



YT2M STAKEHOLDER SURVEY & FOCUS GROUP. RESULTS

Prepared by Eleni Fillipou

INTRODUCTION

LCYouth contacted the target groups considered as relevant for the project at the beginning of July 2015 by telephone calls. We explained what the project was about and they all accepted to take part in the survey.

The main tools used were the semi-structured questionnaires and the focus groups, addressing our two target categories:

- artists/artisans
- sector professionals & business support services

The artists/artisans we contacted were fine arts, textiles and screen printing, jewellery, ceramics and fashion sector.

From the second target group the sector professionals we contacted were art entrepreneurs and art teachers who were eager to take part in the survey. Nevertheless, we found difficulties with the business support services who were not very willing to take part in the survey as most of them are public authorities but we managed to take two responses which was the number promised by the project proposal.

RESPONDENTS

1. Artists/artisans

The survey targeting artists and artisans had five respondents: 2 fine artists, one fashion designer, one jeweller and one ceramist. Three of them have started trading more than one year ago, one for 6 months and one for less than 6 months.

Three of them are sole traders, one is a private company and one hasn't started trading yet.

2. Sector professionals/business support advisors

The survey targeting the sector professionals and business support advisors had 5 respondents,

- Three of whom were sector professionals (art teachers/trainers, art college)
- Two were involved in the art business support sector

Brief description of their organisation activities:

1. **Freshart**: An art, Media & Design Educational Centre that provides a diverse range of courses in art and design in order to offer a complete education and knowledge in all levels. Freshart has two studios located in Paphos and in Limassol city. Website: <http://www.freshart.com.cy/>



Erasmus+

2. **Tonia Jewel and art gallery:** Design and creation of jewellery and artwork, hosts exhibitions from other artists, presentations, support and mentorship for other artists. Website: <http://www.toniajewellers.com/>
3. **Maria Michael Art Studio:** She creates and sells her own artwork at her shop in the city centre of Limassol where she also holds her own art exhibitions. She delivers ceramic and art courses to children and adults and makes stage design for various theatre and dance shows.
4. **The Cyprus Productivity Center (CEP):** It promotes new management methods and technical expertise. The Technical Vocational Sector of the C.P.C has a particular role promoting employment opportunities and mobility of the labour force through testing and certification based on National Vocational Qualification Standards. It offers accelerated initial training and continuing training for technical personnel in industry and the trainings programs and seminars are organized on a continuous basis for private and public organizations in technical vocations like Carpentry and Cabinetmaking and Design and production of Clothes. The CPS also offers technical advice to businesses for solving specific problems. Website: www.mlsi.gov.cy
5. **The Cyprus Handicraft Service:** It provides training and retraining programs of artisans who wish to improve their techniques or learn a particular craft. Activities: - Experimental workshops in the capital city of Cyprus, Nicosia, such as Embroidery, Weaving, Woodcarving, Pottery, Metalwork, Basketry/General Handicrafts, Leatherwork and Garments. - Cooperation with the private sector for improvement of standards, techniques and the design of their production and the use of raw materials and equipment. - Market research and support of small scale industries. - Retail shops in all towns where genuine handicraft articles are exhibited and are on sale. - Gift trade with organizations and enterprises, participation in trade and cultural exhibitions in Cyprus and abroad, small scale exports, publicity and promotion campaigns, assistance of craftsmen to promote and sale their products. Website: www.mcit.gov.cy

RESULTS

1. ARTISTS/ARTISANS

Question 4. If you already run an art business or if you considered starting up a business, when seeking to gain entrepreneurial skills, did you find the necessary guidance materials to be easy to access?

- 1) I found some material online, but not enough.
- 2) I simply learn as I go, I got as much advice as I could, the dos and don'ts of business. And through research into the art market.
- 3) Some general info in the internet.
- 4) No, accessible material is not approachable and easy to help artists with materials.
- 5) Not much.



Erasmus+

Question 5. Availability of materials and advice to develop enterprise skills. [Respondents were asked to score the below statements on a scale of 1 to 5, 5 being excellent. The results for each line are an average of the respondent's scores]

availability of generic materials	76%
availability of sector specific materials	60%
availability of open access materials	56%
availability of formalized advice from advisory groups	40%
information from chambers of commerce	44%
paper based	72%
DVD based	52%
web based	88%

Question 6. Skills need to reach and sell to new customers (multiple choices):

Management Skills	100%
Business Skills (negotiation, contracting)	80%
Marketing	100%
Financial Management	60%
Event Management	80%

Question 7. Do you think that existing entrepreneurial training offer in the sector in your country is sufficient? If not, where do you see any deficiencies of training?

- 1) As far as I am aware it is not sufficient.
- 2) Its not sufficient so as to support all the artists who need guidance
- 3) I have rarely found entrepreneurial training especially in the artisan sector. Most trainings are for business skills in general.
- 4) No, it's not sufficient because of the lack of materials and relevant training.
- 5) I don't know what training is available for our sector.

Question 8. What are your views on how to learn and apply knowledge to enterprise?

- 1) I believe thanks to sound media, young people have an easy talent for enterprise.
- 2) Throughout workshops, online sources and tutorials and short courses abroad that will offer training.
- 3) Through online seminars, one to one tutorials, seminars abroad & in each country so as to inform the people
- 4) Practical training is the most important.
- 5) Both theoretical and practical training in Cyprus and abroad in order to gain experience and knowledge

2. SECTOR PROFESSIONALS/BUSINESS SUPPORT ADVISORS

Question 4. Availability of materials and advice to develop enterprise skills. [Respondents were asked to score the below statements on a scale of 1 to 5, 5 being excellent. The results for each line are an average of the respondent's scores]



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Question 5. Skills need to reach and sell to new customers (multiple choices):

Management Skills	80%
Business Skills (negotiation, contracting)	80%
Marketing	100%
Financial Management	100%
Event Management	100%
Other (Personal development, Communication skills, networking)	40%

Question 6. What specific skills do artists/artisans need to gain to set up an art enterprise?

- 1) People management, Time management, Cost analysis, Cash flow analysis, Marketing.
- 2) Take initiatives, have organizational skills, communication skills and market knowledge.
- 3) All above.
- 4) All above.
- 5) Understand the clients, marketing skills and financial management.

Question 7. Do you think that existing enterprise training offer for art sector professionals in your country is sufficient? If not, where do you see any deficiencies of training?

- 1) Not sufficient, because Art includes many sectors and each sector has its own particularities and areas that need development. Also not many training offers are available and surely not covering all the required areas of an enterprise.
- 2) I don't think there is such training.
- 3) There is nothing in Cyprus.
- 4) The existing enterprise training is general, aiming at businesses and not in the art sector specifically.
- 5) We try hard but there are a lot of young artists and the training is not enough.

Question 8. If you think that a programme to develop enterprise skills in artists/artisans would benefit the sector, what could be changed?

- 1) Sustainability of art enterprises would improve, Art enterprises would increase in size/sectors and thus creating more job opportunities for other artists.
- 2) If a programme like this existed it would bring success to our sector.
- 3) It is clear that the creative sector has a lack of financial skills that is the reason most of the young people are afraid of developing their own art business and sometimes even if they do they fail. Such a program it would be great for the creative sector.
- 4) Artists and artisans would be able to organise better their businesses and manage their finances.



5) Sustainability and access to funding.

FOCUS GROUPS & SWOT ANALYSIS

Focus Group Artisans

1. Do you have any enterprise knowledge? How did you gain it?

- No, I haven't
- Only from what I have learned myself through experience and research
- I gained it from the university and through practical workshops and seminars
- Through some general courses in the university
- No I don't.

2. What do you think would be the most efficient method to learn and apply knowledge to enterprise?

- Through professional advisors that help the artists in each country
- Get on with the work. Work hard, network, speak to older generation to understand how to apply your specialized skills to a specific market.
- Through online tutorials, short training courses and seminars that inform the artists about the enterprise
- Training is the key
- Professional help, seminars, networking.

3. Do you think that an enterprise workshop can help you develop a successful art business?

- Yes because it gives you the change to exchange ideas and solve any problems that can improve your business
- I'm already succeeding, but I can always gain new insights and strategies as business is always evolving.
- That would be very beneficial
- Yes because in my sector we are in lack of business skills.
- I don't think that one workshop can solve everything but it will surely help me a lot.

4. What do you think are the main issues when setting up an art business?

- Money issues and the ability to promote your business correctly- We need marketing skills
- Making an impact and getting noticed!
- The most difficult part is to be able to set up your own business and cover the expenses (rent, materials, travel expenses etc)
- Money is the main issue and the lack of business skills.
- You need to know people and to have money.

5. What do you think are the main issues when developing an art business?

- To have help from other important factors. To create events relevant to your subject.



- Maintaining the drive and motivation when the going gets tough.
- To have the knowledge to develop your art business and be able to support it and develop it without any problems.
- Talk to people, don't be afraid to show your work.
- I try to promote my work all the time. It's the most important thing. It's not enough to create beautiful things. You need to make people come to you. Have a good online presence also.

6. What are the main issues of enterprise sustainability?

- To be able to work and remain safe for years but keep following seminars and training
- Staying ahead of the crowd, and producing original and exciting works, depending on what you provide and depending also on the market needs.
- Be creative and always up to date.
- Marketing skills and originality. Be different from the others.
- To have the financial resources to stay strong in the market. Networking, marketing, planning events often.

Focus Group sector professionals/education providers, etc

1. What do you think would be the most efficient method(s) for artists/artisans to learn and apply knowledge to enterprise?

- Seminars, including practical tasks and possible work placements for a certain period
- Through training.
- Organised seminars, mentoring and guidance.
- Practical training in the businesses will help artisans develop their industry skills.
- By both theoretical and practical courses. Take part in internships to help start their career.

2. How could an enterprise workshop help artists/artisans develop a successful art business?

- Exchange of ideas with others, group critics, and development of market required skills, such as management, marketing and business
- It will help them acquire knowledge through the internet, to develop skills and get professional guidance.
- Not one, but a lot of organized training programs and professional guidance will help young artists to develop their business.
- Group work, business ideas, financial management.
- They will develop their business and management skills and get support by professionals on how to set-up their own art business.

3. What are the main issues artists/artisans face when setting up an art enterprise?



- Financial analysis and control, and adapting their art knowledge and experience to market needs.
- Lack of experience. Lack of capital, the right personnel
- Everything is new to them and they are afraid of the competition.
- All the paper work needed to create an enterprise is very difficult for artists.
- Finding the right and low-cost place, to find customers, to get information about equipment.

4. What are the main issues artists/artisans face when developing an art enterprise?

- Organising and promoting their business, and set up cost is normally high for art businesses due to the cost and large number of the equipment required.
- The only thing they know is their art, nothing else!
- Creation of new and innovative promotional methods. Need to have competitive prices in order to bring customers in.
- Have the passion and motivation to stay ahead as it is a highly competitive job
- The economic crisis in the last years doesn't allow people to take the step and develop their own enterprise. There are some governmental funds that help young entrepreneurs but they are afraid to take the big step. Most of them work as freelancers and show their products in some local fairs but that's all. They cannot make money by just being creative they have to work hard and develop some entrepreneurial skills in order to succeed.

5. What are the main issues of enterprise sustainability?

- Cash flow and collection, as well as if the correct marketing does not take place there may not be enough clientele to help sustain the business.
- Financial and organisational issues.
- Too much working hours, devotion in order for the business to remain sustainable. Good public relations and right promotion of our work.
- Lack of marketing skills, not enough clients, high production costs which lead to high selling prices
- The competition is very high in Cyprus as it is a very small country with a lot of artists/artisans.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Generic enterprise training materials and web based material available online - Artists/artisans show big interest in training. 	<ul style="list-style-type: none"> - Most information available online is generic and not aimed specifically at the creative sector - Entrepreneurial training is generic. It is practically inexistent in the sector. - Lack of business/management skills - Lack of marketing skills - Lack of organisational skills - Artists/artisans learn from experience - Ignorance from business support advisors about the art sector



OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Enterprise training is needed for artists/artisans.• Enterprise training will bring sustainability to art enterprises.• Practical training/work placements	<ul style="list-style-type: none">• No resources to set up a new business• Difficult to adapt the art knowledge to the market needs• High production costs lead to high selling prices• Experts only, think there is availability of formalised advice from advisory groups.• Competition is high• Lack of experience