

Project Brief Number 31



Economic development possibilities

Preserve the traditional skills in leather goods trade

Description:	Preserve the traditional skills in leather good trade
Beneficiaries:	Local craftsmen, tourists
Project Implementer:	Astra Museum
Co-implementer:	Private sector
Timespan:	12 months
Estimated Cost:	50,000 dollars
Partners:	Craftsmen from the area
Origin:	Astra Museum

1. Title of the Project

Preserve the Traditional Skill in Leather Goods Trade

2. Location of the Project and Area of Coverage

Villages on the Hartibaci Valley

3. Justification

This project aims to promote, expand and improve traditional craftsmanship (harness maker, tanner, etc) in the region and the utilisation of animal leather material as well as to increase the demand for this kind of products. In order to achieve these goals the following conditions are essential:

- Preparation and distribution of a technical manual covering all stages of the production process of traditional leather goods;
- Organisation of courses with a view to improve the theoretical knowledge and practical skills of craftsman, permitting them to take full advantage of existing legislation (Law 76/2002 and Law 107/2004);
- Production of adequate tools and equipment permitting a good a practice of the traditional skills;
- Organisation of courses in traditional and modern design;
- Adoption of the practice of business plans and the development of a marketing strategy;
- Including the traditional craftsman workshops in the tourist circuit;
- Production of a documentary film on these traditional skills;
- Assuring that these traditional products are sufficiently varied in order to respond to the demand of the customers;
- Organisation of an annual traditional fair in the localities specialised in this type of products;
- Participation in the Craftsmen markets, organised in Sighisoara and in other cities in Romania and abroad;
- Setting up of an organisation (on the model of a guild) for leather craftsman in order to organise the production, to define the statute of its members and to coordinate the relationship with suppliers, intermediaries and the authorities;

4. Objectives of the Project

a. Long-term objective:

- To make the area a tourist attraction through the establishment of souvenir markets;
- To preserve and valorise, in a modern market economy, the know-how of the traditional handcrafts of the guilds from the area.

b. Immediate objectives:

- To employ the local available work force in order to ensure a better quality of life for the local population;
- To use, at the local level, all the resources and even increase the possibilities offered by the region.

5. Activities of the Project

- To produce the technical manuals for craftsman;
- To provide equipment (specially for tanning, painting) for local people ;
- To train qualified people to use this equipment and apply upgraded traditional techniques;
- To fully make use of the opportunities offered by Laws 76/2002 and 107/2004;
- To organise the production in such a way that the habitat and its particularities is fully respected;
- To set up a workshop/training centre with free access for the members of the community participating the project;
- Coordination of project activities by a person highly experienced in the production of these traditional products and in modern the management practices;

6. Inputs

- a) Human:
Qualified staff for the three handcrafts: tanning, painting, tailoring;
- b) Material:
Special equipments to be used by the handicraftsman;
- c) Financial:
For the first stage of the project 50,000 USD will be required

