



All CCS and Cross-sectoral Artistic Crafts Stories / Good practices Events All Europe Countries

## "Webinar on How Creativity and Entrepreneurship Can Foster Social Inclusion"

*"As part of the New European Bauhaus (NEB) webinar series, the European Crafts Alliance presents Crafting Social: How Creativity and Entrepreneurship Can Foster Social Inclusion. This session, on April 8, will explore how crafts can drive social change by providing economic opportunities, fostering mental well-being, and strengthening communities. "*

**Date:** April 8, 2025 (11:00 CET)

Organizer: European Crafts Alliance

[Register here](#)

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**How can crafts help communities come together and create opportunities for those who are often left behind? Can creativity give people the chance to develop new skills and improve their lives? Crafts bring people together, allowing individuals from all backgrounds to connect, grow, and contribute to their communities. Social inclusion programs using crafts, show how creativity can be a powerful tool for positive change.**

European Crafts Alliance (ECA; ex-WCCE) invites you to join the an **NEB webinar *Crafting Social***, where we will talk about how the creativity and entrepreneurship inherent to crafts, can help social inclusion. Exciting guest speakers and case studies from around Europe will explore how different crafts are being used to economically empower people with disabilities, people from disadvantaged environments and other vulnerable groups, as well as serve as a form of therapy, supporting mental health and wellbeing.

### **Keynote speaker:**

Monika Auch (The Netherlands)

Stitch Your Brain is an empirical study by Monika Auch, visual artist and medical doctor (n.p.) about the intelligence of our hands and the effect of creative making on health and well-being.

### **Case studies include:**

#### **- Pomelaj (Slovenia)**

Pomelaj is a cooperative that offers employment to disabled and other vulnerable groups from the Prekmurje region. By respecting local traditions and skills, they aim to create new opportunities for employment and the development of rural areas.

#### **- The Exchange (United Kingdom)**

The Exchange is an initiative that brings the three pillars of “Empowerment”, “Craft” and “Community” together, and aims to enable high-quality local arts + crafts production, support powerful + diverse “making communities”, and host and enable wider civic and community programmes.

### **The webinar is free of charge and open for all to attend.**

The webinar is part of the **ECA New European Bauhaus** webinar programme, designed to enhance the capacities of the craft sector and to help to build more resilient and sustainable societies. This will be the 6th webinar in the NEB programme, as part of the “CRAFTING” project co-funded by the European Union.

Register here

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photo: Simon Koležnik / Pomelaj