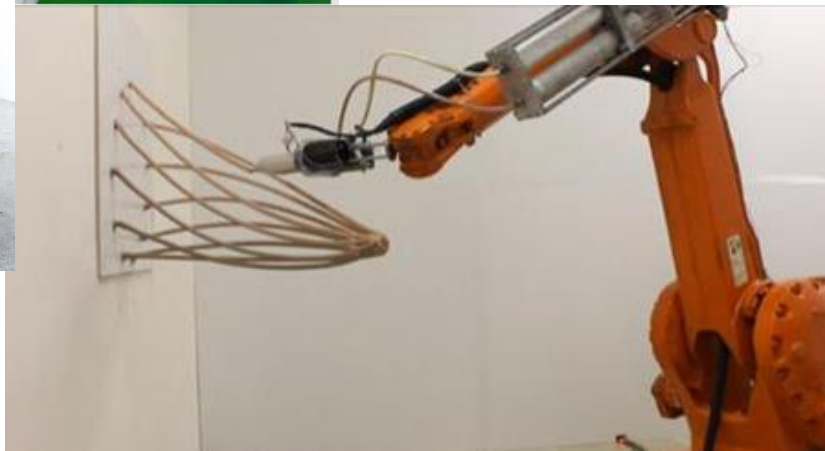
3D printer

For smaller units which can't afford digital investments, the strategic alternative is to value the « slow made ».

3D Printer



Unique pieces,
Custom made

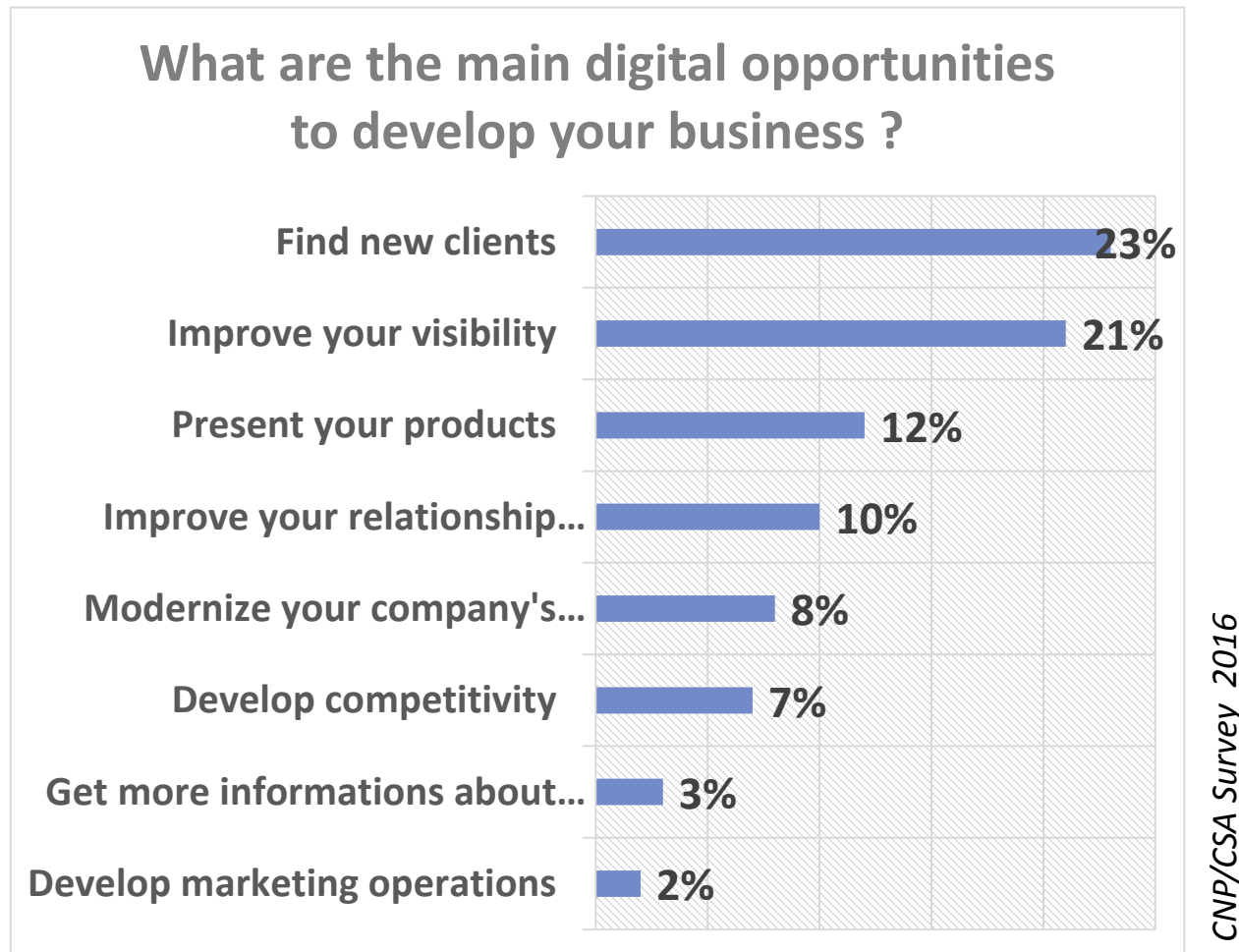


Bijou avec son moule imprimé en 3D. (Source : qualitygom.com)

Prototyping

E-commerce, E-communication.

According to craftsmen, improved communication should be the main benefit of digital tools !



E-commerce, E-communication

Craftsmen, just like other SMEs in France, are late comers in e-commerce.

Crafts companies (as a whole)

41% have a website

25% use a social media

15% trade online

Creative crafts companies

90% have a website

41% use a social media

18% trade online

AAF Survey, 2016

Market places

**Savvy online customers
push companies to enter the digital world**



Market places



Etsy

Search for items or shops

Search

Sell on Etsy

Register

Sign in



Clothing & Accessories Jewellery Craft Supplies & Tools Weddings Entertainment Home & Living Kids & Baby Vintage

Home > Craft Supplies & Tools (6,426,993 items)



Embroidery kit, milkshake and doughnuts, hoop art, home decor, embroidery designs, needlepoint, sewing pattern, gifts for her, DIY kit

€16.47 11 available

TheMakeARoad ★★★★★ (357)

See details

Craft Supplies & Tools

Crochet patterns, knitting patterns and endless yards of yarn to keep your hooks and needles in action

Sort by: Relevancy ▾

◀ All categories

Craft Supplies & Tools

Jewellery & Beauty

Sewing & Fiber

Paper, Party & Kids

Visual Arts

Home & Hobby

Sculpting & Forming

Shop location

☒ Anywhere

☐ France

☐ Custom

Enter location



Item type

☒ All items



Jewellery & Beauty

Jewellery Making & Beading

Hat Making & Hair Crafts

Nail Art

Soap Making & Bath

Shop all Jewellery & Beauty



Sewing & Fiber

Sewing & Needlecraft

Crochet

Knitting

Macrame

Shop all Sewing & Fiber



Paper, Party & Kids

Papercraft

Kids' Crafts

Party & Gifting

Shop all Paper, Party & Kids



Visual Arts

Dyeing & Batik

Collage

Printing & Printmaking

Photography

Shop all Visual Arts

Market places

a little Market

a little Market | a little Mercerie

[Guide du créateur](#) [Vendre](#) [Communauté](#) [Aide](#)

a little Market

Achetez, vendez, uniquement du fait main

Que voulez-vous trouver ?



[Se connecter](#)

[S'inscrire](#)



[Panier](#)

[BIJOUX](#)

[ACCESSOIRES](#)

[SACS](#)

[MODE FEMME](#)

[BÉBÉ](#)

[ENFANTS](#)

[HOMME](#)

[MAISON](#)

[ART](#)

[PAPETERIE](#)

[FOURNITURES FAITES MAIN](#)



ACCESSOIRES DE MAISON

Objets décoratifs - Décorations de Noël -
Magnets - Portes photos

DÉCORATIONS MURALES

Cadres - Papier peint - Plaques de porte -
Stickers muraux

CUISINE ET SERVICE DE TABLE

Accessoires de cuisine - Porte-couteaux -
Sets de table - Dessous de verre

TEXTILES ET TAPIS

Coussins, housses - Nappes - Broderie -
Serviettes

DÉCORATION POUR ENFANTS

Décorations murales - Plaques de porte -
Guirlandes - Gâteaux de couches

LUMINAIRES

Photophores - Lampes de table -
Bougies, bougeoirs - Abat-jour

MEUBLES ET RANGEMENTS

Bureaux - Vides poches -
Paniers, corbeilles - Sièges, fauteuils

CHAMBRE D'ENFANT, DE BÉBÉ

Mobilier - Porte-manteaux -
Sacs et bacs à linge - Boîtes, cartons

SOIN, BIEN-ÊTRE

Savons - Soins visage - Bouillottes -
Masques de nuit

VAISSELLE, VERRES

Coupes à fruits - Mugs - Tasses - Bols

BOÎTES, COFFRETS

ANIMAUX

Mode animaux - Bijoux pour animaux -
Meubles pour animaux

LINGE DE LIT ENFANTS

Tours de lit - Couvertures, coussins -
Sacs de lavande - Linge

[MEILLEURES VENTES](#) [CRÉATIONS FAVORITES](#) [LES PLUS PARTAGÉES](#)



Mode femme



Mariage



Bijoux



Bébé



Déco maison

Voir toutes les
réductions

Market places



Rechercher

S'inscrire maintenant

Panier 0.00 €

VÊTEMENTSACCESSOIRESSACSBIJOUXHOMMESBÉBÉSENFANTSMAISONVINTAGECÉLÉBRATIONSPROMOTIONS

À NE PAS MANQUER

UpcyclingSacs à dosBijoux tendanceAttache tétinesTipis

Articles Populaires

JE CHERCHE UN CADEAU POUR

Pour ceux qui ont tout

ET SOUHAITE DÉPENSER

max. 25 €

Trouver le cadeau parfait

Nos coups de cœur

SAC À MAIN PATCHWORK

Découvrez les boutiques

MY CHIC MERCERIE

Mercerie et fournitures pour l'artisanat et le loisirs créatifs. Nouveautés chaque semaine : Ajoutez moi à vos favoris pour être informé des promotions et arrivages !

Market places

Faber place (ex Zelip)

faber
.place

FABER.PLACE

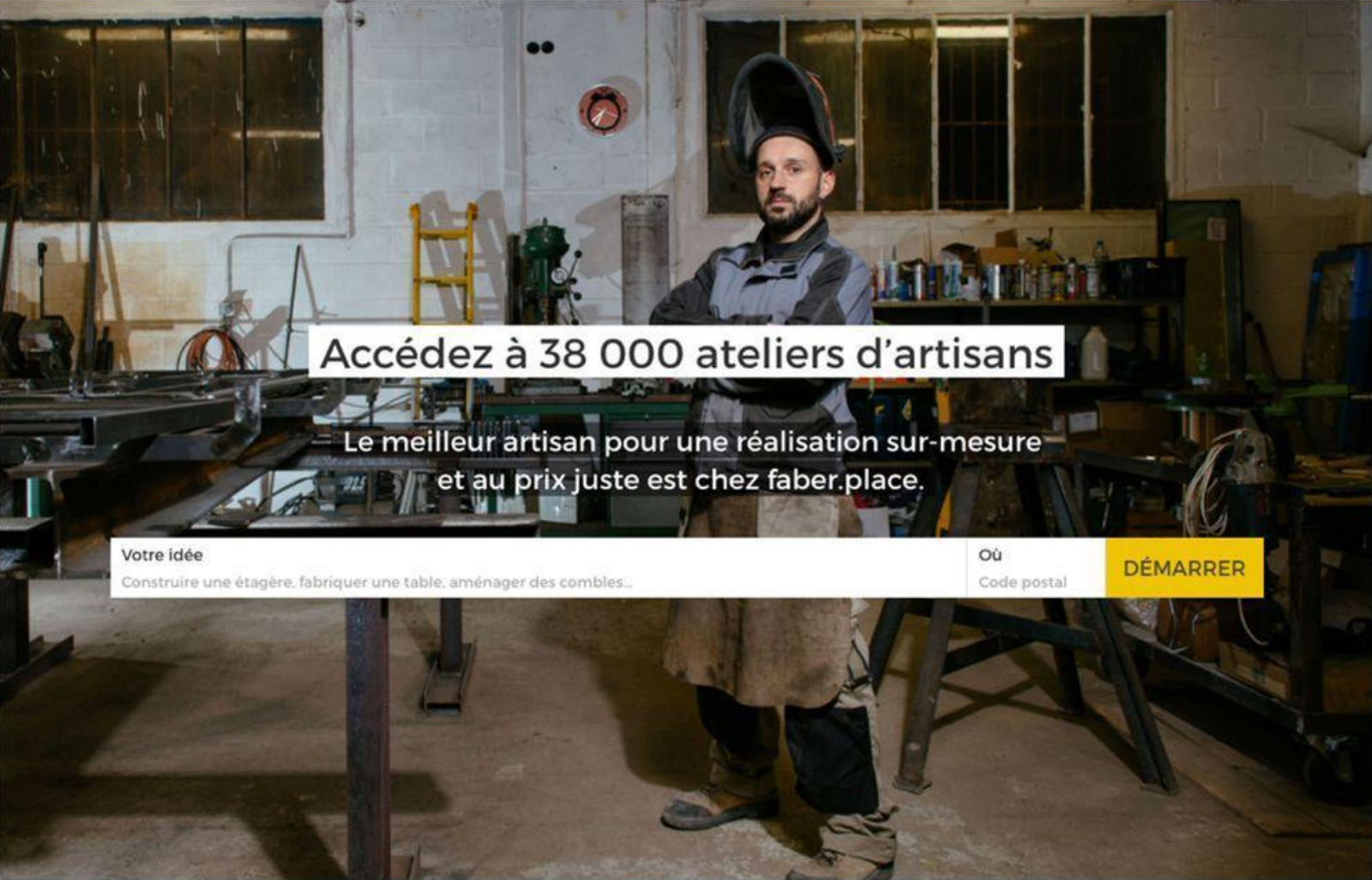
IMAGINER, CONCEVOIR, CRÉER

SE CONNECTER CRÉER UN COMPTE

MEUBLE SUR-MESURE ▾ AMÉNAGEMENT ▾ RESTAURATION ▾ DÉCORATION ▾ NOS ARTISANS ▾

07 69 40 54 74

DEMANDER UN DEVIS

A craftsman with a beard, wearing a grey work shirt, a brown leather apron, and a black welding mask, stands in a workshop. He has his arms crossed. The workshop is filled with various tools, workbenches, and materials. Large windows are visible in the background.

Accédez à 38 000 ateliers d'artisans

Le meilleur artisan pour une réalisation sur-mesure
et au prix juste est chez faber.place.

Votre idée

Construire une étagère, fabriquer une table, aménager des combles...

Où

Code postal

DÉMARRER

Market places



ENTRE L'ARTISAN ET VOUS



[Catalogue](#)

[Artisans](#)

[Projet sur-mesure](#)

[Mon compte](#)

[Architectes](#)



— DES MEUBLES —
UNIKES
FABRIQUÉS PAR NOS ARTISANS

[Découvrir les meubles](#)



Nous sélectionnons avec
soin des meubles design de
qualité



Mobilier personnalisable et
fabriqué à la demande



Fabrication
artisanale près de
chez vous

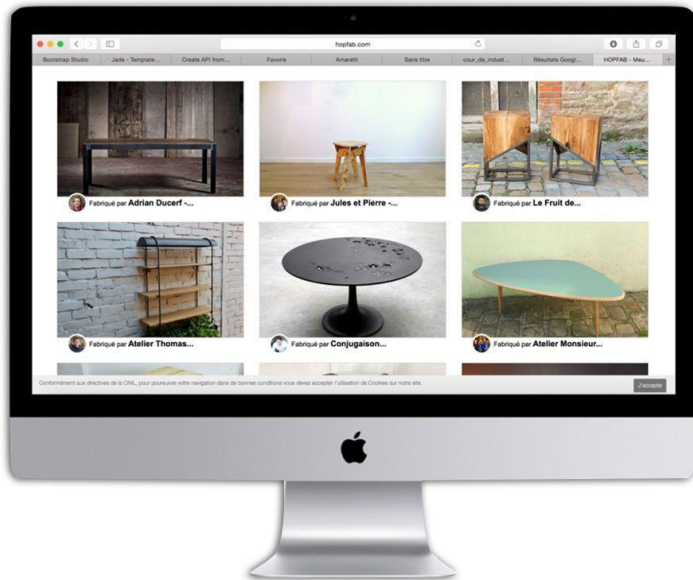
Le catalogue artisanal et personnalisable

Chaque meuble est fabriqué à la demande juste pour vous. Personnalisez-les pour qu'ils ne ressemblent qu'à vous !

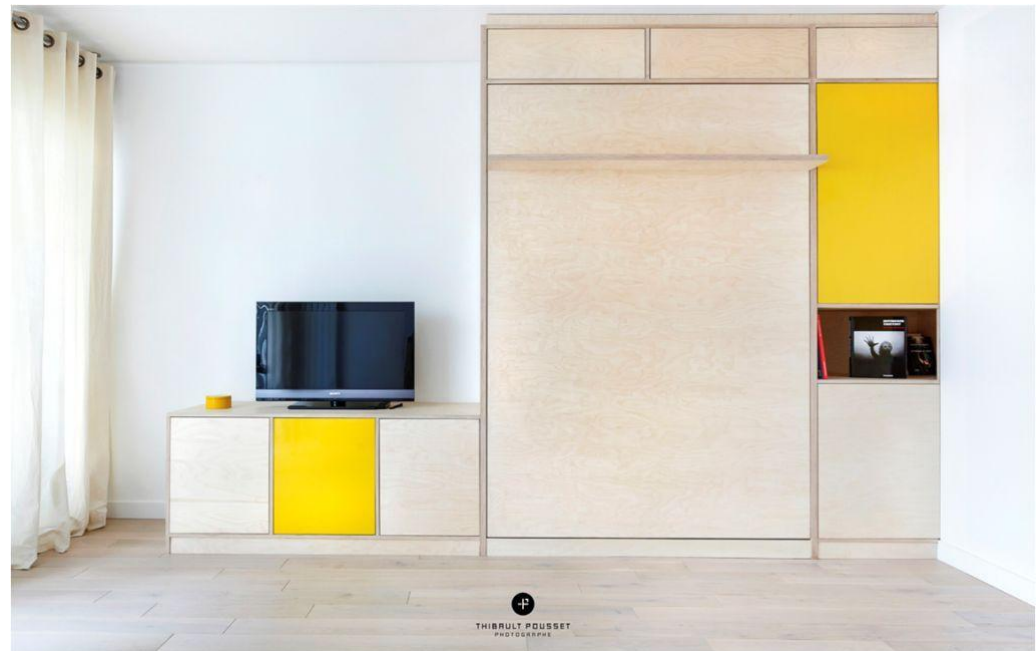
Market places

HOP
FAB

ENTRE L'ARTISAN ET VOUS



**CATALOGUE DE MOBILIER
PERSONNALISABLE**



SERVICE DEVIS SUR-MESURE

Market places

Craftsmen are also online
on Amazon (Handmade) et on « le Bon coin »
(the French Ebay).



HANDMADE

Featured Stores

Featured Artisans
Made in Italy

Shop by Category

Jewellery
Accessories, Bags & Travel Gear
Electronic Accessories
Home Décor
Artwork
Stationery & Party Supplies
Kitchen & Dining
Furniture
Bedding
Lighting
Baby
Toys & Games

Contact Us

Apply to Sell with Handmade

Show results for

Handmade Products

Baby (3,000)
Electronics Accessories (2,498)
Handbags & Accessories (13,203)
Home & Kitchen (39,010)
Jewellery (37,613)
Lighting (2,798)
Sporting Goods (418)
Stationery & Party Supplies (7,283)
Toys & Games (2,242)

Refine by

Artisan Location

☐ Bulgaria (3,267)
☐ France (4,815)



Personalised and handmade gifts

leboncoin

ACCUEIL

DÉPOSER UNE ANNONCE

OFFRES

DEMANDES

MES ANNONCES

BOUTIQUES



Menuisier ébéniste

(pro) Prestations de services
Poincy / Seine-et-Marne

23 fév, 14:40



Menuisier Ebeniste

Prestations de services
Vigneux-sur-Seine / Essonne

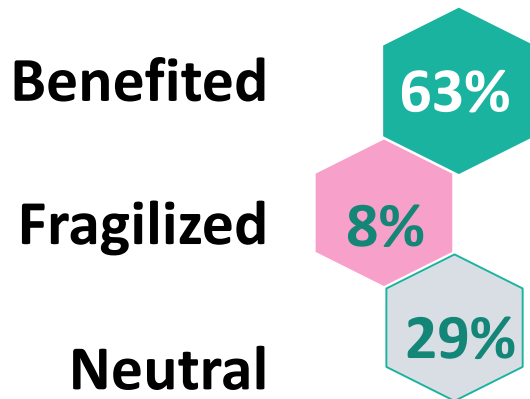
20 €

23 fév, 14:39

Impact of digital : benefits and risks

Impact of digital on craft companies

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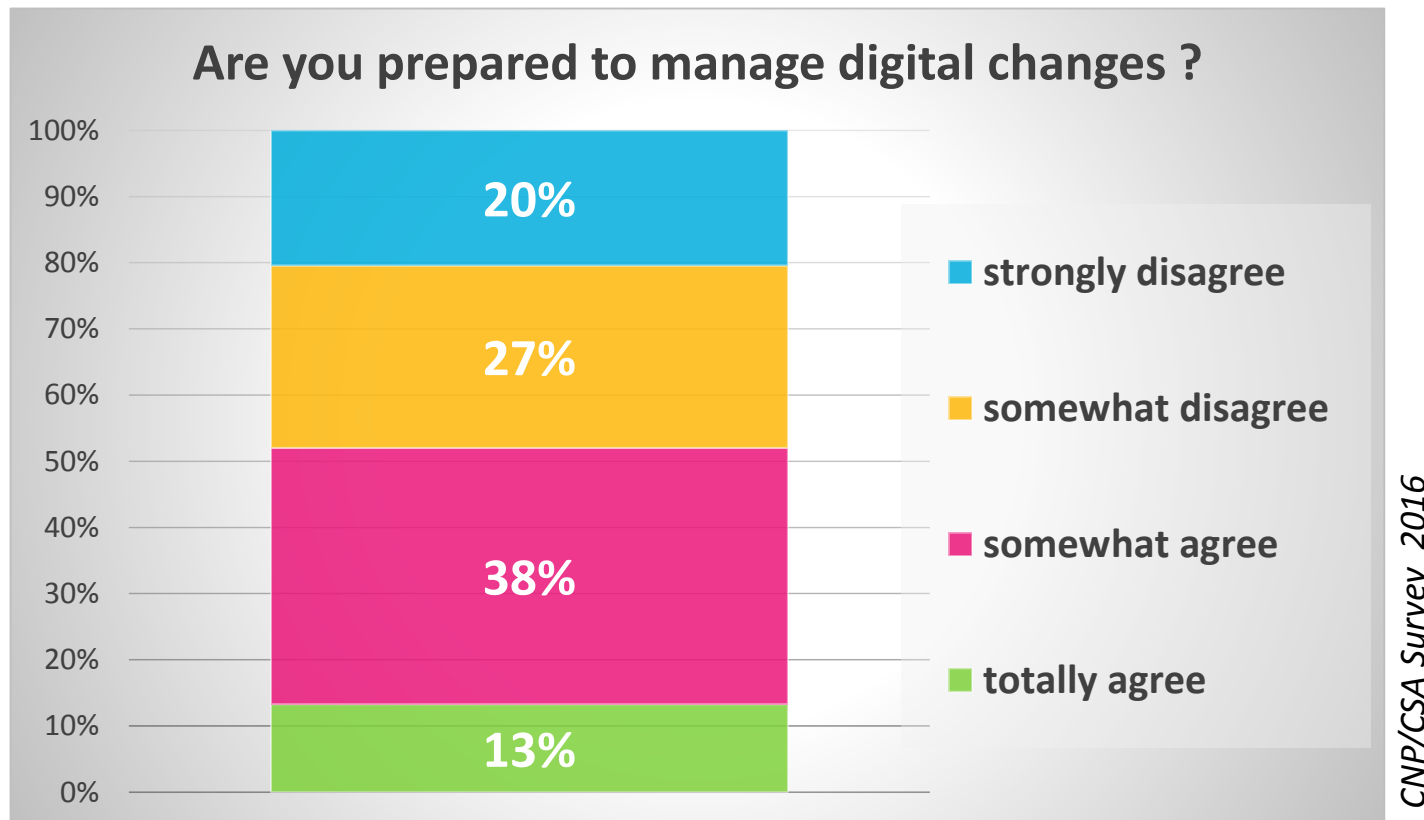
Source : enquête CNP/CSA 2016

Main Risks

- Data tracking
- E-reputation
- No return on investment
- Dependance on IT companies.....

Craft companies are ready for change

.... But only 1 out of 2 is prepared to manage change



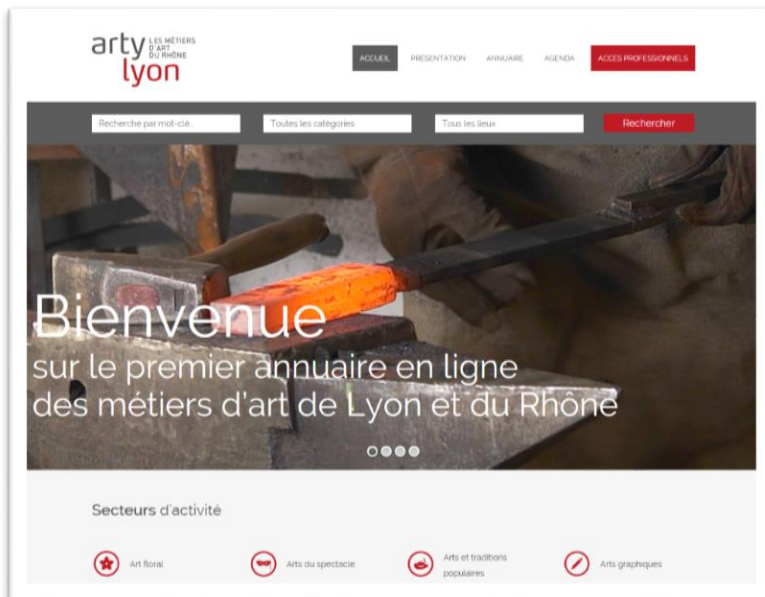
Digital transition goes on....

Goals for craft companies

- To be active and communicate on the internet
- To me more professional with digital technologies
- To keep a direct link with customers
- To resist the competition

Some local projects to support craft companies

Local online directories



Fab Lab



Thank you for your attention !

www.infometiers.org