



WORLD
CRAFTS COUNCIL
EUROPE

GREEN CHARTER



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Abstract	The Charter seeks to reduce the environmental footprint of the project, raise awareness of environmental sustainability, and serve as a catalyst in promoting best practices in sustainable project management.
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Disclaimer	The data will be collected, processed and/or generated; which methodology & standards will be applied; whether data will be shared/made open access and how data will be curated & preserved (including after the end of the project).

Table of contents

1. Introduction	3
2. Crafting the Future Objectives Towards Sustainability	4
3. Individual and Collective Actions	5
4. Guidelines	6
5. Craft Organisations and Craftspeople	7
7. Recommendations	8

1. Introduction

The World Crafts Council Europe (WCCE) is a European network representing over 31 craft organisations (members) from 19 EU countries whose main statutory mission is to promote crafts in Europe, by increasing the awareness and appreciation of crafts as an integral part of the cultural, social, and economic well-being of society. WCCE is leading and implementing as the unique partner the project CRAFTING THE FUTURE funded under the CREA-CULT-2021-NET call.

CRAFTING THE FUTURE resides on building capacity with the aim of strengthening and benefit WCCE and the whole EU craft sector. The project has a transnational scope and its overall ambition is to contribute to upscaling the craft sector reaching a real structuring effect.

This project under the EU Creative Europe programme aims to strengthen and sustain WCC-Europe, along with scaling-up resilience and ability of the craft sector in meeting manifold challenges.

Crafting the Future Green Charter shares and follows the position of the EC, the European Green Deal, the 2030 Agenda, the Sustainable Development Goals (SDGs), thus forming the essential provisions for promoting sustainable implementation of project activities.

Crafting the Future will constitute a code of good practice for all participants in the project's activities, both individuals and institutions, promoting the mainstreaming of environmental considerations in all aspects of project implementation. Thereby, the Charter seeks to reduce the environmental footprint of the project, raise awareness of environmental sustainability, and serve as a catalyst in promoting best practices in sustainable project management.

For WCCE, the priority is to perpetuate the project activities with a comprehensive approach and focus on sustainability of craft practices and standards.

To this end, the WCCE is planning to:

- ★ promote actions aimed at shifting from the five R's to Zero Waste;
- ★ use its website as an open source presenting best practices;

- ★ create solutions so that the project components can realistically assist craftspeople in green transition;
- ★ use available digital services for the building-up and coordination of the craft community;
- ★ share any further WCCE expertise within the craft community.

2. Crafting the Future Objectives Towards Sustainability

Project objectives related to sustainability:

- ★ generating a structuring effect of the European Craft sector by an enhanced capacity to respond to common (e.g., economic, digital, societal and **environmental**) challenges, as well as nurturing talents, innovating, prospering, generating jobs and growth, thus contributing to urban and rural areas development;
- ★ empowering European arts and crafts' capacity to be more active at the international level, strengthening transnational cooperation for creation, **circularity**, promotion, and visibility of European works; ensuring the mobility and exchange of ideas, as well as promoting cultural and economic makers, including their fair remuneration;
- ★ highlighting and accelerating the critical transformative role of the European craft sector as a key driver of **sustainability and circular economy**, maximising their potential to **combat climate change**, including **reducing the environmental impact** of craft activities.

The political position of WCCE, being in line with the EU's orientation to shift to a zero-carbon economic system, pursues a twin transition: green and digital. The digital transition will enable greater efficiency and innovativeness, leading to a reduced environmental impact.

The Green Charter policy aims to positively change the mindset of various target groups, encouraging them to embark on a path towards green and digital projects solutions, training curricula, economic activity, business solutions, etc.

The project will contribute to enhancing the capacities of the craft sector by shaping a more resilient and sustainable society, encouraging the necessary adoption of desirable practices in the craft sector.

3. Individual and Collective Actions

Crafting the Future target groups and regulars:

- ★ craft makers and craft businesses,
- ★ professionals from craft organisations, incl. educational institutions,
- ★ craft intermediaries,
- ★ policymakers, stakeholders and all identified addressees.

The crucial transformative role of the European craft sector as a driver of sustainability and circular economy will be considered as an award criterion in all selection procedures of Crafting the Future awards, prizes, exhibitions and any further activities.

Crafting the Future will encourage international, intersectoral and interdisciplinary mobility.

While physical mobility remains one of the important components of Crafting the Future project, the Charter encourages WCCE, craftspeople, as well as other Crafting the Future target groups and addressees to take the lead in avoiding unnecessary travel, in the creative use of teleconferencing tools, thus reducing carbon emissions in a way that sets an example to others within the craft community.

All participants in projects funded by Crafting the Future are encouraged to adhere to the Charter through individual and collective efforts and to comply as consistently as possible with its provisions during the implementation of their respective projects. This should not violate the aim of the project, but rather complement and stimulate innovation in the handicraft sector.

4. Guidelines

The measures below should serve as guiding principles; they are non-exhaustive and can be complemented by further initiatives.

WCCE will

- ★ provide support and guidance to Crafting the Future facilitators and staff in monitoring and minimising the environmental impact of their respective project activities;
- ★ wherever applicable, promote the use of sustainable, renewable forms of energy, and monitor or seek to reduce energy and water consumption in the project context;
- ★ promote green purchasing of any project-related materials, including the use of sustainable alternatives to single-use plastics and consumable items, e.g., reusable, recyclable and/or the most biodegradable alternatives;
- ★ encourage the use of and provide the necessary infrastructure for teleconferencing and hybrid conferencing in those cases, where physical presence is not strictly necessary, advising WCCE and craftspeople in the efficient use of such tools;
- ★ support the use of the most sustainable and low-carbon forms of transportation in all aspects of project implementation, e.g., for project meetings and conference attendance, wherever feasible, even where other more economical and/or faster travel options exist;
- ★ support the use of carbon offsetting, whenever carbon emissions cannot be avoided;
- ★ support Crafting the Future facilitators in developing deeper awareness with regard to environmental sustainability.

5. Craft Organisations and Craftspeople

The stakeholders involved in the project should help in the following tasks:

- ★ mainstream sustainability and environmental considerations in relevant aspects of the project's implementation, including teaching and learning;
- ★ seeking to avoid a negative environmental impact throughout the project lifecycle, from planning to dissemination and adoption;
- ★ prevent or minimise the production of waste and, wherever possible, sort, reuse and recycle any waste by-products unavoidably produced as a result of the project;
- ★ as a result of the project's implementation, prevent or minimise harmful emissions, including greenhouse gases;
- ★ prioritise low carbon forms of transportation for all project-related travel, including commuting, wherever possible and reasonable;
- ★ employ teleconferencing tools as a complement to physical attendance at events, wherever such attendance is neither strictly necessary nor advantageous;
- ★ minimise the use of energy, water, or other scarce resources in the project implementation.

6. Outreach

In order to seek sustainability purposes, WCCE intends to implement following steps:

- ★ promoting awareness with regard to sustainability issues arising from Crafting the Future project;

- ★ general promotion of sustainability goals and initiatives, such as the European Green Deal and the UN Sustainable Development Goals, including in the context of the project's outreach; communication and dissemination activities;
- ★ sharing ideas and examples of best practice to improve sustainability of Crafting the Future project, including on social media, inspiring others to reduce their environmental impact of craft and craft-related activities;

WCCE will draft and update all documents related to the holding of the General Assemblies, conferences and any other events with the focus on sustainability.

Furthermore, WCCE will introduce the practice of regular questionnaires on improvement of green and digital transition, disseminating the results to and collecting data from affiliates.

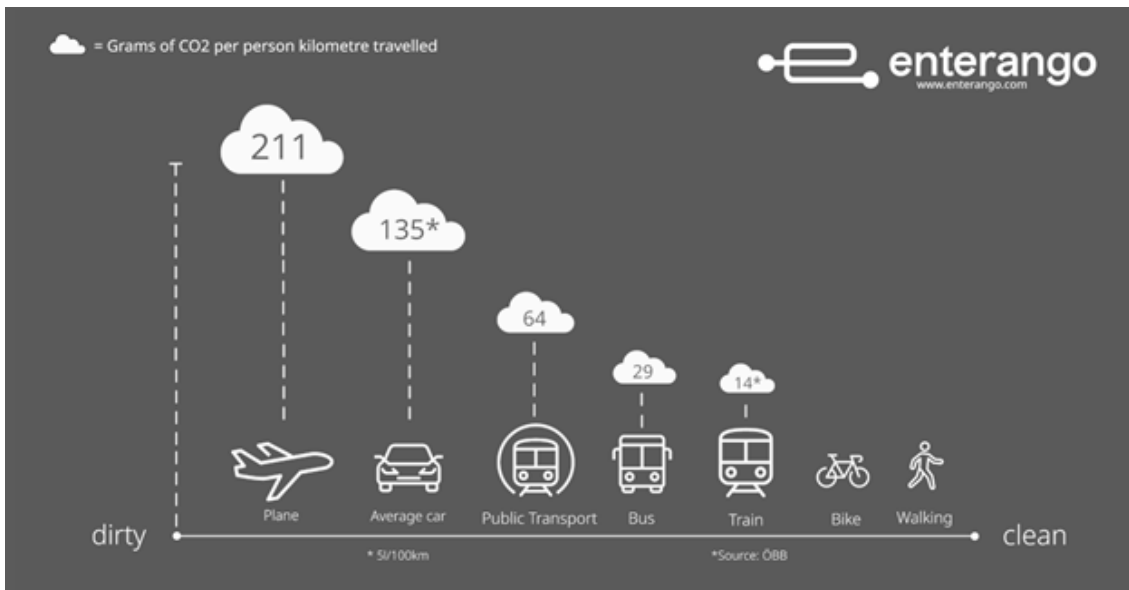
This will enable additional data collection by industries and countries, all across Europe.

7. Recommendations

WCCE will take a careful approach to each link in the chain of planning and organising events, specifically WCCE will recommend:

Before the event:

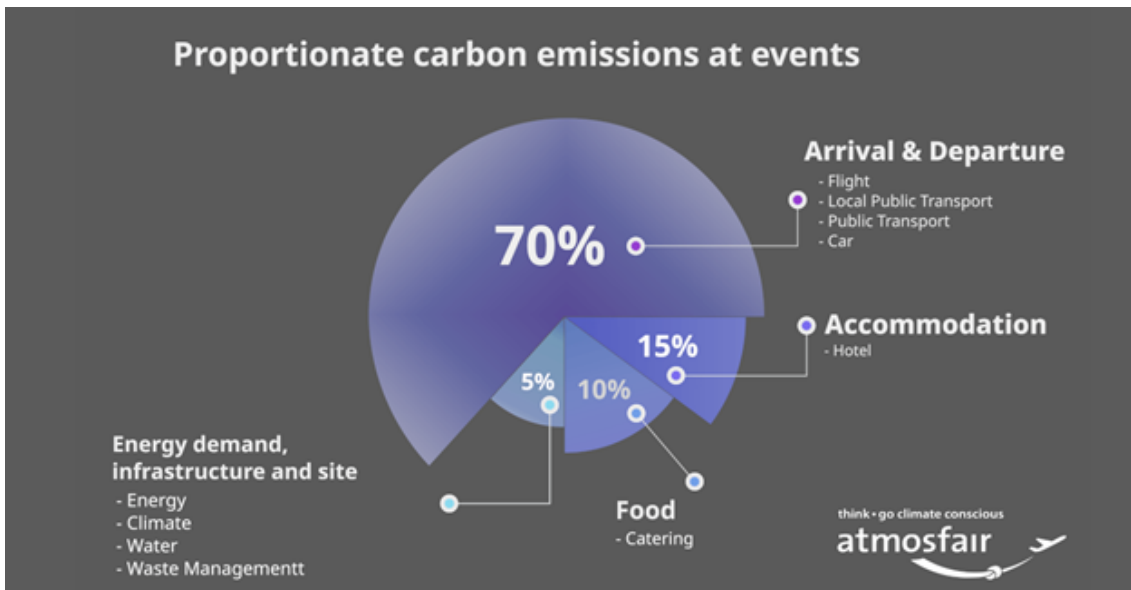
- ★ where applicable, a remote format, or a hybrid format for any other events;
- ★ to buy air tickets at eco/green tariffs for event participants, explicitly when covered by WCCE;
- ★ to use the train instead of the aeroplane, if the distance to the venue is less than 1000 km.



Source: [enterango](http://enterango.com)

During the event:

- ★ car-sharing services and prepare routes for participants to comfortably use the public transport;
- ★ eco/sustainable hotels for participants for the duration of events;
- ★ using recycled or biomaterials in the event;
- ★ a paper-free/paperless approach to the event, e.g., preparing any working documents in a digital format;
- ★ if possible, to select locations associated with green energy, e.g., locations with a reduced need for heating;
- ★ catering made from bio and organic products from local production;
- ★ for the cleaning service, to provide bins for different types of garbage;
- ★ meals for participants to be prepared according to the zero-km principle, i.e., using local products and local culinary establishments.



Source: [atmosfair](#)

After the event:

- ★ to prepare and send out a Case Study for each event;
- ★ to promote Green Events for member organisations, craftspeople and further target groups and audiences.