



CAZE YOUTH - ETHNICRAFT

TRAINING TOOL TO UPSKILL YOUR HOBBY

Stimulating Creativity in the Digitalization Era!
2021-1-ES02-KA220-YOU-000028880



Erasmus+





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IO1 - Crafts in Our Countries

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CAZE YOUTH - ETHNICRAFT, a comprehensive training tool designed to empower youth workers with the knowledge and skills necessary to excel in the fields of e-commerce and handicrafts. This program aims to equip you with the expertise needed to guide and support young individuals in turning their hobbies into sustainable income-generating ventures. Throughout this training, you will delve into various modules that cover essential aspects of crafts, e-commerce platforms, finance management, online marketing, and the process of starting an online craft business. Setting the objectives and the learning outcomes of the training to help the craftsmen in reaching a good level of digital skills in order to manage their own self-entrepreneurial business activity with a better re-inclusion in society and in the job market.

INTRODUCTION

Craftsmen occupy a special place in the economic space of the participating countries. In a strategic context, it is planned that a wide scale of the interaction of all interested parties will put forward the artisans' sector among the factors of innovative development, improve the sectoral structure of the economy and act as a driver of social transformations and ensure a consistently high level of employment.



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In modern economic conditions, artisans have insufficient innovation and investment activity, unrealized development potential. In the transition from the traditional to the digital way of the economy, service technologies and digital platforms act as key elements in the mechanism of functioning of the subjects of the craftsmen. Studies of the development of artisans conducted by scientists in connection with the trends of the digital economy demonstrate that the effectiveness of the support system for artisans depends on their use of the capabilities of the information infrastructure, strong competencies in the field of digital corporate culture, the formation and replication of the best regional experience in implementing platform solutions.

Among the urgent problems of the development of artisans caused by digitalization, the incompetence of entrepreneurs and the difficulties of introducing new technologies are noted. In this context, the issues of mastering the skills of working with information and communication technologies (ICT) by artisans are put to the fore. The trends in the development of the digital economy dictate the need for a widespread increase in digital literacy, including artisans. As the emerging practice of using the concepts of "ICT skills" and "digital skills" shows, in relation to artisans, their interpretation merges individual and collective (organizational) characteristics.

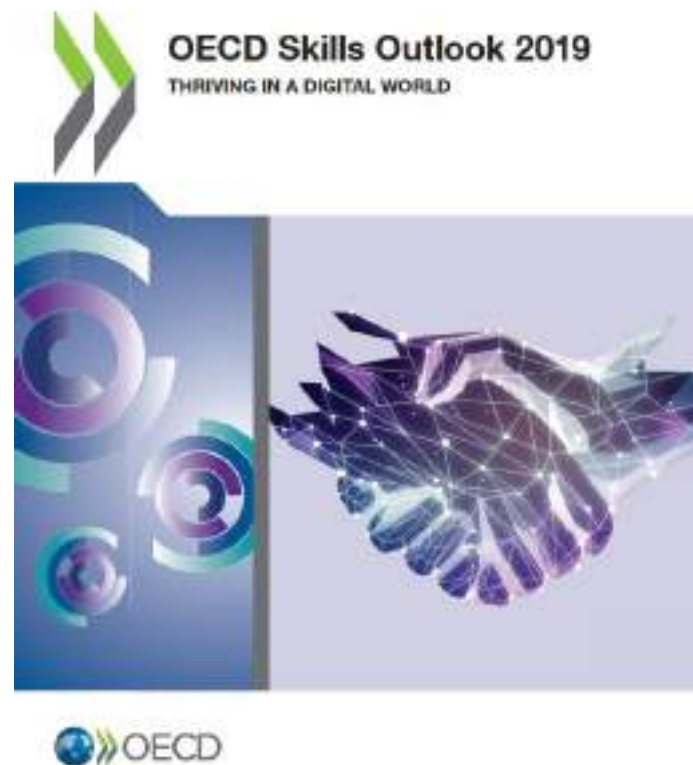


The term "digital skills" became widespread almost at the same time as the term "digital economy". Digital skills are defined as well-established, automated behaviors based on



knowledge and skills in the use of digital devices, communication applications, and networks to access and manage information. Digital skills allow you to create and share digital content, communicate and solve problems for effective and creative self-realization in learning, work, and social activities in general. Digital skills have their own life cycle, coinciding with the life cycles of an employee or a particular workplace. With a dynamic nature, digital skills are classified based on the purpose and nature of their use. Skills of any kind are formed on the basis of basic components and in the conditions of the digital economy. Therefore, they are no longer the final product of the educational process.

The demand for digital skills is becoming massive and at the same time systemic and targeted. The OECD study (2019) articulates the key priorities for developing the skills that are in demand in the context of globalization and digitalization accelerating its pace.



First, it seems necessary to provide basic ICT skills to students in and outside educational institutions. Particular importance is also given to the acquisition of skills in the workplace, as



well as compliance with their profile, for example, in the field of healthcare, industry, agriculture, etc.

Secondly, in this vein, the education system can play the most prominent role, namely in identifying and assessing the needs for ICT skills.

Third, high-performance workflows such as teamwork, agility, remote, and learner will improve the competitiveness of a particular enterprise or its community.

Fourthly, as another priority area, the establishment of employers' requirements for the skills of existing and new employees is considered.

This highlights the demand for digital literacy in a rapidly changing economic environment. It is believed that those employed in the digital economy should have the skills and abilities to create and process large amounts of information, have systemic and critical thinking, be flexible and adaptive to new information, be creative, understand the essence of ongoing phenomena and processes of a multidisciplinary nature, make decisions on a multi-criteria basis, be able to identify and solve problems in the new digital reality.

It is worth saying that the successful implementation of a business idea by artisans does not always depend on the use of digital technologies. Key in the list of competitive advantages of artisans in the digital economy are qualified personnel, access to information, and the availability of digital platforms for doing business. Today, the ICT infrastructure offers great opportunities for development and at the same time imposes the dynamics of digital change.





As a result, there is a need for a further rethinking of the strategy or digital transformation of business models under the influence of the following factors:

1. the formation of smart communities in the business environment;
2. strengthening the role of social networks;
3. intensive development of the IT products market;
4. individualization of digital consumption models, etc.

The results of the survey of artisans and their perception of ICT show that the potential benefits of ICT are largely seen as a tool for market awareness, sustainability, and business expansion, rather than an open focus on growth. Some respondents perceive ICT as an administrative cost burden. Upon deeper examination of this issue, it was determined that the reason is the mismatch of the skills required to solve managerial and operational tasks with the pace of digitalization of activities and their scope.

In theory, dynamic and static models are distinguished. First, the content of ICT is constantly changing, the company is actively investing in digital solutions. The second model is based on the initial investment in ICT and subsequent operation. It is determined that the choice of model depends both on the type of activity of the subject artisans and their territorial affiliation.

The intensification of the discussion about the ICT skills of artisans is caused by the wide coverage of the digital economy in almost all spheres of human life. In this regard, it is necessary to focus on expanding and streamlining the sources of the formation of relevant skills, a differentiated assessment of their impact and consequences on certain types of entrepreneurial activity. According to the results of the study, we have identified the following sources of digital skills formation:

1. Education programs. The coverage of artisans in the participating countries by short-term and long-term educational programs is quite wide. However, representatives of the artisan sector are not always ready to improve their professional level in the field of digital technologies, and engage in self-education, even on a free basis. Despite this, the distance learning segment is actively gaining momentum, the supply undoubtedly exceeds the demand.



2. Internet business development platforms. Their role is quite large in the digital economy. Each platform provides consulting and information support for artisans, the possibility of obtaining online consultations on business activities and inclusion in territorial development programs, etc.
3. Engaging external digital specialists. Digital consulting is one of the sought-after types of consulting services for both artisans and authorities. IT specialists can be an auxiliary link in the implementation of "point" digital solutions (creating a website, maintaining and promoting products, works, and services on the Internet), developing and detailing a company's digitalization strategy, etc.
4. Availability of basic infrastructure, taking into account regional or local specifics. Currently, in addition to general supportive measures, local programs and projects are being implemented, this is a network of business incubators, industrial and industrial parks, and the creation of preferences for artisans in rural areas.

Thus, the effects of the digital economy should contribute to increasing innovative activity and creating a favorable business climate for the artisans' sector and entrepreneurial initiative, attracting the most active and mobile citizens with creative thinking and a high potential for social interaction with the artisans' sphere.

MODELS OF DIGITAL COMPETENCES

The activities of the EC in the field of developing digital skills of the population are based on the European model of digital competencies for education (EU Digital Competence Framework for Educators) The digital skills underlying digital competencies can be divided into user and professional

User skills, in turn, include basic and derivative ones.

Custom Digital Skills:

1.1. Basic digital skills are related to functional literacy in the use of electronic devices and applications. They are essential to accessing and using digital devices and online services—critical to every individual. These include the ability to work with various technical devices, files, the Internet, online services, applications. This can also include psychomotor skills, such



as the ability to type on a keyboard (development of fine motor skills) or work with touch screens (development of gestures).

1.2. Derived digital skills are related to the ability to consciously apply digital technologies in a relevant context in everyday life and in the workplace. The acquisition of such skills is aimed at the effective and meaningful use of digital technologies and the receipt of practical results. Here, creative skills are important for working in online applications and digital services (social networks, instant messengers, information portals), the ability to create digital content and, in general, the ability to work with information - to collect, structure, validate, store and protect data.

1.3. Specialized professional digital skills associated with the regular solution of complex professional problems in the digital environment - skills that underlie high-tech professions (programmers, developers, web designers, big data analysts, etc.). For their development, you need to get a special education. This can also include the ability to work in a team, creativity, critical thinking.

DIGITAL COMPETENCIES OF THE CRAFTSMEN: CONTENT, FORMATION, APPLICATION



Online course "Appraisal activity in jewelry, pawnshop and antique business"

We specify the digital competencies that, in our opinion, can be applied in the professional activities of an artisan. An analysis of handicraft activity shows a large number of its different



aspects. Operational, technological, entrepreneurial, social, psychological, pedagogical, and cultural components of handicraft work complement each other. The ratio of these components varies depending on what problem is being solved by the master. In this case, the priority task is to determine a reasonable combination of various components of handicraft activity and the possibilities of using digital technologies in handicraft work. It would be wrong to refuse the opportunities that computer literacy gives to any person.

Therefore, the first area of digital competence - "information and information literacy", which includes the skills of viewing, searching for data, evaluating them, and managing information and digital content - can be used by an artisan to search for the necessary preparatory and reference information, view craft work similar to those performed master, studying the work of competitors and the state of the market for handicraft services. The second area of digital competence - "communication and cooperation" - can be included in the activities of the artisan in a fairly wide range. It contains communication and digital sharing skills and netiquette that are applicable to the following situations:

- a. Search for customers of handicraft products, communication with customers via the Internet, e-mail; joint viewing with interested parties of video collections already made by the craftsman;
- b. video monitoring of the work, due to the remoteness, employment of the client, or his desire to make adjustments in the course of the work;
- c. using the capabilities of government digital services, for example, to obtain personal information about seniority, submission of financial statements, payment of taxes, etc.

The third area of digital competence - "creating digital content" - includes knowledge of copyright and licensing; skills in developing, integrating, and refining digital content. Digital technologies are widely used at the product design stage (design, production of diagrams, drawings, layouts, calculations, budgeting, contracts, etc.). The choice of specific software largely depends on the content of the craft activity and the state of digitalization in a small craft enterprise. Due to the widespread use of computer technology to meet everyday household needs, potential customers often get acquainted with a video image of the required handicraft product (sewn dress, built house, made jewelry, completed repairs, etc.)

To enhance the advertising effect, next to the video object, the personal data of the master, license or copyright (if any), and warranty information are indicated. With the appropriate



computer equipment, software, knowledge, and experience, the master can perform digital work himself, and if special conditions are presented for the quality of digital work, he can turn to professional designers, planners, and estimators (contractors).

The fourth area of digital competence - "security" - covers knowledge about security measures, reliability, and confidentiality of information; skills to protect personal data and protect human health when using digital technologies.

The fifth area of digital competence - "problem-solving" - contains the skills to identify technical problems and solve them when operating devices and using digital environments; creative use of digital technologies in everyday and professional activities; the ability to identify gaps in their own digital competence and look for opportunities for self-development. The listed digital competencies bring us closer to the reference model of an artisan. Research shows that today students have only an average rating of digital competence.



It is necessary to form digital skills through self-learning and self-organization, where the activity lies with the learners themselves, they determine the speed and structure of the learning process and choose their own learning paths, through which they develop digital competencies that they consider relevant to themselves.

A work-integrated learning approach is needed, i.e. the actual acquisition of skills takes place in real work: students develop their skills in the specific use of digital technologies, not only



learn, but also actively participate in shaping the digital transformation of a small handicraft enterprise.

Consider a project-oriented approach to the formation of the digital competencies of an artisan through independent learning.

The main focus in handicraft activity is on the manufacture of a handicraft product: its digital project in the form of a photograph, video, diagram, layout, or drawing is created independently using special software packages and is aimed at using digital technologies at the stage of conception, design of a handicraft product and (or) its implementation at the final stage. It is important that self-selected digital learning projects are justified and correlate with the actual workflow for the manufacture of a handicraft, changes made to the digital project are controlled by the students themselves, and the involved experts situationally support and coordinate the activities of the participants.



Forms of training can be:

1. self-learning through e-courses;
2. mutual learning, in accordance with which students who are most successful in mastering modern software are engaged with their colleagues; it can be, for example, online consultations, exchange of experience through the digital environment;



3. in the case of simulated group learning, the study group meets virtually at regular intervals to exchange information on experience gained in learning projects, evaluate it, link it to theoretical positions, and plan the next steps.

The implementation of educational projects is similar to the process of solving professional difficulties at the level of specific actions. Support for the learning process depends on the participants and not vice versa. Experts provide situational support when participants encounter and ask specific questions in their practice. Ready-made solutions are not brought to the attention of students from the outside but are developed jointly, in the process of discussion. In order for the experience and competencies gained through training to be identified, a process of assessment and reflection is needed, through which the increase in competencies is confirmed.

The learning process ends with an individual assessment of the student's competence based on their independent work within the framework of educational projects. The assessment is carried out in three stages.

First stage

presentation of the educational project. Students describe their activities related to digital technologies, what they did specifically, what tasks they performed, and what steps and decisions they took.

Second phase

identification of difficulties in the implementation of the project. Students describe what problems arose during the implementation of the project, what were the key points in the process of resolving emerging difficulties, what was changed in the activity, what was easy during the implementation of the project, and what had to be dealt with and asked for help.

Third stage

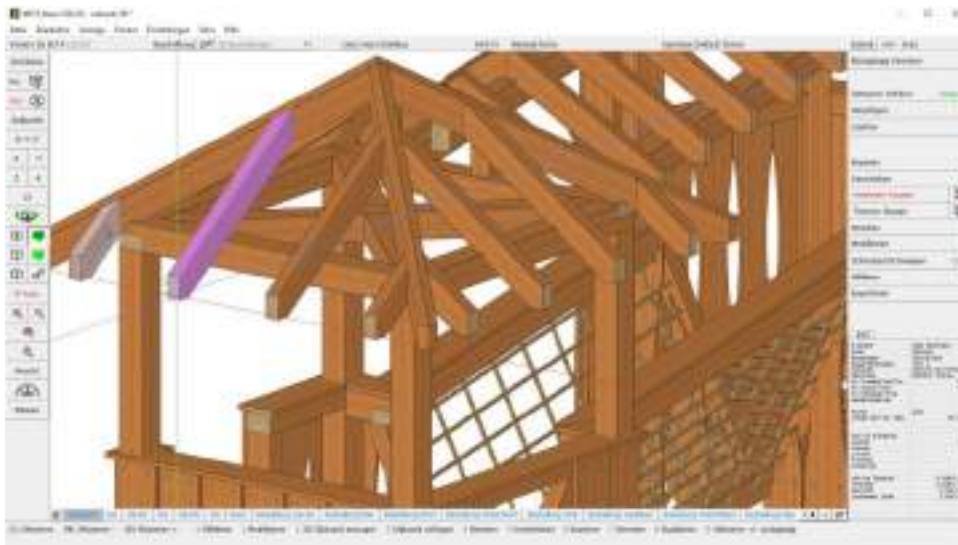
fixing competencies. On the basis of reflection, students determine what new they have learned, what competencies they have acquired, which competencies are especially relevant when performing professional tasks, and clearly demonstrate the acquired skills using specific examples. Experts do not participate in the assessment of competence, their task is to support the process of reflection of students with the help of questions, to introduce missing aspects



into the learning process at one time or another, providing their own observations and recommendations.

The result of the assessment is the ability of students to independently talk about their learning and present the results to third parties, to bear personal responsibility for the process of developing competencies. The result of the formation of digital competencies is their practical application in work.

For artisans in the field of carpentry and furniture production, this can be the use of special computer programs “Cadwork 3D-Joiner”, “T-FLEX Furniture”, “Sweet Home 3D”, for roofing specialists - the use of autonomous drones to analyze the condition of roofs and measurements, for artisans in the construction industry, the introduction of integrated digital solutions in areas such as electrical engineering, ventilation, and air conditioning, heating and plumbing.



Undoubtedly, the use of digital technologies promotes products and provides a competitive advantage in the market. Craft companies must not only invest in the technical side of their activities but also apply digital solutions that allow them to provide additional services in the form of individual consultations, attractive transfer of goods, and impeccable service, which contribute to the organization of an individual approach and successful direct communication with customers. Digital technologies that provide a personalized approach to remote clients, increasing the accuracy of designing and manufacturing handicrafts, will enhance the value of handicraft activities. Handicraft activities will certainly change with the introduction of digital



technologies, but at the same time, of course, will remain a significant sector in the economy of the participating countries.

A model online course developed based on a survey of artisans (August 2022)

Internet Marketing Basics for Craftsmen



5 hours / 15 lessons

Today, almost no artisan, regardless of the field of activity, can do without using the Internet for promotion. Internet marketing is one of the most in-demand professions today that combines creativity, analytics, and working with numbers.

Training Program

Objectives:

1. Present crafts specific to different countries: Discover the rich diversity of crafts from various countries, allowing you to appreciate cultural heritage and identify unique artisanal techniques.
2. Introduce materials and their characteristics: Gain an understanding of the different materials used in handicrafts, their properties, and how they influence the final product. This knowledge will help you guide youth in selecting suitable materials for their creations.



3. Familiarize yourself with the process of different crafts: Explore the step-by-step processes involved in various crafts, enabling you to teach and assist youth in mastering these techniques effectively.
4. Understand how to estimate the price of a crafty item: Learn the principles of pricing crafts, considering factors such as materials, labor, market demand, and competition. This skill will empower youth to set competitive prices for their handmade products.
5. Familiarize with budgeting: Develop an understanding of budgeting techniques relevant to e-commerce and handicraft businesses. Equip yourself with the knowledge to help youth plan and manage their finances effectively.
6. Notice features of crafty items and e-commerce platforms: Identify the key features and characteristics of crafty items that appeal to customers. Additionally, explore the functionalities and tools offered by e-commerce platforms to enhance product presentation and increase sales.
7. Practice uploading items and defining them on the e-commerce platform: Gain hands-on experience in uploading craft items onto an e-commerce platform. Learn how to create compelling product descriptions, select appropriate categories, and optimize listings for better visibility.
8. Use different features of the concepts of price and e-commerce platforms: Explore the advanced features and functionalities of e-commerce platforms that aid in pricing crafts effectively. Learn how to leverage pricing strategies and utilize platform tools to enhance sales and customer engagement.

Module 1 - Find your craft

In this module, you will explore a diverse range of crafts, each accompanied by detailed descriptions of materials, processes, required skills, and the cost of materials. Furthermore, you will gain insights into the concept of recycling materials, highlighting the importance of sustainable practices in the world of crafts. Additionally, the module introduces the concept of art and craft therapy, providing an understanding of its purpose, a variety of activities, and therapeutic techniques.



1.1. Bottle Your Imagination

1.2. Button Bowl

1.3. Cork Flowerpot

1.4. Resin Coaster

1.5. Soap

1.6. Fantasy Jewellery

1.7. Art and Craft Therapy



Module 2 - Know its worth

This module focuses on the e-commerce landscape and its features. You will be introduced to four prominent e-commerce platforms specifically designed for crafts. Each platform will be described in terms of its usability, ease of navigation, and the opportunities it presents for individuals to monetize their craft creations. Furthermore, you will gain insights into finance management, including budgeting techniques for small craft businesses, understanding profit margins, and considerations such as platform fees and transportation costs.

2.1. eCommerce for Crafts:

A. Shopify

B. Etsy

C. Handmade Amazon

D. Catejoy



E. Hyena Cart for eco-friendly products

F. iCraft

2.2. Finance management

2.3. Budget

2.4. Profit

Module 3 - Online Marketing and Social Media

In this module, you will explore the realm of online marketing and social media as powerful tools to promote and sell craft products. Topics covered include web analytics, contextual advertising, SEO promotion, content marketing, email marketing, and SMM promotion (utilizing tools such as Canva and Instagram). By mastering these techniques, you will enhance your ability to attract customers and drive sales.

3.1. Web analytics

3.2. Contextual advertising. Direct and wordstat practice

3.3. SEO promotion

3.4. Content Marketing

3.5. Email marketing

3.6. SMM promotion (Canva and Instagram)



Module 4 - Start Selling Online



This module is dedicated to the practical aspects of starting an online craft business. You will be introduced to a project platform where you can establish your online presence. Step-by-step instructions will guide you through setting up an account, including the provision of necessary data and shipping address details. Additionally, you will learn how to create a captivating logo, capture and upload professional product photographs using a free program available in multiple languages. The module will also cover product details setup, including descriptions and pricing. Furthermore, you will learn how to modify product information, track sales, and manage shipping logistics.

- 4.1. Introduce an eCommerce platform
- 4.2. Set up an account
- 4.3. Make a logo
- 4.4. Take and upload pics of the product
- 4.5. Set up the product details (description and price)
- 4.6. How to change information (price, name)
- 4.7. How to see if your product is sold?
- 4.8. Shipping

What will you get as a result?

By engaging with CAZE YOUTH - ETHNICRAFT, you will develop a comprehensive skill set that combines a deep understanding of crafts, e-commerce platforms, finance management, and online marketing. Armed with these abilities, you will be well-prepared to guide and mentor youth in their pursuit of successful online craft businesses. Get ready to embark on this transformative journey and unleash the potential of the next generation of artisans and entrepreneurs!

Outcomes

- Familiarise with information about different crafts and their materials and processes
- Practice crafty activities



- Become aware of the therapeutic and social value of crafting
- Be able to estimate the cost production of a crafted item
- Be able to fix a price for a product
- Compare prices for similar products on eCommerce platforms
- Identify marketable characteristics of similar products (trending features)
- Be able to set up an account on an eCommerce platform
- Be able to upload pictures of a product and a short description
- Be able to edit and re-edit information on the platform related to the product they want to sell
- Familiarize with the basic features of an eCommerce platform

New Skills



Classes are held in the format of video lessons and are available for study at any time convenient for you.

Consolidation of knowledge in practice



To consolidate the studied material and self-examination in each lesson of the course, homework is provided.

Program Certificate



At the end of the course, you will receive a certificate that confirms your participation in the course while communicating with the employer.

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Module 1 - Find Your Craft

1.1 Bottle Your Imagination



By Abarka ONGD on August 2022 www.abarka.org

Why is this handicraft meaningful in your country/ culture? (Spain/ Turkey, etc)

This handicraft is designed to reuse wine or cider bottles, which are a waste that is generated on a fairly regular basis by bars, houses and restaurants. In 2021, each person consumed an average of about 8.4 liters of wine in Spain.

Write 2 paragraphs:

You should describe a bit of history, traditions, who used to do it, who does it at present

This project is an initiative to give a new life to the materials we mostly toss, bearing in mind the importance and advantages of reusing and recycling, highlighting that this contributes to avoid the deterioration of the planet by over production. Without forgetting that nowadays a great amount of waste is produced, not only of glass, but also of many other materials, such as plastic. Have we ever thought about where these materials end up? Or what could we do, as individuals, to reduce this consumption?



Skills required for this handicraft

In this activity there are many different skills to work on, since it is a plastic activity/craft that makes us work with our hands and elaborate a product or work of art. Different skills can be worked on: Fine psychomotor skills, creativity, concentration, imagination, perfectionism and in turn gives the possibility to learn to sew, embroider and cut.

Process - what you actually need to do

Step 1: Collect glass bottles and have at hand the material you will need, both to decorate the bottle and to assemble it.

Step 2: Once you have the material ready, you will need to take a meter to measure the dimensions of the bottle so you can start cutting the rope.

Step 3: Knowing the dimensions of the bottle, start cutting the rope and put some liquid glue around the bottle to glue the rope.

Step 4: Hold the bottle with one hand, and with the other hand start to twist the rope around the bottle, as you like.

Step 5: In the places where there is no rope, start painting/coloring with the help of a paintbrush or, if not, you can glue pieces of cloth of different colors or wrapping paper.

Step 6: To finish, let the bottle dry and once it is dry and you want to give it more shine, apply varnish with the help of a thick brush.

Materials - what to use and where to find the

For this project you will need the following materials:

- Scissors
- Glue



- Brushes
- Measuring tape
- Glass bottle
- String (of different colors and textures)
- Fabrics (different colors and textures)
- Gift wrapping paper
- Glass paints
- Varnish

You can easily buy most of the materials in a bazar and school or art supply store, chances are you probably have most of them already in your home. If you don't have any glass bottle you can ask for one in the local bar or restaurant. The varnish will probably be available at your local hardware store.

Greener is Better - recycle what you have

In the realization of this activity we can clearly see the power to give a second life to different materials, because they are things that we always have at home, such as glass bottles, scraps of paper or scraps of old clothes. In this way, we recycle an object that we thought we were going to get rid of because we did not know what to do with it, creating a decorative object, which does not involve any economic expense.

Get inspired

In the photos below you can see different variants which can be made with this bottle:

Bottles filled with shells from the beach:





Bottles filled with salt painted with coloured chalk or sand.



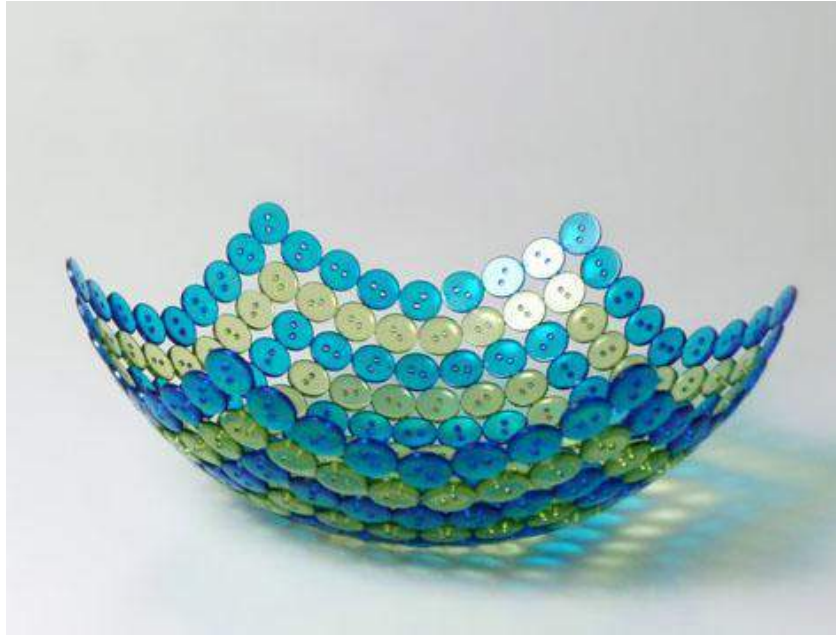
Bottles filled with lights:



Bottles with messages:



1.2 Button Bowl



By Abarka ONGD on August 2022 www.abarka.org

How many of us have buttons in our house that we don't know where they came from or what to do with them? Here we propose a good idea to give an outlet to those buttons that are wandering around the house. In this case they will be used for the realization of a bowl, which can be given different uses, such as a fruit bowl or a place to leave the keys.



Skills required for this handicraft

There is no special skill required to do this handicraft. In this activity there are many different skills to work on, since it is a plastic activity that makes us work with our hands and elaborate a product or work of art. Different skills can be worked on: Fine psychomotor skills, creativity, concentration, imagination, perfectionism.

Process - what you actually need to do

Step 1: We take the balloon and inflate it. Then we cut a plastic bottle in half, in which we will place the previously inflated balloon.

Step 2: With a brush we pour white glue on the balloon.



Step 3: We are going to start sticking the buttons on the balloon. This is the moment to think of some color combination we want to make, one of the most important things is to try to glue the buttons as close as possible to each other.

Stage 4: We add more glue as we are adding the buttons without leaving any free space.

Step 5: You can put a little more glue on top of the buttons with a brush to reinforce the bowl.

Step 6: Let dry between 1 and 2 days.

Step 7: After these days and once it is dry. It will be necessary to take a sharp object to prick the balloon and gradually detach it from the buttons.

Materials - what to use and where to find them

Write 2 paragraphs about different materials specific to your area or something that is easy for anyone to find. You can give advice on which materials work best, are easy to use or are more suitable for the final product.

For this activity you just need a balloon, the size will depend on the size of the bowl you want to make. Then you'll need a plastic bottle, it can be an empty soda or water bottle you have at home. The most important material you'll need is the buttons, you can use the ones you have at home or buy specific ones for the project. The size and color of the buttons will depend on what you want for your bowl, you can find them in any bazaar or sewing stores. For making the bowl you will also need white glue, you can find it in any bazaar, art or school supplies store. There you can also buy a paint brush, a medium size will do just fine.

Greener is Better - recycle what you have

Write 2 paragraphs:

Through this activity you can see that with simple things that everyone has at home, and most of them with no use, you can create a nice object which can be very useful. With this activity you can give another use to things you would otherwise throw immediately.

1.3 Cork Flowerpot



By Abarka ONGD on August 2022 www.abarka.org

This handicraft is designed to reuse wine or cider corks, which are a waste that is generated on a fairly regular basis by bars, houses and restaurants. In 2021, each person consumed an average of about 8.4 liters of wine in Spain. The corks can be used in compost or can be recycled, but most of the time they are tossed.

What better idea than to decorate your garden with some beautiful corks? In all homes and places, corks always end up appearing, those we don't know what to do with. In the following activity we propose to take advantage of the corks that we always throw away to create a decorative element, both exterior and interior.





Skills required for this handicraft

Imagination, creative freedom and very few materials: crafts are very affordable activities, both alone and in groups to entertain and develop valuable skills. Encouraging children to do things on their own will bring many developmental advantages.

Encouraging crafts and making them helps not only to enhance creativity, patience, concentration and psychomotor skills. It will also regulate stress levels, reinforce self-esteem and improve social and teamwork skills.

Process - what you actually need to do

Step 1: Collect a good quantity of corks.

Step 2: Join the corks two by two, creating a row, gluing them with the silicone gun.

Step 3: Once put two by two, begin to assemble the planter, for this, four of these pairs are placed on the table as if they were the pillars (one pair in each corner), in a vertical position.

Stage 4: Taking another pair of corks that will be placed horizontally between two of the pillars. Repeat this action between each of the pillars.

Step 5: Once the first row is done, take the silicone gun and start gluing the corks.

Step 6: Once the base is solid, start creating another row, following the previous steps.

Step 7: Continue building rows until the required height is reached.

Materials - what to use and where to find them

For this project you will only need 3 things: corks, a hot glue gun or liquid transparent glue and a cutter. You can find the gun and cutter in a craft or school supply store. If you don't have any corks in your home you can collect them from local bars or restaurants.

Greener is Better - recycle what you have

It is a nice way to contribute to the environment and in turn gives the possibility to work many things in the realization of this activity. Always giving utility to objects that are in any place, which is not taken advantage of.



Get inspired





1.4 Resin Coasters



By Abarka ONGD on August 2022 www.abarka.org

Epoxy resins are a two-component system composed of resin and hardener. Mixing the two components creates a chemical reaction so that the liquid resin gradually hardens into a solid consistency. The result is a clear, glossy surface.



The trend of using resin in art comes from the USA, Canada and Australia. In Europe, this technique is still little known but there are some artisans already using it to make jewelry. With resin it is possible to create works of art that enchant with their clarity, luminosity, brilliance and depth. For this, color pigments or other additives are added to the resin.

Different effects can be created, the type of pour, colors and additives. Even experienced resin artists are never done learning. If you like to experiment, you will love working with resin. Resin can also be used to make drawings, photos and paintings (oil, acrylic, alcoholic ink, watercolor, ink, mixed media, etc.) giving them a gloss finish and also to protect them from ultraviolet light and wear.

Resin crafts have recently come into the spotlight as it is something everybody can do. What could be more decorative and useful than a beautiful coaster? Add a decorative flair to your home and protect your wooden furniture at the same time. Personalize DIY resin coasters as a gift, or simply create something for fun. Making resin coasters is great for beginners and is sure to dazzle everyone who sees them.



Skills required for this handicraft

For this project you don't need any specific skill, all you need is a little patience and lots of creativity.

Process - what you actually need to do

Step 1. Preparation



Make sure you have read the instructions and have all of your materials ready. Always remember to work in a well-ventilated space and to wear the required protective gear, gloves, and a respirator. Also, cover your work area with a drop cloth or mat to avoid any mess. When working with resin, it is always best to work in an environment with a warm temperature. 22°C to 23°C is the ideal temperature to work in. Prepare your mold by spraying it with a mold release product, use your gloved finger or brush to cover the whole surface of the mold.

Step 2. Mixing and Coloring Resin

Always read the instructions before mixing your resin. The size of the mold as well as if you embed an item, will determine the amount of resin you will need. The rule is to mix equal amounts or a 1:1 ratio of resin and hardener. For example, if you need 100 ml of a mixture, you will need to measure off 50 ml resin and 50 ml hardener.

Use two smaller disposable measuring cups and pour both into a larger cup. Take your mixing stick and stir thoroughly, making sure to scrape the bottom and sides of the cup, which helps reduce the number of bubbles. Stir for about 3-minutes until the mixture appears clear.

When adding color to your resin, it is recommended you use a color brand that is designed to go with a specific resin. By using another brand of color for your resin may result in different curing times and the color might come out differently than you expect.

Once you have mixed the resin and hardener you can add your color. Depending on what affects you want, you will need to mix thoroughly to get a solid looking color.

Step 3. Embed Items

First, choose what you would like to embed into your resin. Flat items like bottle caps or coins are popular choices. Next, when using a silicone mold, you will have to decide which side of the coaster you want to be on the top.

The easiest option is to make the top of the coaster the side which is facing you. You can easily see what you are doing, as you embed the items facing up. Otherwise, if you choose the top of the coaster side, which is closest to the table, you will have to embed your items upside down. This will be the case with a rimmed mold or items that tend to float.

We will be using the first example as we follow the procedure. First, pour a little bit of resin into your mold, this helps to keep your item in place. Next, add a small amount of resin into a separate cup, drop the item you want to embed into the resin, and make sure to coat the entire piece. This helps to prevent any bubbles from surfacing when embedding your object.



Once your object has been coated place it into the thin layer of resin in your mold. Follow the same procedure for other objects you want to embed. Where to place the embed or inclusion items is for you to decide. Add another layer of resin.

Note: Be careful not to move objects around too much, as this will cause bubbles to form. You can also push down any objects with a stick if they decide to float after more resin has been added.



Step 4. Remove Bubbles

You can remove air bubbles with an artist torch or even a toothpick. Once you have added your resin into the mold, you can use the torch to remove any bubbles. Make sure you do not hold the torch in one place for too long, keep moving it around.

Step 5. Cover and Cure.

When you have done pouring your resin, you can leave it to cure. The resin can be handled at about 24 hours, but to cure completely, leave for at least 48 hours, and in some cases, even 72 hours. While it is curing, it is advisable to cover your work so that dust or other floating particles cannot get onto the surface.

Step 6. Unmolding.

If you notice that the resin is still bendable, do not try to remove it from the mold. By handling it at this stage as it could distort it and leave you with a coaster that is not flat. The silicone molds do not usually pose any problems and the cured resin should pop out perfectly.

Using a mold release product also helps with demolding and extends the life of your mold. Your silicone mold will age over time, becoming brittle and it may eventually rip apart if you do not use the mold release.

Step 7. Polishing your Epoxy Coaster

When using a silicone mold, the resin piece in most cases will have a glossy surface after casting. You can easily use fine-grain sandpaper and wet sand the item. You might even be



able to leave out the sanding part and only use a resin polish. The polish is easy to apply and provides a lovely gloss finish.

In cases where the casting came out dull or may have light scratches, you will need to wet sand the item. Since a coaster is a relatively small object, this can easily be done by hand. You will need some sandpaper, from coarse 120-grit to fine 3000-grit sandpaper. Since you will be doing this by hand, a sandpaper holder will come in handy. For larger projects, you may want to consider an electric sander and polisher.

Source: <https://acrylgiessen.com/en/resin-coasters/>

Materials - what to use and where to find them

For this project you will need the following materials:

- Resin
- Depending on your project, you might want to embed items like buttons, shells, or any appropriate object. You can also add things like glitter or sand.
- Color pigments
- A mold release product or substitute
- Disposable Mixing Cups: 2 smaller 30 ml cup and a larger 300 ml cup
- Stirring Sticks and popsicle stick
- Pair of nitrile gloves and safety glasses
- Resin Drying or Curing mat
- Handheld or artist torch
- Toothpicks
- Cloth for cleaning up messes
- An empty box or something to cover the coasters while they cure
- Again, depending on what you want, a sheet of cork or clear self-stick rubber pads for the back of your coasters.
- Fine sand paper

You can buy the resin online in amazon and you can also find it in local craft stores, with the molds, the curing mat color pigments and the artist torch. You can also get a resin DIY kit.

The other materials are easy to find on bazars, supermarkets or school supply stores.



Greener is Better - recycle what you have

For this project you can use dried flowers or leaves, sand, sea shells, buttons, glitter or any other kind of decorative element you already have at home and don't know how to use it.

Get Inspired



Once you learn how to work with resin you can use your imagination to create other things, here is some inspire:

Cutting boards:





Jewelry:



Keychains





1.5 DIY Soaps



By Abarka ONGD on August 2022 www.abarka.org



There was a time when the Basque Country was the temple of cleaning products. In addition to the Biscayan Company Chimbo, the only one still based in Bilbao, there are the Gipuzkoan companies Bilore and Lagarto.

The oldest company is Chimbo, founded in 1863 by brothers José and Bartolomé Tapia Ugarte, who later left it in the hands of their nephew Víctor Tapia Buesa. Hence the name of the company was "Antigua Jabonera Tapia y Sobrino". Chimbo was an epoch-making soap because it was the first in Spain to be manufactured in die-cut portions for domestic use.



Nowadays we all use soaps in our homes and it is an important element of sanitation, which gained relevance in recent years due to the covid pandemic. The last few years have also seen a trend towards the use of handmade soaps.

Soap making is a fun craft that's easy to master, provided you have good attention to detail and know-how to carefully follow directions. Once you learn how to make soap, you can begin experimenting with your own homemade recipes, and truly make it your own!



Skills required for this handicraft

The process may seem overwhelming at first, but once you've made your first few batches it'll be second nature. In truth, learning how to make your own soap is simple and only has a few steps from start to finish. For this project you will need to put extra attention to detail, because it is important that every ingredient is measured correctly to achieve a good quality soap.

Safety Measures

Lye is a strong chemical that does require utmost caution and respect when handling. For safety, wear a pair of goggles, to protect your eyes from splashes, along with rubber or latex gloves and long sleeves.

Always add lye to liquids, and not the other way around, or it may have a volcano effect and make a mess. When mixing lye into water or another liquid, it gets very hot fast, and strong fumes will develop for a few moments.

Don't breathe these fumes in directly. The ideal place to work is in your kitchen sink, with the window open for fresh air.



If you get lye on your skin, rinse repeatedly with copious amounts of cool water. For large-area burns or if you get it in your eyes, rinse and seek medical attention right away.

Process - what you actually need to do

Yield: 3 pounds or twelve 4-ounce bars

Lye Discount: 15%

Label: Moisturizing

Start to Finish Time: 2 hours, 24 hours in mold, 4 to 6 weeks to cure

Scent: Orange

Prep Ahead: Combine the water and milk in a large glass, plastic, or stainless steel container. Place milk-water into the freezer for 1 to 2 hours. It is okay if a slush forms, as long as it doesn't freeze. The colder your milk-water, the lighter your soap will be after adding the lye.

Instructions:

1. Heat the Fats/Oils: In a large pot over medium-low heat, combine olive oil, lard, coconut oil, sweet almond oil, and beeswax. Heat until they are melted and incorporated. Remove from heat and allow to cool to 32-38°C.
2. Mix the Lye-Water: Put on protective gear including a mask, gloves, and long sleeves. Outside, very slowly pour only ¼ of the lye into the milk-water and stir until dissolved. Let cool for 20 minutes. Repeat until all lye is dissolved into the milk-water. If milk still browns, don't worry. Your soap will just be darker. Allow to cool to 32-38°C. If oil or lye water cool at different rates, you can use a cold or hot water bath in the sink.
3. Prepare the Mold: While the oils and lye water cool, line the mold with parchment paper.
4. Combine and Bring to Trace: When both oils and lye water are around 32-38°C, pour the lye water into the pot of oils. Use a stick blender or hand mixer to mix for 1 to 2 minutes and then let the mixture rest for 4 to 5 minutes. Repeat mixing and resting until light trace.
5. Mix in Natural Additives: When soap reaches light trace, add essential oils and honey and blend for 30 seconds.
6. Mold the Soap: Pour the soap mixture into the mold, cover with a lid or parchment paper for 24 hours. Do not insulate unless your house is below 24°C, then insulate by placing a towel around the outside edges to avoid a partial gel.



7. Cut and Cure: Remove soap from the mold. If it seems too soft to remove, wait another 12 to 24 hours before removing. Cut the soap into twelve 4-ounce bars. Allow the bars to cure for 4 to 6 weeks.

Tips: Milk can scald when lye is added. Placing the milk-water in the freezer until it's very cold helps prevent this. Be sure to add lye slowly. It is okay to really take your time, coming back every 20 minutes to add a little more. Adding milk can also make your batch get hotter than usual, so just insulate a milk recipe lightly with a towel if you're concerned about getting a good gel for color. Honey can also make soap come to trace faster, so add it and blend really well right before pouring soap into the mold.

Source: <https://practicalselfreliance.com/goats-milk-honey-soap-recipe-beginners/>

Materials - what to use and where to find them

- Digital scale
- Thermometer
- Small measuring container, a cup for example.
- Heatproof pitcher: Use stainless steel or heavy-duty plastic. Some people use heatproof glass, but over time the inside develops weaknesses that make it prone to breakage, so it's not recommended.
- Soap Pot or Large Bowl—this is for mixing the entire thing together. It should be stainless steel, high-density plastic, enamel-lined or ceramic. Don't use aluminum or nonstick surfaces; they will react badly with lye.
- Rubber Gloves, Long Sleeves, and Safety Goggles—Use these to keep hands, arms and eyes protected.
- Stick or Immersion Blender—this shortens stirring time considerably and is highly recommended. Don't use a regular handheld mixer with beaters; it doesn't work in the same way.
- Heatproof Mixing Utensils—Use heavy-duty plastic or silicone spoons and spatulas for mixing and scraping soap into the mold.
- Soap molds
- Parchment paper

Ingredients

- 284 grams olive oil



- 227 grams of lard
- 227 grams coconut oil
- 115 grams sweet almond oil
- 57 grams beeswax
- 114 grams lye
- 227 grams filtered water
- 114 grams goat milk
- 29 grams orange essential oil
- 1 Tablespoon raw honey

Get Inspired

You can experiment with other recipes or scents.

Apple Cider Soap



Apple Cider Soap
cold-process • palm-free recipe

Lavender Soap



Aloe Vera Soap



Citrus Soap



1.6 Manufacture of Costume Jewellery Items

Bracelets, necklaces, etc. personalized or not for girls and for boys from different materials including shells, natural stones, pearls of different kinds and products to be recycled.



by [Cercle Augustin d'Hippone - France](#) on August 2022

Why is this handicraft meaningful in your country/ culture? (Spain/ Turkey, etc)

Creativity has no limits and new models of jewelry are made every day. France is distinguished by its long tradition in artisanal creation in general and in particular in the field of jewelry. The return to the fashion of handmade is pushing more and more consumers in France to move towards original and artisanal creations.

It is not only the creation of jewelry from precious materials (gold, silver, precious stones...), the manufacture of costume jewelry items also has a large part. The latter consists of creating jewelry from less noble materials (fabrics, various pearls, non-precious metals, leather recovered or not, etc.).



Skills required for this handicraft

Jewelry making is an unregulated activity in France. So no need to justify training or experience to create a self-employed company in this field. Similarly, there is no need to take out insurance to carry out this activity.

Like any profession, skills and knowledge are necessary. The first step is to determine what type of jewelry to create and with what types of materials. For costume jewelry, self-taught learning is quite possible. But it requires a little patience, a nice dose of creativity and a lot of curiosity.

Some knowledge of the materials to use and where to find them is also necessary.

Process - what you actually need to do

To be done:

1. You can find a multitude of materials to experiment with in craft stores and you can find others in nature;
2. We can develop some techniques thanks to specialized books;
3. The Internet is full of online lessons to learn how to make things that are as beautiful as they are of good quality.

Here are a few examples:



Some tutorials

76 Jewelry creation tutorials

<https://www.10doigts.fr/idees-creatives/c/tutos-bijoux-cic1701.aspx>

Costume jewelry course

<https://www.youtube.com/watch?v=71o5cCLZWS4>

Some books

<https://www.10doigts.fr/livre-petites-crea-facile-perles-a-repasser-gp13371.aspx>

- A **blog**, various and original creations also containing tutorials

<https://www.bijoux-artisanat.com/blog>

- **How to Start an Online Handcrafted Jewelry Business ?**

<https://www.youtube.com/watch?v=57mT9ZOQbrA>

Some websites for inspiration

Original French creations

<https://www.pingtipong.com/bijoux/Bijoux-fantaisie-made-in-france>

Shell jewelry

<https://www.bjo-france.com/lhistoire-des-bijoux-de-coquillage-192>

<https://www.bijouxcherie.com/94-coquillage>

Jewelry with pearls

<https://kalinasperles.com/histoire-bijoux-en-perles-mode>

Jewelry for men

<https://leshommesobjets.fr/les-bracelets-de-perles-le-bijou-masculin-tendance>



Materials - What to use and where to find them

There is to distinguish between the tools which help in the manufacture of the jewel, the raw material which will be worked in order to obtain the jewel and the accessories or primers which will be used for example for a lot of things such as for example hanging the jewel in the hand, on the neck, ...

As far as the tools are concerned, it all depends on what you want to produce as jewelry, but in general the basic tools are: Flat pliers, cutting pliers, round pliers, a pair of scissors and wire of different kinds.

Regarding the primers, we will find: clasps, rings, crimp beads, special eyelet and flat head nails, extension chains, earrings,

In France there are many craft stores that sell a multitude of materials to experiment with and all the primers and tools. As for the rest of the raw material, you can find in nature or even at home materials that can be useful in the manufacture of a jewel or constitute the basic material.

Pearls to buy online, a multitude of e-commerce sites, including:

<https://www.e-perle.com>

<https://www.creavea.com>

<https://www.franceperles.com>

Inexpensive complete kits:



<https://www.10doigts.fr/kit-bijoux-messages-25-bracelets-gp15365.aspx>



Greener is Better - recycle what you have

Can you use something you already have?

Can you repurpose objects and materials you would otherwise throw/ waste?

As mentioned above, to make certain types of jewelry, you can also use materials that can be found directly in nature, such as shells and pebbles that can be picked up on a beach.

And we can also use products to recycle that we can find at home or recover from family and friends, such as old deconstructed and usable jewelry, abandoned leather objects, products in which we can recover thread , etc.

** Royalty-free photos, source: pixabay.com*

*** For fun and educational purposes, the following kit could be used during the LTTA if necessary to make a demo, we can create 25 bracelets which can be personalized according to the participants or in connection with the event itself:*

<https://www.10doigts.fr/kit-bijoux-messages-25-bracelets-gp15365.aspx>



1.7. Art and Craft Therapy

1.7.1 Art therapy allows you to express those feelings that you can't find words to explain. (definition and explanations)

Art and craft therapy is a type of expressive therapy that uses various types of art and craft-making to assist individuals in expressing themselves, improving their emotional well-being, and improving their cognitive capacities. This treatment may be used to treat a wide range of mental health problems, including depression, anxiety, trauma, and addiction.

Art and craft therapy can take many forms. Drawing, painting, sculpture, collage, and ceramics are some frequent methods. The art therapist will collaborate with the client to select the proper media based on their interests, talents, and therapeutic goals. The therapist will next help the client through the creative process, enabling them to express themselves freely and without judgment.

One of the key advantages of art and craft therapy is that it allows for self-expression. Many people struggle to communicate themselves verbally, especially when it comes to their emotions. Art and craft therapy allows these people to express themselves via a medium that is safe and familiar for them. This is especially useful for people who have endured trauma or abuse since it helps them to explore their feelings without having to repeat the incident.

Art and craft therapy has been demonstrated to increase cognitive functioning in addition to its therapeutic advantages. Making art needs a lot of concentration and attention to detail, which might help with focus and concentration. It can also assist people build problem-solving abilities while they work on their art.

Those suffering from anxiety or depression may benefit from art and craft therapy because it provides a feeling of achievement and pride, which can help to build self-esteem. In addition to the benefits already mentioned, art and craft therapy can also improve communication and social skills.

Group art therapy sessions can provide individuals with the opportunity to interact with others and develop new relationships. This can be particularly helpful for individuals who struggle with social isolation or who have difficulty expressing themselves in social situations.



Another advantage of art and craft therapy is that it can be tailored to the individual's specific needs and goals. Art therapists can work with clients to identify areas of focus, such as improving self-esteem, developing coping skills, or addressing specific mental health conditions. The therapy can also be adapted to suit the individual's preferences and abilities, with a wide range of art forms and techniques available.

Moreover, art and craft therapy can be a non-invasive and non-pharmacological treatment option for individuals who may not respond well to traditional talk therapy or medication. This therapy can be used as a complementary treatment or as an alternative to more invasive forms of therapy.

Art and craft therapy may be applied in many different contexts, including schools, hospitals, and mental health clinics. It can be used alone or as part of a larger treatment plan that may include medicine and other types of therapy. The length of treatment will vary based on the requirements and goals of the client.

One of the distinctive features of art and craft therapy is that it is accessible to people of all ages and abilities. This treatment can assist those who have no prior expertise with art or craft-making. Indeed, many people discover new abilities and interests as they experiment with other creative genres.

Art and craft therapy has been found to be particularly effective for children and adolescents. It can help them to develop their social and communication skills, as well as their ability to regulate their emotions. Art and craft therapy can also be used to help children who are struggling with academic or behavioral issues.

In schools, art and craft therapy can be used as part of a comprehensive mental health program. It can be integrated into the curriculum and used to help students develop their creativity, problem-solving skills, and self-esteem. Art and craft therapy can also be used to help students who are struggling with issues such as bullying, anxiety, or depression.

In hospitals, art and craft therapy can be used to help patients cope with the stress and anxiety of their medical condition. It can provide a sense of normalcy and control in an otherwise chaotic and unfamiliar environment. Art and craft therapy can also be used to help patients who are recovering from surgery or illness to improve their motor skills and cognitive functioning.



In mental health clinics, art and craft therapy can be used as a standalone therapy or as part of a broader treatment plan. It can be particularly effective for individuals who have difficulty expressing themselves verbally or who have experienced trauma or abuse. Art and craft therapy can also be used to help individuals who are struggling with addiction or other mental health conditions.

Overall, art and craft therapy is a versatile and effective form of therapy that can be used in a variety of settings to help individuals of all ages and abilities. It provides an outlet for self-expression and can be used to improve emotional well-being, enhance cognitive functioning, and develop a greater sense of self-awareness.

As more research is conducted on the benefits of art and craft therapy, it is likely to become an increasingly important tool in the field of mental health.

1.7.2. Is experience in arts or crafts needed?

Art therapy is a form of therapy that uses the creative process of making art to help individuals explore and express their emotions, thoughts, and experiences. The focus of art therapy is on the process of creating art, rather than on the end product, and the therapist works with the individual to understand and interpret the art they create.

In fact, some people may even find it easier to express themselves through art than through words, especially if they have difficulty communicating verbally. Art therapy is a nonverbal form of therapy that allows individuals to communicate through the creation of art.

Art therapists are trained to work with individuals with a range of artistic abilities, from those who have never made art before to those who are experienced artists. The therapist will tailor the art-making process to the individual's abilities and needs, and may use a variety of art materials and techniques to facilitate the therapeutic process.

It's Not the Same as an Art Class

People often wonder how an art therapy session differs from an art class. Where an art class is focused on teaching technique or creating a specific finished product, art therapy is more about letting clients focus on their inner experience. In creating art, people are able to focus on their own perceptions, imagination, and feelings and are encouraged to create art that expresses their inner world more than making something that is an expression of the outer world.



1.7.3. What are the different types of arts and creative therapies?

The main types of arts and creative therapies are:

- Dance Movement Therapy
- Dramatherapy
- Music Therapy
- Visual Art Therapy
- Techniques Used In Art Therapy Can Include:
 - Collage
 - Coloring
 - Doodling And Scribbling
 - Drawing
 - Finger Painting
 - Painting
 - Sculpting
 - Working With Clay



Dance Movement Therapy: This type of therapy uses dance and movement to help individuals express themselves, process emotions, and improve their physical and mental well-being. It can involve a range of techniques, including improvisation, guided movement, and choreographed dance. Dance movement therapy may be used to help individuals with a variety of conditions, such as anxiety, depression, trauma, and eating disorders.

Drama Therapy: Drama therapy involves using drama and theater techniques to help individuals explore their emotions, develop social skills, and build self-confidence. It can involve a range of activities, such as role-playing, improvisation, and storytelling. Drama



therapy may be used to help with a variety of conditions, such as autism, substance abuse, and post-traumatic stress disorder.

Music Therapy: This type of therapy uses music to help individuals improve their physical, emotional, cognitive, and social well-being. It can involve a range of activities, such as listening to music, singing, playing instruments, and composing songs. Music therapy may be used to help individuals with a variety of conditions, such as Alzheimer's disease, chronic pain, and developmental disabilities.

Visual Art Therapy: Visual art therapy involves using art-making to help individuals express themselves, explore their emotions, and improve their mental and emotional well-being. It can involve a range of techniques, such as painting, drawing, sculpture, and collage. Visual art therapy may be used to help individuals with a variety of conditions, such as depression, anxiety, and trauma.

Overall, these therapies can be a powerful tool for improving mental and emotional well-being, each type of therapy has its unique benefits and approaches, and may be used in conjunction with other therapies or treatments to achieve optimal results.



1.7.4. How to choose the right arts and creative therapy ?

Choosing the right arts and creative therapy depends on several factors, including:

- Your specific needs and goals: Different types of therapies may be more effective for certain conditions or issues. For example, if you're struggling with expressing yourself verbally, you may benefit more from art therapy than music therapy.



- Your personal preferences: Consider which type of therapy resonates with you the most. Do you prefer working with your body in dance therapy or expressing yourself through visual art?
- The therapists's advice.
- Cost: Different therapies may have different costs, so consider what you can afford and whether your insurance covers any of the costs.
- Therapist's expertise: Choose a therapist who is qualified and experienced in the type of therapy you're interested in. It's important to note that you don't necessarily have to choose just one type of therapy. Many therapists use an integrative approach, combining different types of therapy to best meet your needs.
- Availability: Check the availability of different therapies in your area and the qualifications of therapists offering these services.

1.7.5 Advantages and disadvantages , questioning effectiveness .

Research suggests that art therapy can be effective in treating a variety of mental health issues, including depression, anxiety, PTSD, and eating disorders. It can also be helpful in managing stress, building self-esteem, and improving communication and social skills.

One reason art therapy can be effective is that it provides a nonverbal way to express emotions and process difficult experiences. This can be particularly helpful for people who struggle with traditional talk therapy or who have a hard time putting their feelings into words. Additionally, art therapy can be a collaborative process between the client and the therapist, which can help build trust and promote a sense of connection. This can be especially beneficial for people who have experienced trauma or have difficulty forming relationships.

It's important to note, however, that art therapy is not a one-size-fits-all approach and may not be effective for everyone. As with any therapy, the effectiveness of art therapy can depend on factors such as the individual's specific needs and preferences, the therapist's expertise, and the quality of the therapeutic relationship.

Some of the key advantages of art therapy include:



Improved emotional regulation: Art therapy can help individuals regulate their emotions and develop greater emotional intelligence. Through the process of creating art and exploring their inner world, individuals can learn to identify and express their emotions in a healthy and constructive way.

Enhanced self-awareness: Art therapy can help individuals gain a better understanding of themselves, their thoughts, and their feelings. By exploring their inner world through art-making, individuals can develop a deeper level of self-awareness and a greater appreciation for their own strengths and weaknesses.

Increased self-esteem: Art therapy can help individuals build a stronger sense of self-worth and self-esteem. Through the process of creating art and receiving positive feedback from the therapist and peers, individuals can feel a greater sense of validation and recognition for their talents and abilities.

Stress reduction: Art therapy can be an effective way to reduce stress and anxiety. Creating art can be a calming and meditative activity, and the act of focusing on the creative process can help individuals take their minds off their worries and concerns.

Improved interpersonal skills: Art therapy can help individuals develop stronger interpersonal skills and build better relationships with others. Through the process of creating art and discussing their work with the therapist and peers, individuals can learn to communicate more effectively and develop greater empathy and compassion for others.

Physical rehabilitation: Art therapy can be used to support physical rehabilitation and recovery from illness or injury. Through the process of creating art, individuals can improve their fine motor skills, hand-eye coordination, and other physical abilities.

While art therapy can be an effective form of therapy for many individuals, there are also potential disadvantages and limitations to consider:

Limited availability: Art therapy may not be widely available in all areas, and finding a qualified art therapist may be difficult.



Limited research: While there is some research on the effectiveness of art therapy, it is still a relatively new and emerging field. More research is needed to fully understand its benefits and limitations.

Limited insurance coverage: Insurance coverage for art therapy may be limited, which can make it inaccessible or unaffordable for some individuals.

Limited communication: For some individuals, expressing themselves through art may not be as effective as traditional talk therapy. It may also be difficult for the therapist to interpret the meaning behind the art.

Potentially triggering: Engaging in art therapy may bring up difficult emotions and memories, which can be challenging to process. It is important for the therapist to provide a safe and supportive environment to work through these emotions.

Limited scope: Art therapy may not be suitable for individuals with severe mental health conditions that require more intensive treatment, such as hospitalization or medication.

Limited focus: Art therapy may not be suitable for individuals who are primarily focused on problem-solving or finding solutions to specific issues, as it is more focused on the process of creating art and exploring emotions.

1.7.6. Incorporation of craft materials and methods into art therapy theory and practice.

The incorporation of craft materials and methods into art therapy theory and practice is a common practice. Craft materials such as :

- yarn,
- fabric
- clay

can be used in combination with traditional art materials to create a more tactile and sensory experience for clients. The use of craft materials can also expand the range of creative expression and provide new ways for clients to explore their emotions and experiences.



Craft materials and methods can be integrated into art therapy sessions in a variety of ways. For example, knitting or crocheting can be used as a form of mindfulness practice or to explore themes related to growth and change. Sewing or embroidery can be used to create textile art that represents the client's personal narrative or to explore issues related to identity and self-expression. Clay can be used to create sculptures or to explore themes related to transformation and growth.

The incorporation of craft materials and methods into art therapy can be especially helpful for clients who may feel intimidated by traditional art materials or who have difficulty expressing themselves verbally. Crafts can also provide a sense of accomplishment and mastery, which can be especially beneficial for clients struggling with low self-esteem or feelings of hopelessness.

The use of craft materials and methods in art therapy can expand the range of creative expression, provide new opportunities for self-exploration, and promote a sense of accomplishment and mastery. Craft materials and methods can be incorporated into art therapy in various ways, including:

Enhancing sensory experience: Using different craft materials such as clay, fabric, or beads can offer a tactile and sensory experience to the client. This can help the client to ground themselves in the present moment, explore different textures, and engage with their senses in a therapeutic way.

Promoting creativity and self-expression: Incorporating craft methods such as knitting, sewing, or collage-making can allow the client to engage in a creative process that is not solely focused on art-making. This can help to tap into the client's imagination and foster a sense of self-expression that can be empowering.

Creating tangible representations: The use of craft materials and methods can also allow the client to create tangible representations of their inner experiences. For example, creating a quilt square or weaving a basket can be a symbolic representation of a client's journey towards healing and recovery.

Offering alternative modes of communication: For some clients, verbal communication can be challenging or intimidating. The use of craft materials and methods can offer an alternative



mode of communication, allowing the client to express themselves non-verbally and still engage in the therapeutic process.

1.7.7. What to expect from an art therapy session?

During an art therapy session, you can expect to engage in various forms of artistic expression, such as drawing, painting, sculpting, or collage-making, under the guidance of a trained art therapist. The therapist will provide you with materials and invite you to create art in a safe and non-judgmental environment. They may also ask you questions about your art, your feelings, and your thought processes during the creative process.

The art therapist will use your artwork and your verbal expressions as a way to help you explore and understand your emotions, thoughts, and behaviors. The goal is to facilitate self-awareness, promote emotional healing, and develop coping skills.

It's important to note that art therapy is not about making "good" art or producing a specific outcome. The focus is on the creative process and the emotional experience that comes with it. Art therapy sessions are usually confidential, and the therapist will create a safe and supportive space for you to express yourself without fear of judgment. The therapist creates a non-judgmental and supportive environment to allow clients to express themselves freely without the pressure of creating something perfect. Additionally, confidentiality is an essential aspect of art therapy sessions, which means that whatever is discussed or created during the session remains between the client and the therapist.

Examples of what to expect in an art therapy session may include:

- Setting an intention or goal for the session with the therapist.
- Engaging in a warm-up activity to get comfortable with the art materials and the therapeutic process.
- Creating art using a variety of materials such as paint, markers, clay, or collage.
- Reflecting on the art created and discussing the feelings, thoughts, and emotions that come up during the process with the therapist.
- Setting a plan for future sessions and goals for continued therapeutic work.



- Processing the art and discussing insights gained from the creative process.

It is important to note that the structure of an art therapy session may vary depending on the therapist's approach and the client's individual needs and preferences.

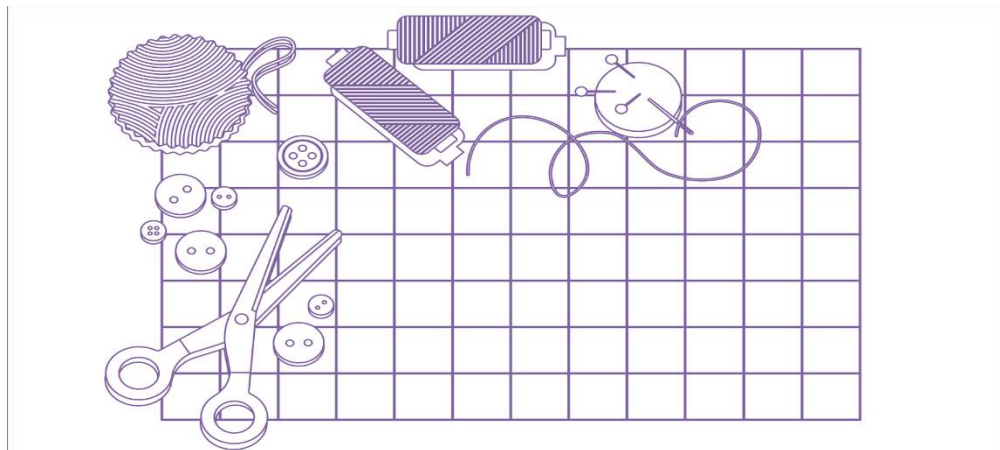
1.7.8. What's the Difference? Arts/Crafts and Art Therapy

Arts and Crafts:

- Create a completed and finished product .
- Teaching, instruction or advice is given.
- Be able to have a specific set of skills to create product.
- Aesthetically pleasing.
- Artwork can be compared to the outcome of what it was suppose to look like.
- The art piece can be judged by others based on it's outcome.
- The results of the piece can reveal a "good" outcome and a "bad" outcome.

Art Therapy:

- Intentional use of the arts to meet specific goals and for psychological change.
- The arts are used within a therapeutic context as a form of therapy .
- Creating is an expression of an extension of the self, creating an art piece that someone is not satisfied with or destroying an art piece is seen as a part of the growing and healing process.
- Artwork does not have to be aesthetically pleasing or finished to be considered valuable.
- Led by an Art Therapist (minimum requirements is a Masters degree from an approved program according to AATA standards).



1.7.9. Art therapy for psychiatric conditions

The use of art therapy has been found to have positive effects on individuals with various psychiatric conditions, including schizophrenia and mood disorders, as well as trauma. Art therapy offers a valuable alternative means of expression for patients who may have difficulty expressing themselves verbally. An young adult diagnosed with schizotypal disorder, was able to use art therapy to express their experiences and feelings, which they struggled to convey verbally. While research specifically on the use of art therapy in schizotypal disorder is limited, it has been successfully applied in the treatment of associated disorders, such as schizophrenia.

Studies have shown that group art therapy can lead to significant decreases in negative symptoms in patients with schizophrenia, and participation in art therapy can result in an increased sense of self and improved mental health outcomes for individuals with schizophrenia and related disorders. Apart from its application in psychiatric conditions, art therapy has also been found to be advantageous in chronic physical conditions. The diagnosis of a physical illness not only affects the body but also has a significant impact on a patient's mental well-being. Art therapy can be used as a tool to help patients cope with their fears and improve their overall quality of life. For example, in a randomized controlled trial conducted with children who had asthma, a 7-week once-weekly art therapy program resulted in decreased anxiety and an enhanced self-concept. These positive effects were observed to continue even six months after the study ended. Similarly, in a study cancer patients who received art therapy



while undergoing chemotherapy reported significantly improved depression scores and a decrease in fatigue. Thus, the incorporation of art therapy as an adjunctive therapy in the management of chronic physical conditions can offer promising outcomes for both children and adults.

1.7.10. The future of art therapy



The COVID-19 pandemic, which was announced by the World Health Organization on 11 March 2020, necessitated the closure of many schools, businesses, and services. Nevertheless, recent technological advances have made it possible to continue providing services online and virtually. Art therapy is one such service that could benefit from technological progress. Digital art tools, teletherapy, and developments in virtual reality (VR) all have the potential to further advance this form of psychotherapy (American Art Therapy Association 2020). In particular, VR can offer participants an art experience that promotes creativity and transcends the physical world's limitations.

Additionally, it was noted that VR could be helpful for patients who were isolated due to illness, disabilities, or age. Therefore, this mode of art therapy delivery has the potential to improve accessibility and increase reach, both during the current pandemic and in the future.

Another technological advancement that may contribute to the future of art therapy is the use of digital art tools. With the increasing availability of digital art software and hardware, art therapists may be able to incorporate these tools into their practice to enhance creativity and offer new ways for patients to express themselves. This can also offer greater accessibility to art therapy for individuals who may not have access to traditional art supplies or who may have physical limitations that make it difficult to create art using traditional methods. Teletherapy, which involves delivering therapy sessions remotely using video conferencing technology, has also become more widely used in recent years. This form of therapy delivery can offer greater flexibility for patients who may not be able to attend in-person sessions due to distance or mobility issues (American Art Therapy Association 2020). While teletherapy may present some challenges in terms of maintaining a therapeutic relationship and ensuring privacy and



confidentiality, it has the potential to increase access to art therapy for a wider range of individuals.

Overall, the future of art therapy is likely to involve a greater incorporation of technology into the delivery of therapy services. This may offer greater accessibility and flexibility for patients, as well as new opportunities for creative expression and therapeutic intervention. As art therapy continues to evolve and grow, it may become an even more widely utilized and essential tool for improving mental health outcomes.



Learning Plan: Art and Craft Therapy

Time needed to study: Approximately 4 hours

Key Points:

- Art and craft therapy is a form of expressive therapy that uses various art and craft-making methods to improve emotional and cognitive functioning.
- Art and craft therapy can be tailored to an individual's needs and goals, making it a non-invasive and non-pharmacological treatment option.
- Art and craft therapy is accessible to people of all ages and abilities and can be applied in various contexts, including schools, hospitals, and mental health clinics.
- Art experience is not necessary, as the focus of art therapy is on the process of creating art, rather than the end product.

Learning Plan:

- Read the article on art and craft therapy to gain an understanding of what it is, its benefits, and its applications. (1 hour)
- Research the various art and craft-making methods used in art therapy, such as drawing, painting, sculpture, collage, and ceramics. (30 minutes)
- Reflect on personal experiences and emotions that could potentially benefit from art therapy. (30 minutes)
- Create a piece of art using one of the methods researched and reflect on the process and emotions experienced during the creative process. (1 hour)
- Research the training and certification requirements for becoming an art therapist, if interested in pursuing a career in the field. (30 minutes)
- Identify local resources for art and craft therapy and schedule an appointment with a licensed art therapist, if interested in participating in sessions. (30 minutes)



- Reflect on the experience and benefits of art and craft therapy, and consider incorporating it into personal mental health and self-care routines. (30 minutes)

Learning Plan: Incorporation of craft materials and methods into art therapy theory and practice.

Time needed: 2 weeks

Key points:

- The use of craft materials and methods in art therapy can expand the range of creative expression, provide new opportunities for self-exploration, and promote a sense of accomplishment and mastery.
- Craft materials and methods can be incorporated into art therapy in various ways, including enhancing sensory experience, promoting creativity and self-expression, creating tangible representations, and offering alternative modes of communication.
- During an art therapy session, you can expect to engage in various forms of artistic expression, such as drawing, painting, sculpting, or collage-making, under the guidance of a trained art therapist.
- The art therapist will use your artwork and your verbal expressions as a way to help you explore and understand your emotions, thoughts, and behaviors.
- The goal is to facilitate self-awareness, promote emotional healing, and develop coping skills.
- It's important to note that art therapy is not about making "good" art or producing a specific outcome. The focus is on the creative process and the emotional experience that comes with it.
- The structure of an art therapy session may vary depending on the therapist's approach and the client's individual needs and preferences.



There is a difference between arts/crafts and art therapy. Arts and crafts are about creating a completed and aesthetically pleasing product, while art therapy is the intentional use of the arts to meet specific goals and for psychological change.

Week 1:

Day 1: Read the text and watch videos about the incorporation of craft materials and methods into art therapy theory and practice. Take notes on key points and examples.

Time needed: 2 hours

Day 2: Reflect on your notes and think about how you could incorporate craft materials and methods into your art therapy practice. Write down your ideas and possible activities you could do with clients.

Time needed: 1 hour

Day 3: Choose one craft material and method (e.g. knitting, sewing, or clay) and research how it can be used in art therapy. Write a short report on your findings and include examples of how it has been used in art therapy sessions.

Time needed: 2 hours

Day 4: Explore the use of craft materials and methods in your own art-making practice. Create a piece of art using the craft material and method you researched yesterday. Reflect on your experience and write down any insights or emotions that came up during the process.

Time needed: 2 hours

Day 5: Discuss your findings and insights with a colleague or supervisor. Get feedback and ask for suggestions on how you can improve your craft-based art therapy practice.

Time needed: 1 hour

Week 2:

Day 6: Watch videos or read articles about what to expect from an art therapy session. Take notes on key points and the structure of an art therapy session.



Time needed: 2 hours

Day 7: Imagine you are a client going to your first art therapy session. Write down your expectations, fears, and hopes for the session. Reflect on why you decided to try art therapy.

Time needed: 1 hour

Day 8: Read about different approaches to art therapy and choose one that resonates with you. Write a brief report on the approach and how you would incorporate it into your practice.

Time needed: 2 hours

Day 9: Create a plan for your first art therapy session with a client. Include the approach you chose, the activities you will do, and the goals you hope to achieve. Discuss your plan with a colleague or supervisor and get feedback.

Time needed: 2 hours

Day 10: Reflect on your learning over the past two weeks. Write down what you learned, what challenges you faced,

Handouts or Resources:

- <https://www.cambridge.org/core/services/aop-cambridge-core/content/view/B381B0AA22EAC682C76A13BF90F7F84F/S0790966721000203a.pdf/drawing-on-emotions-the-evolving-role-of-art-therapy.pdf>
- <https://www.sciencedirect.com/science/article/abs/pii/S0197455607000287>
- <https://www.ilightllc.com/single-post/2017/03/06/whats-the-difference-arts-crafts-and-art-therapy>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8397377/>



Module 2 - Know Its Worth

2.1. eCommerce for Crafts

eCommerce has the potential to provide a valuable platform for people with lower opportunities, such as the unemployed and immigrants, to sell their crafts and make a living. One of the main advantages of eCommerce is that it allows for individuals to sell their products online without the need for a physical storefront. This eliminates the high costs associated with renting or purchasing a brick-and-mortar space, and allows for individuals to reach a wider audience through the internet. For example, According to a study by the National Retail Federation (NRF), e-commerce sales in the US alone are projected to reach \$794 billion by 2023.

In addition, eCommerce platforms like Etsy and Amazon Handmade provide a marketplace for artisans and craftspeople to sell their products. These platforms make it easy for individuals to create an online store and list their products, and they also handle the logistics of shipping and customer service. This allows individuals to focus on creating their crafts while leaving the business side of things to the platform. According to a report by Statista, Etsy had over 60 million active buyers in 2020.

Another benefit of eCommerce is the ability to target specific demographics through online marketing and social media. For example, individuals can use Facebook and Instagram to promote their crafts to a specific group of people, such as those interested in handmade items. This allows for a more targeted approach to marketing, which can be especially beneficial for people with lower opportunities who may not have the resources to reach a wide audience through traditional advertising methods. A report by Social Media Examiner found that 80% of small business owners use social media to promote their products and services.

Furthermore, eCommerce can provide a sense of community and support for people with lower opportunities. For example, online marketplaces like Etsy have a large community of artisans and craftspeople who can provide support and advice to one another. This can be especially helpful for immigrants who may not have a strong network of people in their new country.

However, it should be noted that eCommerce is not without its challenges. One major issue is competition. With so many people selling their products online, it can be difficult to stand out



and attract customers. Additionally, there are issues of shipping and payment processing which can be difficult for those who are not familiar with the process.

In conclusion, eCommerce can provide a valuable platform for people with lower opportunities, such as the unemployed and immigrants, to sell their crafts and make a living. The low cost and wide reach of eCommerce, along with the ability to target specific demographics, can be beneficial for people who may not have the resources to reach a wide audience through traditional methods. However, it is important to note that there are challenges associated with eCommerce as well, and individuals should be prepared to face competition and navigate the logistics of shipping and payment processing.

References:

1. National Retail Federation (NRF). (2022). E-commerce sales in the United States from 2016 to 2023 (in billion U.S. dollars).
2. Statista. (2021). Number of active buyers on Etsy worldwide from 2015 to 2020.
3. Social Media Examiner. (2021). Social media for small business: 2021 report.



Lesson Plan:

Title: The Benefits of eCommerce for People with Lower Opportunities

Time: 30 minutes

Aims:

- To introduce students to the concept of eCommerce and its potential benefits for people with lower opportunities
- To encourage students to think critically about the challenges and opportunities associated with eCommerce
- To improve students' reading comprehension and vocabulary skills through engaging with the text

Materials:

- A copy of the text "eCommerce for Crafts" for each student
- Handouts with conversation activities and questions

Procedure:

1. Introduction (5 minutes)
 - Begin the lesson by introducing the topic of eCommerce and its potential benefits for people with lower opportunities. Ask students if they have ever purchased anything online or if they know anyone who sells their products online.
2. Reading Comprehension (10 minutes)
 - Distribute a copy of the text to each student and ask them to read it individually.
 - After reading, ask students to complete a handout with comprehension questions to check their understanding of the text.
3. Vocabulary Building (5 minutes)
 - As a class, go over any vocabulary words that students may have found challenging while reading the text. Have students work in pairs to create flashcards with the new vocabulary words.
4. Conversation Activities (10 minutes)
 - Divide the class into small groups and distribute a handout with conversation activities. Encourage students to discuss the challenges and opportunities of eCommerce as it relates to people with lower opportunities.
 - Have each group share their discussion points with the class.
5. Conclusion (5 minutes)



- Summarize the main points of the lesson and remind students of the benefits and challenges of eCommerce for people with lower opportunities.
- Collect flashcards and handouts for review in the next class.

Handout 1: Comprehension Questions

1. What are the advantages of eCommerce for people with lower opportunities?
2. What specific platforms can be used to sell crafts online?
3. How can eCommerce help immigrants?
4. What are some challenges associated with eCommerce?

Handout 2: Conversation Activities

1. In small groups, discuss the benefits of eCommerce for people with lower opportunities. What specific examples can you think of?
2. In your opinion, what are the biggest challenges of eCommerce for people with lower opportunities?
3. Imagine you are an artisan who wants to sell your products online. What steps would you need to take to get started?
4. How do you think eCommerce can help immigrants?
5. What are the benefits of community and support for people with lower opportunities?



2.1.A. Shopify



Shopify is an eCommerce platform that allows individuals and businesses to create and run their own online stores. It is one of the most popular eCommerce platforms on the market, and it offers a wide range of features and tools to help users create and manage their online stores.

One of the main advantages of Shopify is its ease of use. The platform is designed for users of all skill levels, and it offers a user-friendly interface that makes it easy to create and manage an online store. Even users with no technical skills can set up and run an online store with Shopify.

Shopify also offers a wide range of customization options, which allows users to tailor their online stores to their specific needs. The platform offers a variety of templates and themes to choose from, and users can also use HTML and CSS to customize their stores. Furthermore, Shopify has a large App store where users can find and install add-ons and plugins to enhance the functionality of their store.

Another advantage of Shopify is its scalability. The platform can grow with your business, regardless of the size of your online store. Shopify can handle a small number of products, as well as a large number of products and customers with the same ease. Additionally, Shopify offers a wide range of features and tools to help businesses manage their inventory, fulfill orders, and handle customer service.

In addition, Shopify offers a variety of payment options, which allows users to accept payments from customers in different countries and currencies. Shopify also supports a wide range of payment gateways, including PayPal, Stripe, and Square.

However, like any other platform, Shopify also has its disadvantages. One of the main disadvantages of Shopify is that it has a transaction fee for each sale made through the platform. This fee can be as high as 2% for users who use third-party payment gateways. Additionally, Shopify's pricing plans have a basic cost which is charged monthly, and this cost could be considered high for some small businesses.



Another disadvantage is that Shopify's customization options are limited. The platform's templates and themes are limited in terms of design and functionality, and some users may find it difficult to create a truly unique online store. Furthermore, Shopify's App store may not have the specific plugin or add-on that a user is looking for.

Finally, Shopify's customer support is another area where the platform could improve. Some users have reported that the customer support is not always responsive or helpful, and that it can be difficult to get in touch with a representative.

In conclusion, Shopify is a popular eCommerce platform that offers a wide range of features and tools to help users create and manage their online stores. It is easy to use, offers a wide range of customization options, and can scale with your business. However, it also has some drawbacks such as the transaction fee, the pricing plans and the customer support. If you're thinking of using Shopify, it's important to weigh the pros and cons and decide if it's the right platform for your business.

Lesson Plan: Introduction to Shopify

Aims:

1. To familiarize students with the eCommerce platform Shopify and its features.
2. To understand the advantages and disadvantages of using Shopify for online businesses.
3. To explore different customization options and tools available on Shopify.

Procedure:

1. Begin the lesson by introducing Shopify and its main features, including its ease of use, customization options, scalability, and payment options. Provide the students with the text above for further reading.
2. Divide the students into groups and assign them the task of creating a dummy online store on Shopify. Each group should choose a different theme and customize it to their liking.
3. After the store is set up, have the groups present their stores to the class and discuss the pros and cons of using Shopify as an eCommerce platform.
4. As a class, explore the Shopify App store and discuss the various add-ons and plugins available to enhance the functionality of an online store.
5. Conclude the lesson by discussing the transaction fee and pricing plans of Shopify and the importance of weighing the pros and cons before deciding to use the platform for a business.



Resources:

- Shopify website (<https://www.shopify.com/>)
- Shopify App store (<https://apps.shopify.com/>)
- Shopify pricing plans (<https://www.shopify.com/pricing>)
- Shopify help center (<https://help.shopify.com/>)
- Shopify documentation (<https://docs.shopify.com/>)



2.1.B. Etsy



Etsy is an eCommerce platform that specializes in handmade and vintage items, as well as unique factory-manufactured items. It is an online marketplace that allows individuals and small businesses to sell their crafts and other handmade goods to a global audience.

One of the main advantages of Etsy is that it is a niche platform, which makes it easier for sellers to reach their target audience. Because Etsy specializes in handmade and unique items, it attracts a specific group of shoppers who are looking for these types of products. This can help sellers to get more visibility and reach potential customers who are interested in their products.

Another advantage of Etsy is that it has a large community of buyers and sellers. This community can provide support and advice to sellers, and it can also help to create a sense of community and belonging for sellers. Additionally, Etsy provides tools for sellers to communicate with buyers, such as a messaging system, which can be helpful for building relationships with customers.

Etsy also offers a wide range of features and tools to help sellers create and manage their online stores. For example, it offers various listing options, such as the ability to list multiple variations of a product, and it also provides analytics and insights to help sellers track their sales and improve their listings. Furthermore, Etsy has a mobile app that is convenient for sellers to manage their store on the go.

Another benefit of Etsy is the low cost of entry. Unlike other eCommerce platforms, Etsy does not require sellers to have their own website or domain, and it also has a lower monthly subscription fee. Additionally, Etsy charges a lower transaction fee than other platforms, which can be beneficial for small businesses and individual sellers.

However, like any other platform, Etsy also has its disadvantages. One of the main disadvantages of Etsy is the competition. Because it is a popular platform with a large number of sellers, it can be difficult for new sellers to stand out and attract customers. Additionally,



because Etsy specializes in handmade and unique items, it can be difficult for sellers to scale their businesses and increase their sales.

Another disadvantage of Etsy is that it has limitations in terms of customization and branding. While sellers can customize their listings and storefronts to a certain degree, it may not be as much as other eCommerce platforms. Additionally, Etsy's branding is consistent across all stores, which can make it difficult for sellers to create a unique identity for their business.

Finally, Etsy's customer support is another area where the platform could improve. Some users have reported that customer support is not always responsive or helpful and that it can be difficult to get in touch with a representative.

In conclusion, Etsy is an eCommerce platform that specializes in handmade and vintage items, as well as unique factory-manufactured items. It offers a niche market for sellers to reach their target audience and has a large community of buyers and sellers. Etsy also offers a wide range of features and tools to help sellers create and manage their online stores, at a low cost of entry. However, competition and limitations in customization and branding are downsides, and customer support can be improved. If you're thinking of using Etsy, it's important to weigh the pros and cons and decide if it's the right platform for your business.

Lesson Plan: Introduction to Etsy

Aims:

1. To familiarize students with the eCommerce platform Etsy and its features.
2. To understand the advantages and disadvantages of using Etsy for selling handmade and vintage items.
3. To explore different features and tools available on Etsy to create and manage an online store.

Procedure:

1. Begin the lesson by introducing Etsy and its main features, including its niche market, large community, and low cost of entry. Provide the students with the text above for further reading.



2. Have a class discussion on the advantages and disadvantages of using Etsy as an eCommerce platform for selling handmade and vintage items.
3. Divide the students into groups and assign them the task of creating a dummy online store on Etsy. Each group should choose a different category of products and customize their store accordingly.
4. After the store is set up, have the groups present their stores to the class and discuss the various features and tools available on Etsy to create and manage an online store.
5. Conclude the lesson by discussing the competition and limitations in customization and branding on Etsy and the importance of weighing the pros and cons before deciding to use the platform for a business.

Activities:

1. Research and discussion on the advantages and disadvantages of using Etsy as an eCommerce platform.
2. Hands-on practice setting up a dummy online store on Etsy.
3. Class presentation and discussion on the various features and tools available on Etsy.
4. Group discussion on the competition and limitations in customization and branding on Etsy.

Resources:

- Etsy website (<https://www.etsy.com/>)
- Etsy help center (<https://www.etsy.com/help>)
- Etsy seller handbook (<https://www.etsy.com/seller-handbook>)
- Etsy mobile app (<https://www.etsy.com/mobile>)
- Etsy pricing plans (<https://www.etsy.com/seller-fees>)



2.1.C. Handmade Amazon



Amazon Handmade is a marketplace on Amazon.com that specializes in handmade items, such as jewelry, home décor, and clothing. It is a platform that allows artisans and craftspeople to sell their handmade goods to a global audience.

One of the main advantages of Amazon Handmade is its reach. As one of the largest eCommerce platforms in the world, Amazon has a vast customer base that artisans and craftspeople can tap into. This can help to increase visibility and sales for sellers. Additionally, Amazon Handmade is integrated into the main Amazon platform, which makes it easy for customers to find and purchase handmade items while they are shopping on Amazon.

Another advantage of Amazon Handmade is its low cost of entry. Unlike other eCommerce platforms, Amazon Handmade does not require sellers to have their own website or domain, and it also has a lower monthly subscription fee. Additionally, Amazon Handmade charges a lower transaction fee than other platforms, which can be beneficial for small businesses and individual sellers.

Amazon Handmade also offers a wide range of features and tools to help sellers create and manage their online stores. For example, it offers various listing options, such as the ability to list multiple variations of a product, and it also provides analytics and insights to help sellers track their sales and improve their listings. Furthermore, Amazon Handmade has a mobile app that is convenient for sellers to manage their store on the go.

For unemployed craftsmen and craftswomen, Amazon Handmade can be a useful platform to sell their products and make a living. As it offers low-cost entry and a wide reach, it can help them to start their own business without having to invest a lot of money. Additionally, the platform's integrated analytics and insights can be helpful for them to track their sales and improve their listings.

However, like any other platform, Amazon Handmade also has its disadvantages. One of the main disadvantages of Amazon Handmade is the competition. Because it is a popular platform with a large number of sellers, it can be difficult for new sellers to stand out and attract



customers. Additionally, because Amazon Handmade specializes in handmade items, it can be difficult for sellers to scale their businesses and increase their sales.

Another disadvantage of Amazon Handmade is that it has limitations in terms of customization and branding. While sellers can customize their listings and store fronts to a certain degree, it may not be as much as other eCommerce platforms. Additionally, Amazon Handmade's branding is consistent across all stores, which can make it difficult for sellers to create a unique identity for their business.

Finally, Amazon Handmade's customer support is another area where the platform could improve. Some users have reported that customer support is not always responsive or helpful, and that it can be difficult to get in touch with a representative.

In conclusion, Amazon Handmade is a marketplace on Amazon.com that specializes in handmade items, such as jewelry, home décor, and clothing. It offers a wide reach and low cost of entry, and it can be useful for unemployed craftsmen and craftswomen to sell their products and make a living. However, it also has its downsides such as the competition, limitations in customization and branding, and the customer support can be improved. If you're thinking of using Amazon Handmade, it's important to weigh the pros and cons and decide if it's the right platform for your business.

Lesson Plan: Introduction to Amazon Handmade

Aims:

1. To familiarize students with the eCommerce platform Amazon Handmade and its features.
2. To understand the advantages and disadvantages of using Amazon Handmade for selling handmade items.
3. To explore different features and tools available on Amazon Handmade to create and manage an online store.

Procedure:



1. Begin the lesson by introducing Amazon Handmade and its main features, including its reach, low cost of entry, and tools for sellers. Provide the students with the text above for further reading.
2. Have a class discussion on the advantages and disadvantages of using Amazon Handmade as an eCommerce platform for selling handmade items.
3. Divide the students into groups and assign them the task of studying one seller and the various features and items it presents.
4. Have one group present their findings about the seller: the type of products, promotions, etc.

Reading Activity:

1. Have the students read the text above and take notes on the advantages and disadvantages of using Amazon Handmade as an eCommerce platform.
2. Have the students summarize their notes in a short paragraph and present it to the class.

Speaking Activity:

1. Have the students work in pairs and role-play a conversation between a seller and a customer. The seller should try to persuade the customer to buy their handmade product from their Amazon Handmade store.
2. After the role-play, have the students discuss the advantages and disadvantages of using Amazon Handmade as a marketplace for the seller and the customer.

Resources:

- Amazon Handmade website (<https://www.amazon.com/handmade>)
- Amazon Handmade mobile app (<https://www.amazon.com/handmade/mobile>)
- Amazon Handmade analytics and insights
- (<https://www.amazon.com/handmade/analytics>)



2.D. Cratejoy



Cratejoy is an eCommerce platform that specializes in subscription box businesses. It is a platform that allows individuals and small businesses to create and manage their own subscription box services, and sell them to a global audience.

One of the main advantages of Cratejoy is its focus on subscription box businesses. This niche focus allows sellers to tap into a specific market of customers who are interested in subscribing to a service that delivers products on a regular basis. Additionally, Cratejoy offers a wide range of features and tools to help sellers create and manage their subscription box services, including customizable checkout pages, order management, and analytics.

Another advantage of Cratejoy is its scalability. The platform can grow with your business, regardless of the size of your subscription box service. Cratejoy can handle a small number of subscribers, as well as a large number of subscribers and customers with the same ease. Additionally, Cratejoy offers a wide range of features and tools to help businesses manage their inventory, fulfill orders, and handle customer service.

Cratejoy also offers a variety of payment options, which allows users to accept payments from customers in different countries and currencies. Cratejoy also supports a wide range of payment gateways, including PayPal, Stripe, and Square.

For people with lower opportunities, Cratejoy can be a valuable platform to start their own business. Cratejoy's focus on subscription box businesses allows them to tap into a specific market of customers. Additionally, the platform's scalability, and the wide range of features and tools offered, can help them to create and manage their own subscription box service, and grow their business over time.

However, like any other platform, Cratejoy also has its disadvantages. One of the main disadvantages of Cratejoy is the competition. As the subscription box market is growing, it can be difficult for new sellers to stand out and attract customers. Additionally, because Cratejoy



specializes in subscription box businesses, it can be difficult for sellers to scale their businesses and increase their sales if they are not able to find the right niche or market.

Another disadvantage of Cratejoy is that it has limitations in terms of customization and branding. While sellers can customize their listings and storefronts to a certain degree, it may not be as much as other eCommerce platforms. Additionally, Cratejoy's branding is consistent across all stores, which can make it difficult for sellers to create a unique identity for their business.

Finally, Cratejoy's customer support is another area where the platform could improve. Some users have reported that customer support is not always responsive or helpful and that it can be difficult to get in touch with a representative.

In conclusion, Cratejoy is an eCommerce platform that specializes in subscription box businesses. It offers a niche market, scalability, and a wide range.

Lesson Plan: Cratejoy and other eCommerce platforms

AIM: To compare the Cratejoy platform with other popular selling platforms and evaluate the pros and cons of each.

PROCEDURE:

1. Introduction to the topic of online selling platforms and their importance in the e-commerce industry.
2. Presentation on the Cratejoy platform and its features, including subscription models and customizable storefronts.
3. Research activity in pairs using phones and internet to gather information on other popular selling platforms such as Shopify, Amazon, and Etsy.
4. Discussion and comparison of the platforms based on features, pricing, and user reviews.
5. Conclusion and evaluation of the best platform for a specific business model or product.

ACTIVITIES:

- Introduction to the topic of online selling platforms (5 minutes)
- Presentation on Cratejoy (10 minutes)



- Research activity in pairs (10 minutes)
- Discussion and comparison of platforms (5 minutes)
- Conclusion and evaluation (5 minutes)

HANDOUTS:

- List of popular online selling platforms
- Comparison chart template to evaluate the platforms

COMPREHENSION QUESTIONS:

- What are the main features of the Cratejoy platform?
- How does Cratejoy compare to other popular online selling platforms in terms of pricing?
- What are some of the benefits and drawbacks of using Cratejoy for your business?
- What is the best platform for a specific business model or product?

DISCUSSION:

- How does Cratejoy stand out from other platforms in terms of features and pricing?
- What are some of the key considerations when choosing an online selling platform for your business?
- Are there any other platforms that you believe should be considered?

MATERIALS:

- Phone
- Internet
- Pair work



2.E. Hyena Cart for eco-friendly products



Hyena Cart is an eCommerce platform that specializes in eco-friendly and sustainable products. It is an online marketplace that allows small businesses and artisans to sell their eco-friendly and sustainable products to a global audience.

One of the main advantages of Hyena Cart is its focus on eco-friendly and sustainable products. This niche focus allows sellers to tap into a specific market of customers who are interested in purchasing products that are environmentally friendly and sustainable. Additionally, Hyena Cart offers a wide range of features and tools to help sellers create and manage their online stores, such as customizable checkout pages, order management, and analytics.

Another advantage of Hyena Cart is its community focus. The platform encourages and supports sustainable and eco-friendly businesses and products, and it has a large community of buyers and sellers who share similar values and goals. This community can provide support and advice to sellers, and it can also help to create a sense of community and belonging for sellers.

Hyena Cart also offers a variety of payment options, which allows users to accept payments from customers in different countries and currencies. Hyena Cart also supports a wide range of payment gateways, including PayPal, Stripe, and Square.

For people with lower opportunities, Hyena Cart can be a valuable platform to start their own business. Hyena Cart's focus on eco-friendly and sustainable products allows them to tap into a specific market of customers. Additionally, the platform's community focus and the wide range of features and tools offered can help them to create and manage their own eco-friendly and sustainable business and grow their business over time.

Hyena Cart sets itself apart from other eCommerce platforms by its focus on sustainability. The platform encourages and supports sustainable and eco-friendly businesses and products. The platform also encourages transparency and honesty from its sellers and requires that all products sold on the platform are eco-friendly, sustainable, and non-toxic. It also has a green



mission and values that include recycling, reducing waste, and educating customers about sustainable living.

However, like any other platform, Hyena Cart also has its disadvantages. One of the main disadvantages of Hyena Cart is the competition. As the eco-friendly market is growing, other platforms have included features targeted at sustainable handmade products.

Lesson Plan: Comparing Materials and Prices on Hyena Cart

Aims:

1. To familiarize students with the eCommerce platform Hyena Cart and its focus on eco-friendly and sustainable products.
2. To understand how the materials used in different products on Hyena Cart affect the prices and availability of products in different countries.
3. To compare and contrast the materials used in different products on Hyena Cart and how that is reflected in the prices and availability of products in different countries.

Procedure:

1. Begin the lesson by introducing Hyena Cart and its main features, including its focus on eco-friendly and sustainable products, community focus, and payment options. Provide the students with the text above for further reading.
2. Have a class discussion on the advantages and disadvantages of using Hyena Cart as an eCommerce platform for selling eco-friendly and sustainable products.
3. Divide the students into groups and assign them the task of researching and comparing the materials used in different products on Hyena Cart and how that affects the prices and availability of products in different countries.
4. After the research is completed, have the groups present their findings to the class and discuss any patterns or trends they observed.
5. Conclude the lesson by discussing the importance of considering the materials used in products and how that can affect the prices and availability of products in different countries.

Activities:



1. Research and discussion on the advantages and disadvantages of using Hyena Cart as an eCommerce platform for selling eco-friendly and sustainable products.
2. Group research and comparison of the materials used in different products on Hyena Cart and how that affects the prices and availability of products in different countries.
3. Group presentation and class discussion on the patterns and trends observed in the research.

Resources:

- Hyena Cart website (<https://www.hyenacart.com/>)
- Hyena Cart community forum (<https://www.hyenacart.com/forum>)
- Hyena Cart sustainability policy (<https://www.hyenacart.com/sustainability>)



2.F. iCraft



iCraft is an eCommerce platform that specializes in handmade, unique, and sustainable products. It is an online marketplace that allows small businesses and artisans to sell their handmade, unique, and sustainable products to a global

audience. One of the main advantages of iCraft is its focus on handmade, unique, and sustainable products. This niche focus allows sellers to tap into a specific market of customers who are interested in purchasing handmade, unique, and sustainable products. Additionally, iCraft offers a wide range of features and tools to help sellers create and manage their online stores, such as customizable checkout pages, order management, and analytics.

Another advantage of iCraft is its community focus. The platform encourages and supports sustainable and eco-friendly businesses and products, and it has a large community of buyers and sellers who share similar values and goals. This community can provide support and advice to sellers, and it can also help to create a sense of community and belonging for sellers.

iCraft also offers a variety of payment options, which allows users to accept payments from customers in different countries and currencies. iCraft also supports a wide range of payment gateways, including PayPal, Stripe, and Square.

For people with lower opportunities, iCraft can be a valuable platform to start their own business. iCraft's focus on handmade, unique and sustainable products allows them to tap into a specific market of customers. Additionally, the platform's community focus and the wide range of features and tools offered can help them to create and manage their own eco-friendly and sustainable business and grow their business over time.

iCraft sets itself apart from other eCommerce platforms by its focus on sustainability, and handmade and unique products. The platform encourages and supports sustainable and eco-friendly businesses and products. It also encourages transparency and honesty from its sellers and requires that all products sold on the platform are eco-friendly, sustainable, and non-toxic. It also has a green mission and values that include recycling, reducing waste, and educating customers about sustainable living. Furthermore, iCraft also prioritizes handmade and unique products, which is not as common among other eCommerce platforms.



However, like any other platform, iCraft also has its disadvantages. One of the main disadvantages of iCraft is the competition. As the eco-friendly and handmade market is growing, it can be difficult for new sellers to stand out and attract customers. Additionally, because iCraft specializes in handmade, unique and sustainable products, it can be difficult for sellers to scale their businesses and increase their sales if they are not able to find the right niche or market.

Another disadvantage of iCraft is that it has limitations in terms of customization and branding. While sellers can customize their listings and storefronts to a certain degree, it may not be as much as other eCommerce platforms. Additionally, iCraft's branding is consistent across all stores, which can make it difficult for sellers to create a unique identity for their business.

Finally, iCraft's customer support is another area where the platform could improve

Lesson Plan: iCraft eCommerce platform

Aims:

- To understand what iCraft is and its focus on handmade, unique, and sustainable products
- To identify the advantages and disadvantages of using iCraft for people with lower opportunities
- To develop reading and comprehension skills

Activities:

1. Introduction (5 minutes): Introduce the topic of the lesson: iCraft eCommerce platform.
2. Reading (10 minutes): Give students the text about iCraft and ask them to read it independently.
3. Comprehension Questions (10 minutes): Ask students a series of comprehension questions about the text to check their understanding. Some example questions could be:
 - What is the main focus of iCraft?



- What are some advantages of using iCraft?
 - How does iCraft differ from other eCommerce platforms?
 - How can iCraft be useful for people with lower opportunities?
 - What are some disadvantages of using iCraft?
4. Discussion (5 minutes): Have a class discussion about the answers to the comprehension questions. Encourage students to share their thoughts and opinions about iCraft and its focus on handmade, unique, and sustainable products.
 5. Conclusion (5 minutes): Summarize the main points of the lesson and review the key takeaways.

Assessment:

- Observe students during the reading and comprehension question activities to assess their understanding of the text.
- Use the class discussion as an informal assessment of their understanding and ability to analyze and interpret the text.

Note: The activities and timings can be adjusted as per availability and requirements.

2.2 Module review:

Lesson Plan:

Title: Review of e-commerce platforms

Time: 30 minutes

Aims:

- To introduce students to the concept of eCommerce and the different platforms available
- To encourage students to think critically about the benefits and challenges of eCommerce
- To provide students with practical experience using an eCommerce platform



Materials:

- A computer or tablet for each student
- Access to an eCommerce platform (e.g. Amazon, Etsy, Shopify)

Procedure:

1. Introduction (5 minutes)
 - Begin the lesson by introducing the topic of eCommerce and the different platforms available. Ask students if they have ever purchased anything online or if they have ever heard of eCommerce platforms.
2. Platform Overview (10 minutes)
 - As a class, review the different eCommerce platforms available, including Amazon, Etsy, and Shopify. Discuss the features and benefits of each platform.
3. Practical Activity (10 minutes)
 - Divide the class into small groups and assign each group a different eCommerce platform to explore. Have students navigate the platform and become familiar with its features.
4. Discussion (5 minutes)
 - Have each group share their experience using the platform and discuss the benefits and challenges of using that specific platform for online sales.
5. Follow-up Task (5 minutes)
 - Assign students a task to research and compare the fees and commissions of the different eCommerce platforms. They should be able to identify the platforms that would best suit them for their own potential online sales.
6. Conclusion (5 minutes)
 - Summarize the main points of the lesson and remind students of the different eCommerce platforms available. Encourage students to continue exploring eCommerce platforms on their own and to be mindful of the costs, benefits, and challenges of each platform.



In addition to the above, you can also consider adding the following activities to review what has been learned:

- Have students create an account on one of the platforms, and have them list an item they would like to sell, to have a better understanding of the process.
- Have students research the competition on the platform they chose and brainstorm strategies to stand out.
- Have students research the marketing opportunities on the platform they chose and brainstorm strategies to promote their items.



Module 3: Online marketing and social media



Online marketing and social media are two broad and interconnected fields that involve using the internet and social media platforms to promote products, brands, and services. Online marketing encompasses a range of tactics and strategies, such as search engine optimization (SEO), content marketing, email marketing, social media marketing, and online advertising. These strategies are used to attract and engage customers, and to convert them into paying customers.

Social media, on the other hand, refers to the various online platforms and communities that allow users to connect, share content, and participate in online discussions. Some popular social media platforms include Facebook, Twitter, Instagram, LinkedIn, and Pinterest. Businesses can use social media to connect with customers, promote their products and services, and gather feedback and insights. Overall, online marketing and social media are powerful tools for reaching and engaging customers in the digital age, and they can be used to effectively promote products, build brand awareness, and drive sales.

Here are a few examples of techniques and strategies that businesses and organizations can use for effective online marketing and social media promotion to promote products, build brand awareness, and generate sales:

Search Engine Optimization (SEO)



By optimizing their website for search engines, businesses and organizations can increase the visibility of their products and services and attract more potential customers. This can include optimizing website content and meta tags, building backlinks, and creating high-quality content.

Content Marketing

By creating and distributing valuable and relevant content, businesses and organizations can attract and retain customers and build brand awareness. This can include creating blog posts, articles, videos, infographics and more.

Social media marketing

By using social media platforms such as Facebook, Twitter, Instagram, and LinkedIn, businesses and organizations can reach and engage with their audience, build brand awareness, and drive sales. This can include creating and sharing content, running social media ads, and engaging with customers through comments and messages.

Email Marketing

By sending targeted and relevant email campaigns, businesses and organizations can promote products, build brand awareness and generate sales. This can include sending promotional emails, newsletters, and automated email campaigns.

Influencer Marketing

By working with influential individuals in their industry or niche, businesses and organizations can reach new audiences, build brand awareness and increase sales. This can include working with bloggers, YouTubers, or other social media influencers to create sponsored content, product reviews, or other forms of promotion.

Influencer marketing is a strategy by which businesses and organizations work with influential people in their industry or niche to reach new audiences, build brand awareness and increase sales.



This may include working with bloggers, vloggers or other online influencers to create sponsored content, product reviews or other forms of promotion. Influencers already have a loyal audience and are considered an authority in their field, therefore their recommendations have a greater persuasive power.

Another method can be through brand ambassador campaigns where influencers become official representatives of the brand, using and promoting its products in their content.

Through this strategy, businesses and organizations can use influencers' authority and credibility to achieve their marketing goals and reach new audiences.

Retargeting

By using retargeting techniques, businesses and organizations can target ads to users who have previously visited their website or interacted with their products. This can help to increase the likelihood of generating sales from users who have already expressed interest in the business or product.

Retargeting is a technique by which businesses and organizations can target ads to users who have previously visited their site or interacted with their products. This can help increase the chances of generating sales from users who have already expressed interest in the business or product in question.

This can be done through cookies or other tracking technologies that allow businesses and organizations to identify users who have interacted with their site and show them relevant ads when they access other sites or platforms.

For example, if a user visited the website of a clothing company and did not complete a purchase, the company can use retargeting to show him ads with the products he saw when accessing other websites or social media platforms . This can help increase the chances that the user will return and complete the purchase.



Retargeting is an effective method of reaching users who have already shown interest in a company's products or services and can help increase sales and brand awareness. -By using a combination of these techniques and strategies, businesses and organizations can effectively promote their products, build brand awareness, and generate sales through online marketing and social media.

Nonformal activity for youth CAZE about online marketing and social media

Activity 1.Introduction to online marketing and social media:

Participants will learn about the different tactics and strategies used in online marketing, and the importance of using these strategies to reach and engage customers in the digital age.

Activity 2.Search Engine Optimization (SEO) workshop:

Participants will learn about the basics of SEO, including keyword research, meta tags, backlink building, and creating high-quality content. They will also have the opportunity to optimize a website for SEO using a provided template.

Activity 3.Content Marketing workshop:

Participants will learn about the importance of creating and distributing valuable and relevant content to attract and retain customers, and build brand awareness. They will also have the opportunity to create their own content (blog post, video, infographic) and receive feedback on it.

Activity 4.Social Media Marketing workshop:

Participants will learn about the different social media marketing:

Social media marketing is a strategy that businesses and organizations use to reach and engage with their audience on social media platforms, such as Facebook, Twitter, Instagram, and LinkedIn. This can include creating and sharing content, running social media ads, and engaging with customers through comments and messages.

Activity 5.Evaluation

Task to do for target CAZE participants:

Choose one of the online marketing and social media techniques or strategies discussed above (ex. SEO, content marketing, social media marketing, email marketing, influencer marketing,



or retargeting) and research it further. Create a presentation or a report that includes the following information:

A brief overview of the technique or strategy

The benefits and goals of using it

How it can be implemented and best practices

Examples of companies or organizations that have successfully used the technique or strategy

The potential challenges or drawbacks of using the technique or strategy

The impact of the technique or strategy on the overall online marketing and social media landscape

The presentation or report can be shared with a CAZE group to showcase your understanding and research on the chosen technique or strategy.

Quiz about “Online marketing and social media”

1. True or False: Online marketing and social media are two separate fields with no connection.
2. True or False: SEO is a technique used to increase the visibility of a website and attract more potential customers.
3. True or False: Content marketing is a strategy used to attract and retain customers and build brand awareness.
4. True or False: Social media platforms such as Facebook, Twitter, and Instagram can be used to reach and engage with customers and drive sales.
5. True or False: Email marketing is a strategy used to promote products and generate sales through targeted and relevant email campaigns.
6. True or False: Influencer marketing is a strategy that involves working with influential individuals to reach new audiences, build brand awareness and increase sales.
7. True or False: Brand ambassador campaigns are a method of influencer marketing where the influencer becomes an official representative of the brand.
8. True or False: Retargeting is a technique used to target ads to users who have previously visited a website or interacted with a product.
9. True or False: The goal of online marketing and social media is to convert potential customers into paying customers.
10. True or False: Online marketing and social media are not powerful tools for reaching and engaging customers in the digital age.



{1.False;2.True;3.True;4.True;5.True;6.True;7.True;8.True;9.True;10.False}



3.1. Web analytics

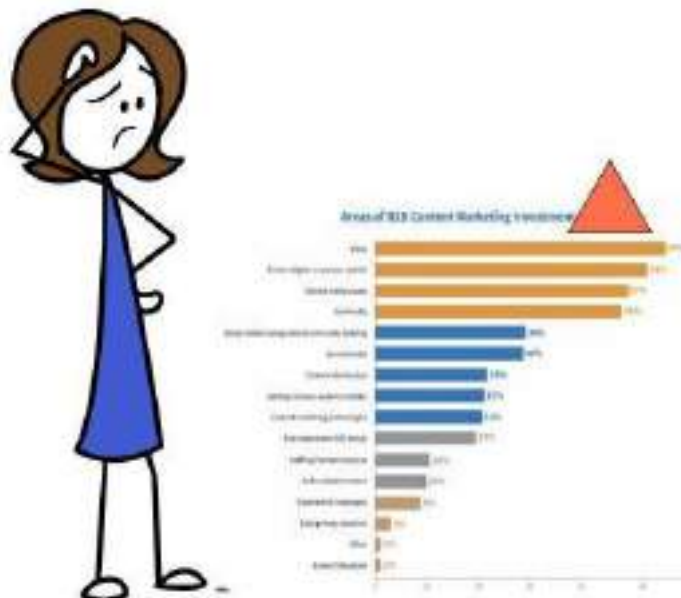
Web analytics is the process of analyzing and reporting on website data in order to understand and optimize website usage. It involves collecting, measuring, and interpreting data about website traffic and usage patterns, with the goal of understanding how visitors interact with a website and how to improve their experience.

Web analytics tools typically track metrics such as page views, unique visitors, bounce rate, and conversion rate. This data is used to understand which pages and content are most popular, where visitors are coming from, and how they are interacting with the site. Web analytics can also be used to identify problems with a website, such as broken links or slow load times, and to develop strategies for improving website performance and usability.

Overall, web analytics is an important aspect of online marketing and can provide valuable insights into the effectiveness of a website and the ways in which it can be improved.

Here are examples of how web analytics can be used to improve a website:

1. Identifying popular content: By analyzing data on page views and engagement, web analytics can help you identify which pages and content are most popular on your website. This can help you prioritize and focus your resources on creating more of the types of content that resonates with your audience.



There are several metrics that can be used to identify popular content on a website for the purpose of web analytics:



Page views: This metric measures the number of times a specific page has been viewed. Pages with a high number of views are typically considered popular.

Unique visitors: This metric measures the number of unique individuals who have visited a specific page. Pages with a high number of unique visitors are also typically considered popular.

Time on page: This metric measures the amount of time a visitor spends on a specific page. Pages that engage visitors and hold their attention for longer periods of time are typically considered more popular.

Bounce rate: This metric measures the percentage of visitors who leave a website after viewing only a single page. Pages with a low bounce rate are typically considered more popular, as they are able to engage visitors and keep them on the site.

Social media shares: This metric measures the number of times a page or piece of content has been shared on social media platforms. Pages or content with a high number of social media shares are typically considered popular.

By analysing these metrics, you can get a sense of which pages and content are most popular on your website and use this information to inform your content strategy.

2. **Improving website navigation:** By analysing data on how visitors interact with your website, web analytics can help you identify any issues with navigation or usability. For example, you might discover that visitors are having trouble finding certain pages or that they are bouncing off the site quickly. This information can help you make changes to improve the navigation and user experience on your website.



There are several metrics that can be used to understand how visitors are interacting with a website:



Page views: This metric measures the number of times a specific page has been viewed. High page view numbers can indicate that a page is popular or that it is being accessed frequently by visitors.

Time on page: This metric measures the amount of time a visitor spends on a specific page. A high time on page can indicate that a page is engaging and holds the visitor's attention.

Bounce rate: This metric measures the percentage of visitors who leave a website after viewing only a single page. A low bounce rate can indicate that a page is engaging and encourages visitors to explore other parts of the site.

Scroll depth: This metric measures how far down a visitor scrolls on a page. A high scroll depth can indicate that a visitor is engaging with the content on the page and is interested in learning more.

Click-through rate (CTR): This metric measures the number of clicks a specific page or piece of content receives in relation to the number of times it is viewed or served. A high CTR can indicate that a page or piece of content is relevant and engaging to visitors.

By analysing these metrics, you can get a sense of how visitors are interacting with your website and identify any areas that may need improvement.

3. **Increasing conversion rates:** Web analytics can be used to understand the behaviours and characteristics of visitors who convert, such as what pages they visit and what actions they take on the site. By analysing this data, you can identify opportunities to optimize your website and marketing efforts to increase the number of visitors who take a desired action, such as making a purchase or filling out a form.



There are several ways you can try to increase your conversion rate:

Optimize your website for conversions: Make sure your website is designed to encourage visitors to take a specific action, such as making a purchase or filling out a form. This might



involve improving the layout and design of your site, simplifying your navigation, and making it easy for visitors to find what they are looking for.

Test different elements of your website: Use tools like A/B testing to compare the performance of different versions of your website and identify which elements are most effective at driving conversions. This might include testing different headlines, images, buttons, or forms.

Offer incentives: Consider offering incentives, such as discounts or free shipping, to encourage visitors to take a specific action.

Improve your website's loading speed: A slow-loading website can drive visitors away, so make sure your site is optimized for fast loading times.

Enhance the user experience: Make sure your website is easy to use and provides a good user experience. This might involve improving the overall design of your site, making it mobile-friendly, and ensuring that it is easy to navigate.

By implementing these strategies, you may be able to improve your conversion rate and increase the number of visitors who take a desired action on your website.

4. **Identifying referral sources:** Web analytics can help you understand where your visitors are coming from, such as search engines, social media, or other websites. This information can be useful in helping you identify which channels are most effective at driving traffic to your site and in helping you allocate your marketing resources accordingly.



There are several ways you can identify the sources of referral traffic to your website:

Use Google Analytics: If you have Google Analytics set up on your website, you can use the "Acquisition" report to view referral traffic. This report will show you which websites are sending traffic to your site, as well as the number of visits and other metrics.



Check your website's referral logs: Most web servers keep logs of referral traffic, which can be accessed through your website's control panel or by using a tool like Awstats.

Use a link analysis tool: There are several tools available that can help you identify the sources of referral traffic to your website. These tools can provide detailed information about the links pointing to your site, including the referring website and the anchor text used.

By identifying the sources of referral traffic to your website, you can get a better understanding of which websites are driving traffic to your site and how they are doing so. This information can be useful for improving your marketing efforts and identifying opportunities for outreach and partnerships.

Referrals are among the most valuable prospecting methods used by salespeople to generate new leads, and thus new clients. A sales referral takes place when an advocate provides the name and contact information of a prospect to his sales rep. A brand advocate, or referral source, is any person who elevates your brand through word-of-mouth. They share about your company to their networks in conversations, social media, email, text, etc.

5. Measuring the effectiveness of marketing campaigns: By analyzing data on website traffic and conversions, web analytics can help you measure the effectiveness of your marketing campaigns and understand which tactics are working best. For example, you might use web analytics to compare the performance of different ad campaigns or to see how traffic from a specific referral source converts. This information can help you optimize your marketing efforts and get the most out of your budget.



There are several metrics you can use to measure the effectiveness of your marketing campaigns:



Conversion rate: This metric measures the percentage of visitors who take a desired action on your website, such as making a purchase or filling out a form. A high conversion rate can indicate that your marketing campaigns are effective at driving targeted traffic to your site.

Return on investment (ROI): This metric measures the profit or loss generated by a marketing campaign in relation to the money invested in it. A high ROI can indicate that a campaign is generating a good return on your investment.

Cost per acquisition (CPA): This metric measures the cost of acquiring a customer through a marketing campaign. A low CPA can indicate that a campaign is efficient at driving conversions.

Traffic: You can use tools like Google Analytics to measure the amount of traffic your website receives from a marketing campaign. A high level of traffic can indicate that a campaign is successful at driving visitors to your site.

Engagement: This metric measures how actively and positively users are interacting with your website or marketing content. High levels of engagement can indicate that a campaign is resonating with your audience.

By regularly tracking and analyzing these metrics, you can get a sense of which marketing campaigns are most effective and make adjustments as needed.

Nonformal activity for youth CAZE about Web Analytics

Activity 1: Introduction to Web Analytics

A one-hour interactive presentation on what web analytics is and how it can be used to understand and optimize website usage. Discussions on the importance of tracking metrics such as page views, unique visitors, bounce rate, and conversion rate, and how this data can be used to identify problems and develop strategies for improving website performance and usability.

Activity 2: Hands-on Web Analytics

A two-hour workshop where participants can experiment with different web analytics tools and begin collecting and analyzing data on their own website or a provided sample website. Individual mentoring to provide feedback and guidance on how to interpret and utilize the data.



Activity 3: Identifying Popular Content

A group discussion of one hour about how to use web analytics metrics such as page views, unique visitors, time on page, bounce rate, and social media shares to identify popular content on a website and inform content strategy. Team exercises to analyze sample data and identify popular content.

Activity 4: Improving Website Navigation

A two-hour workshop where participants can learn how to use web analytics data to improve website navigation and user experience. Discussions on how to analyze metrics such as page views, time on page, bounce rate, scroll depth, and click-through rate to identify navigation issues and potential solutions. Individual mentoring to provide feedback and guidance on how to implement changes.

Activity 5: Evaluating and Improving Website Performance

A group discussion of one hour on how to use web analytics data to evaluate the overall performance of a website and identify areas for improvement. Team exercises to analyze sample data and develop strategies for improving website performance.

Tasks to do for target CAZE participants:

Task 1:

Analyze traffic and usage data of a website using web analytics tools (eg Google Analytics). Identify the most popular content and analyze the associated metrics (eg: number of views, unique visitors, time spent on the page, abandonment rate, etc.). Use this information to improve your content strategy and optimize the user experience on the website.

Task 2:

It uses data collected through web analytics to identify problems with website navigation and usability. It analyzes metrics such as the number of page views, time spent on the page, abandonment rate and scroll depth to understand how visitors interact with the website. Use this information to make changes and improve the navigation and usability of the website for visitors.



QUIZ

1. What is the definition of web analytics?
 - a) The process of analyzing a company's financial data
 - b) The process of analyzing and reporting website data
 - c) The design and development process of a website
2. What type of data is collected through web analytics?
 - a) Data about the financial performance of a company
 - b) Data about the traffic and behaviour of visitors to a website
 - c) Data about a company's human resources
3. What is the purpose of web analytics?
 - a) Identifying problems with a website
 - b) Optimizing the financial performance of a company
 - c) Both a) and b)
4. What metrics are used in web analytics to identify the popular content of a site?
 - a) Number of sales
 - b) Number of page views, unique visitors, abandonment rate and number of shares on social media networks
 - c) The number of employees of a company
5. What metrics are used in web analytics to understand how visitors interact with a website?
 - a) Number of sales
 - b) Number of page views, time spent on the page, abandonment rate and scroll depth
 - c) The number of employees of a company
6. What is a common problem identified by web analytics?
 - a) Problems with a company's cash flow
 - b) Navigation or usability problems of a website
 - c) Problems with a company's human resources
7. What is one of the ways web analytics can be used to improve a website?
 - a) Identification of popular content
 - b) Identifying and solving navigation or usability problems
 - c) Increasing the number of employees of a company
8. What is one of the ways web analytics can be used to achieve a company's marketing goals?
 - a) Identifying and solving a company's financial problems



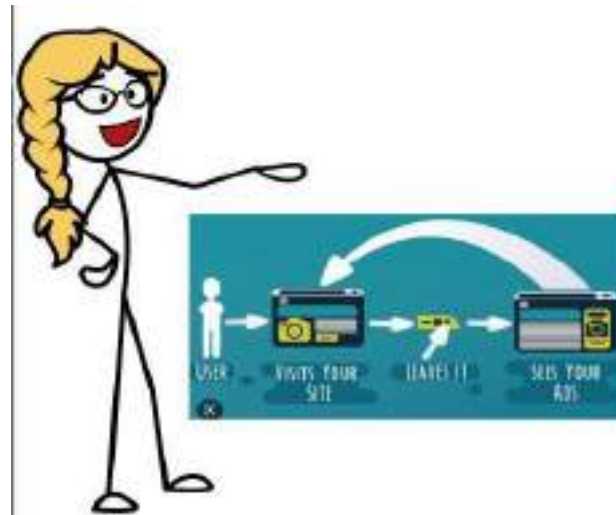
b) Identification and targeting of visitors who have shown interest in a company's products or services

c) Increasing the number of employees of a company

{1.b);2.b);3.a) and b);4.b);5.b);6.b);7.a) and b);8.b)}

3.2. Contextual advertising. Direct and word stat practice

Contextual advertising refers to the practice of displaying ads on websites or other online platforms that are relevant to the content of the page or the interests of the user. This type of advertising is typically targeted and personalized, using information about the user's browsing history or search queries to show them ads that are more likely to be of interest to them.



Direct contextual advertising involves displaying ads directly on the website or platform where the user is viewing the content. This can be done through the use of banner ads, pop-ups, or other types of display ads.

Word Stat practice is a type of contextual advertising that uses keywords to target ads. This involves identifying the keywords that users are searching for or the terms that are most relevant to the content of a website, and then displaying ads that are related to those keywords. Contextual advertising can be an effective way to reach potential customers, as it allows advertisers to target their ads to specific audiences based on their interests and browsing habits. However, it is important for advertisers to ensure that their ads are relevant and not intrusive, in order to avoid annoying or alienating potential customers.

Nonformal activity for youth CAZE about Contextual advertising. Direct and word stat practice



Activity 1: Introduction to Contextual Advertising and Direct Contextual Advertising

1 hour interactive presentation on what contextual advertising is and how it can be used to target and personalize ads to a specific audience. Discussion on the benefits and best practices of direct contextual advertising, such as using banner ads and pop-ups.

Activity 2: Word Stat Practice

2 hour workshop on keyword research and how to use keywords to target ads on different platforms. Participants will learn about different tools and strategies for identifying relevant keywords and how to use them to create effective ad campaigns.

Activity 3: Hands-on Practice

2 hour hands-on practice session where participants will apply the concepts learned in Activity 2 by creating their own ad campaign using word stat practice. Participants will receive individual mentorship and feedback.

Activity 4: Evaluating and Improving Campaigns

1 hour group discussion on how to evaluate the effectiveness of contextual advertising campaigns and how to make improvements. Teams will work together to identify areas for improvement and develop strategies for optimizing their campaigns.

Task for target CAZE participants:

For this task, you will create a campaign plan for a contextual advertising campaign for a fictional company. The campaign will focus on both direct and word stat practice.

Step 1: Research the target audience: To create an effective contextual advertising campaign, it is important to understand the target audience. Research the demographics, interests, and browsing habits of the potential customers for the company.

Step 2: Identify keywords: Based on the research conducted in step 1, identify the keywords and phrases that are most relevant to the company and its products or services. This will be used for word stat practice.

Step 3: Create ad copy and design: Develop ad copy and design that are relevant to the target audience and the keywords identified in step 2. The ads should be visually appealing and easy to understand.

Step 4: Choose platforms and websites: Decide on the websites and platforms where the ads will be displayed. These should be relevant to the target audience and have a high level of traffic.



Step 5: Set up the campaign: Set up the campaign by placing the ads on the chosen websites and platforms. Use targeting options to ensure that the ads are shown to the right audience.

Step 6: Monitor and measure performance: Regularly check the performance of the campaign by monitoring metrics such as click-through rates, conversion rates, and overall engagement. Make adjustments as necessary to optimize the campaign.

Step 7: Evaluate and report: Evaluate the success of the campaign and prepare a report that highlights the key findings and recommendations for future campaigns.

In conclusion, contextual advertising is a powerful tool for reaching and engaging with potential customers. By targeting ads to specific audiences based on their interests and browsing habits, advertisers can increase the chances of their ads being seen and acted upon. By understanding the target audience and choosing the right platforms, your campaign will be more effective and efficient.



3.3. SEO promotion

SEO promotion, also known as search engine optimization (SEO), is the practice of optimizing a website in order to improve its ranking in search engine results pages (SERPs). This is achieved by making a website more attractive to search engines through the use of various techniques, such as keyword research, content optimization, and link building.

The goal of SEO promotion is to increase the visibility of a website in search engine results pages, making it more likely that users will find and visit the site. By improving a website's ranking, businesses can increase their visibility to potential customers and drive more traffic to their site.

There are many factors that can impact the success of an SEO promotion campaign, including the quality and relevance of a website's content, the number and quality of links pointing to the site, and the overall user experience. By regularly monitoring and adjusting these factors, businesses can improve their SEO efforts and increase their visibility in search engine results pages.

There are several factors that can impact the success of an SEO promotion campaign:

Quality and relevance of website content: Search engines prioritize websites that have high-quality, relevant content. By ensuring that your website has well-written, informative content that is relevant to your target audience, you can improve your chances of ranking well in search engine results pages.

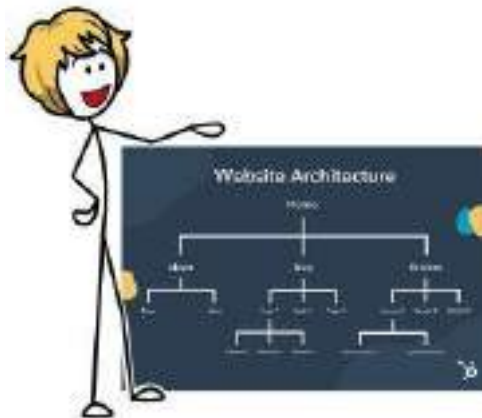
Number and quality of links pointing to the website: Links from other websites to your site can help improve your ranking in search engine results pages. However, it is important to have a diverse range of high-quality links, as having too many low-quality links can actually harm your ranking.

User experience: Search engines prioritize websites that provide a good user experience, including fast loading times, easy navigation, and a mobile-friendly design. By improving the user experience on your website, you can improve your chances of ranking well in search engine results pages.

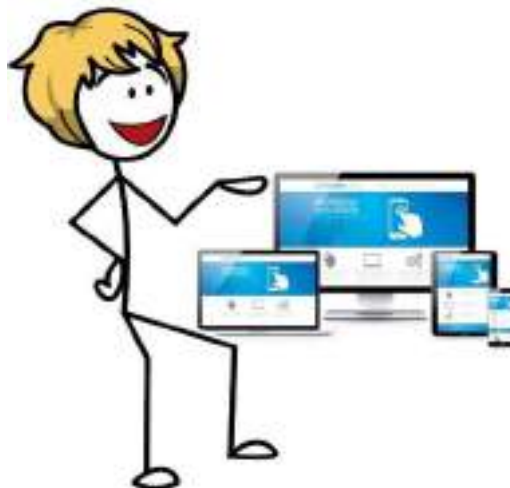
Technical SEO: There are several technical factors that can impact the success of an SEO promotion campaign, such as the use of header tags, the presence of a sitemap, and the use of SSL certificates. By ensuring that your website meets technical best practices, you can improve your chances of ranking well in search engine results pages.

Here are a few examples of technical factors that can impact the success of an SEO promotion campaign:

1. Website architecture: The structure and organization of a website can impact its ability to be indexed and crawled by search engines. A well-organized website with a clear hierarchy of content and a logical navigation structure can make it easier for search engines to understand the content and rank it accordingly.



2. Mobile-friendliness: With more and more users accessing the internet on mobile devices, it's important that a website is optimized for mobile. This includes having a responsive design that adapts to different screen sizes and a fast loading time.



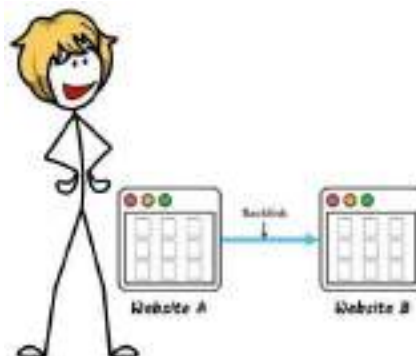
3. Page speed: The speed at which a website loads can have a significant impact on its search engine rankings. A website that loads quickly will have a better user experience and will also be more likely to rank higher in search engine results.



4.Content quality: The quality of a website's content can have a big impact on its search engine rankings. High-quality, relevant, and informative content can help a website to rank higher in search engine results and attract more organic traffic.



5.Backlinks: Backlinks, or links from other websites to a website, can help to improve its search engine rankings. High-quality backlinks from reputable websites can signal to search engines that a website is trustworthy and credible, which can help to improve its rankings.



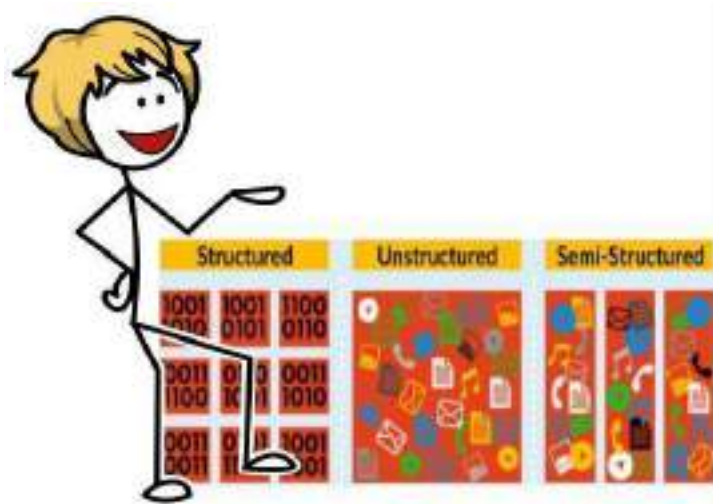
6. Title tags and meta descriptions: Title tags and meta descriptions are HTML elements that provide information about a web page. They are used by search engines to understand the content of a page and by users to decide if they want to click through to a page. Making sure that these elements are well-written and optimized can help to improve the visibility of a page in search engine results.



7. XML sitemap: An XML sitemap is a file that lists all of the URLs on a website. It helps search engines to discover and crawl all of the pages on a website. Submitting a sitemap to search engines can help them to find and index all of the pages on a website more quickly and efficiently.



8. Use of structured data: Using structured data is a way to give more context to the content on your website. It gives search engines a better understanding of the type of content on a website, making it easier for them to display it in rich snippets and answer boxes.



By addressing these technical factors, businesses and organizations can improve the visibility of their website in search engine results, attract more organic traffic and ultimately increase the success of their SEO promotion campaign.

Nonformal activity for youth CAZE about SEO promotion

Activity 1: Introduction to SEO promotion

A one hour interactive presentation on what SEO promotion is and how it can be used to improve a website's ranking in search engine results pages. Discussions on the importance of keyword research, content optimization, and link building in SEO promotion.

Activity 2: Hands-on SEO optimization

A two-hour workshop where participants can experiment with different SEO techniques and start optimizing their own website or blog. Individual mentoring to provide feedback and guidance.

Activity 3: Identifying target keywords

A group discussion on how to identify and research target keywords for SEO promotion. Team work to develop a list of target keywords for a website or blog.

Activity 4: On-page optimization

A two-hour workshop where participants learn about on-page optimization techniques such as title tags, meta descriptions, and header tags. Individual mentoring to provide feedback and guidance.



Activity 5: Link building

A group discussion on the importance of link building in SEO promotion and different strategies for acquiring high-quality links. Team work to develop a link building strategy for a website or blog.

Activity 6: Tracking and analyzing results

A group discussion on how to track and analyze the results of an SEO promotion campaign. Team work to identify areas for improvement and develop a plan for future optimization efforts.

Tasks to do for target CAZE participants:

Task 1: Research and Analysis

Research the top keywords and phrases that are relevant to your business or industry

Analyze your website's current search engine rankings for those keywords

Create a list of opportunities for improvement, such as optimizing page titles and meta descriptions, improving website content, and building backlinks

Task 2: On-Page Optimization

Optimize website content for target keywords, including page titles, headings, meta descriptions, and body text

Optimize images and videos by including alt tags and captions

Ensure that website is mobile-friendly and has a fast loading speed

Task 3: Link Building

Identify potential websites and blogs to reach out to for backlink opportunities

Create valuable content that can be shared and linked to from other websites

Reach out to websites and blogs to request backlinks and share your content

Monitor your backlinks to ensure that they are high-quality and relevant.

Quiz: SEO Promotion

1. True or False: SEO promotion is the practice of optimizing a website to improve its ranking in search engine results pages.

2. True or False: The goal of SEO promotion is to increase the visibility of a website in search engine results pages.



3.True or False: Quality and relevance of website content is a factor that can impact the success of an SEO promotion campaign.

4.True or False: Having a diverse range of low-quality links can help improve your ranking in search engine results pages.

5.True or False: User experience is not a factor that can impact the success of an SEO promotion campaign.

6.True or False: Technical SEO, such as the use of header tags, can impact the success of an SEO promotion campaign.

7.True or False: A well-organized website with a clear hierarchy of content can help search engines understand and rank the content accordingly.

8.True or False: Mobile-friendliness is not important for SEO promotion.

9.True or False: Backlinks from reputable websites can signal to search engines that a website is trustworthy and credible, which can help to improve its rankings.

10.True or False: Title tags and meta descriptions are not important for SEO promotion.

Answers:

{1.True;2.True;3.True;4.False;5.False;6.True;7.True;8.False;9.True;10.True}



3.4. Content Marketing.

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, and ultimately, to drive profitable customer action.

Here are a few examples of strategic content marketing approaches that focus on creating and distributing valuable, relevant, and consistent content:

1. **Bloggng:** One common content marketing strategy is to create and maintain a company blog. This can involve publishing regular blog posts that provide valuable information, tips, or insights to your target audience. By consistently publishing high-quality content, you can attract and retain a loyal audience and establish your company as an authority in your industry.



2. **Social media marketing:** Another common content marketing strategy is to use social media platforms to distribute content and engage with your audience. This can involve creating and sharing informative, entertaining, or engaging posts on platforms such as Facebook, Twitter, Instagram, and LinkedIn. By using social media to distribute your content, you can reach a wider audience and build stronger relationships with your customers.



3. Email marketing: Another strategic content marketing approach is to use email marketing to distribute valuable content to your audience. This can involve sending newsletters, promotional emails, or other types of content to your email subscribers. By providing valuable content through email, you can nurture relationships with your audience and encourage them to take desired actions, such as making a purchase or signing up for a service.



4. Video marketing: Another effective content marketing strategy is to use video to engage and educate your audience. This can involve creating and distributing informative or entertaining videos through platforms such as YouTube or Vimeo, or using video to enhance your website or social media presence. By using video, you can capture the



attention of your audience and deliver your message in a more engaging and dynamic way.



Content marketing is used by businesses and organizations to educate, inform, entertain, and engage their target audience. This can be achieved through a variety of content types, including blog posts, articles, social media posts, videos, podcasts, and more.

Here are a few examples of content marketing used by businesses and organizations to educate, inform, entertain, and engage their target audience:

1. **Blog posts:** Many businesses and organizations use blog posts to educate their audience about a particular topic or provide valuable information. For example, a beauty company might publish blog posts with makeup tutorials or skincare tips, while a financial services company might publish posts with money management advice.
2. **Ebooks:** Another common content marketing strategy is to create and distribute ebooks. Ebooks can be a great way to provide in-depth information or analysis on a specific topic, and can be used to educate, inform, or entertain your audience.
3. **Webinars:** Webinars are online seminars that can be used to educate and engage your audience. Businesses and organizations often use webinars to provide in-depth information about a particular topic, or to offer training or expert advice.
4. **Social media posts:** Many businesses and organizations use social media platforms to share valuable and engaging content with their audience. This can include informative articles, entertaining videos, or behind-the-scenes glimpses into the company. By using social media to share content, businesses and organizations can build stronger relationships with their audience and engage with them in real-time.



The goal of content marketing is to attract and retain customers by consistently creating and curating valuable and relevant content with the intention of changing or enhancing consumer behavior. By providing valuable and informative content, businesses and organizations can build trust and credibility with their audience, which can ultimately lead to increased sales and customer loyalty.

Content marketing is often used in conjunction with other marketing strategies, such as search engine optimization (SEO) and social media marketing, to increase the reach and impact of a company's marketing efforts.

Nonformal activity for youth CAZE: 3.4. Content Marketing.

Activity 1: Introduction to Content Marketing

1 hour interactive presentation about what content marketing is and how it can be used to promote products or services. Discussion about the importance of creating and distributing valuable, relevant, and consistent content.

Activity 2: Content Creation Workshop

2 hour workshop where participants can experiment with different content creation techniques and start to develop their own pieces of content. Individual mentoring to provide feedback and guidance.

Activity 3: Content Distribution and Engagement

Group discussion about how to identify and engage with the target audience through different channels, such as blogging, social media, email marketing, and video marketing. Team work to plan and execute a content marketing campaign.

Activity 4: Monitoring and Analysis.

1 hour group discussion about how to monitor and analyze the results of a content marketing campaign. Team work to identify areas for improvement and make adjustments to the strategy.

Activity 5: Case Studies

1 hour case study analysis of successful content marketing campaigns from various industries. Team discussion about what made these campaigns successful and how these strategies can be applied to their own campaign.

Tasks for target CAZE participants:



Task 1: Create a company blog and publish regular posts that provide valuable information, tips, or insights to your target audience. Research and select relevant topics, conduct keyword research, and optimize your content for search engines. Track the traffic and engagement on your blog and use this data to continually improve and refine your content strategy.

Task 2: Develop a social media marketing strategy and create and share informative, entertaining, or engaging posts on platforms such as Facebook, Twitter, Instagram, and LinkedIn. Utilize tools such as Hootsuite or Sprout Social to schedule and manage your content, and track your engagement and follower growth. Engage with your audience by responding to comments and messages and use feedback to improve your content strategy.

Task 3: Create an email marketing campaign and design a newsletter template that is visually appealing and easy to read. Write and send out email campaigns that are informative, engaging, and relevant to your target audience. Track the open and click-through rates of your emails, and use this data to refine your strategy and improve the effectiveness of your campaign.

Quiz: Content Marketing

1. What is the goal of content marketing?

- a) To increase website traffic
- b) To attract and retain customers
- c) To sell products
- d) To improve search engine rankings

2. What are some examples of content types used in content marketing?

- a) Blog posts, articles, social media posts, videos, podcasts
- b) Surveys, questionnaires, focus groups
- c) Product catalogs, brochures, flyers
- d) All of the above

3. Which of the following is NOT a common content marketing strategy?

- a) Blogging
- b) Cold calling
- c) Social media marketing
- d) Video marketing



4. What is the purpose of ebooks in content marketing?

- a) To provide in-depth information or analysis on a specific topic
- b) To entertain the audience
- c) To increase website traffic
- d) To sell products

5. What is the goal of webinars in content marketing?

- a) To provide in-depth information about a particular topic
- b) To offer training or expert advice
- c) To increase website traffic
- d) All of the above

6. What is the purpose of social media in content marketing?

- a) To share valuable and engaging content with the audience
- b) To build stronger relationships with the audience
- c) To increase website traffic
- d) All of the above

7. What are some examples of businesses that might use blog posts as a content marketing strategy?

- a) A beauty company, a financial services company
- b) A construction company, a restaurant
- c) A clothing retailer, a travel agency
- d) All of the above

8. How can content marketing change or enhance consumer behavior?

- a) By providing valuable and informative content
- b) By providing discounts and promotions
- c) By creating a sense of urgency
- d) By using aggressive sales techniques



9. What are some examples of platforms to distribute video content?

- a) YouTube, Vimeo, and the company's website
- b) Instagram, Pinterest, TikTok
- c) Twitter, LinkedIn, Facebook
- d) All of the above

10. What are the factors that can impact the success of a content marketing strategy?

- a) Quality and relevance of website content
- b) Number and quality of links pointing to the website
- c) User experience
- d) All of the above

Answers:

- 1.b) To attract and retain customers
- 2.a) Blog posts, articles, social media posts, videos, podcasts
- 3.b) Cold calling
- 4.a) To provide in-depth information or analysis on a specific topic
- 5.d) All of the above
- 6.d) All of the above
- 7.d) All of the above
- 8.a) By providing valuable and informative content
- 9.a) YouTube, Vimeo, and the company's website
- 10.d) All of the above

3.5. Email marketing



Email marketing is the practice of using email to promote products or services to a target audience. This can involve sending newsletters, promotional emails, or other types of content to a list of email subscribers.

Email marketing can be an effective way to reach and engage with customers and potential customers. By providing valuable and relevant content through email, businesses and organizations can nurture relationships with their audience and encourage them to take desired actions, such as making a purchase or signing up for a service.

There are a variety of email marketing tools and platforms available to help businesses and organizations manage their email marketing efforts. These tools often provide features such as email list management, email template creation, and email tracking and analytics.

It is important for businesses and organizations to follow best practices when it comes to email marketing, including obtaining permission from subscribers before sending emails, respecting their privacy, and providing a clear opt-out option. By following these best practices, businesses and organizations can build trust with their audience and improve the effectiveness of their email marketing campaigns.

The non-formal activity for young people CAZE (13-35 years old):

Activity 1: Introduction to Email Marketing

An interactive one-hour presentation about what email marketing is and how it can be used to promote products or services.



Discussions about the importance of obtaining permission and respecting the privacy of subscribers.

Activity 2: Creating Email Templates

A 2-hour workshop where participants can experiment with different email marketing platforms and start creating their own email templates.

Individual mentoring to provide feedback and guidance.

Activity 3: Planning and Executing an Email Marketing Campaign

Working in teams to plan and execute an email marketing campaign.

Discussions about how to identify and interact with the target audience through email.

Activity 4: Monitoring and Analyzing Results

A one-hour group discussion about how to monitor and analyze the results of an email marketing campaign.

Tasks for target CAZE participants:

Task: Create an email marketing campaign for a new product launch

Objective: To promote a new product launch to a target audience and encourage them to make a purchase

Steps:

Create a list of email subscribers: Identify and gather a list of potential customers who have shown interest in your product or similar products in the past.

Create a compelling subject line: Craft a subject line that is attention-grabbing and relevant to the product launch.

Design an email template: Create an email template that is visually appealing and easy to read. Include the product name, images, and key features in the email.

Create engaging content: Write a compelling email that highlights the benefits of the product and addresses any potential objections or concerns.

Include a call-to-action: Provide a clear and compelling call-to-action within the email, such as a link to purchase the product.

Test the email: Test the email on various devices and email clients to ensure it is properly formatted and the call-to-action is working correctly.

Schedule and send the email: Schedule the email to be sent at a time when your audience is most likely to be checking their email.



Track the results: Use the email marketing platform's analytics to track the open and click-through rates of the email. Use this data to make adjustments and improve future campaigns.

Follow up: Follow up with those who clicked the links in the email to see if they made a purchase or if they need more information.

Continuously improve: Continuously analyze the results of your email campaigns, use the insights to make changes and improve future campaigns.

3.6. SMM promotion (Canva and Instagram)



Social media marketing (SMM) promotion is the process of using social media platforms to promote products or services to a target audience. There are many different social media platforms that can be used for SMM promotion, including Facebook, Twitter, Instagram, LinkedIn, and more.

Canva is a design platform that can be used to create visual content for social media promotion. It offers a variety of templates and tools for creating professional-looking graphics, such as social media posts, ads, and marketing materials.

Instagram is a social media platform that is particularly popular for SMM promotion, especially for businesses in the fashion, beauty, and lifestyle industries. Instagram allows businesses to share photos and videos with their followers, and also offers a range of advertising options for reaching a wider audience.

By using social media platforms like Canva and Instagram, businesses and organizations can reach and engage with their audience, build brand awareness, and drive traffic and sales. It is important for businesses to have a well-defined social media marketing strategy in order to maximize the effectiveness of their promotion efforts. This can involve identifying target audiences, setting goals, and creating a content calendar to plan and schedule social media posts.

There are several ways that businesses and organizations can use social media platforms like Canva and Instagram to reach and interact with their audience, build brand awareness, and drive traffic and sales:

1. Create and share engaging content: By using Canva to create visually appealing graphics and images, and Instagram to share photos and videos, businesses and organizations can create and share engaging content that resonates with their audience. This can help to build brand awareness and attract new followers.

2. Use hashtags and geotags: : By using relevant hashtags and geotags on Instagram, businesses and organizations can make it easier for users to discover their content and increase their reach.



3. Engage with followers: By responding to comments and messages from followers and interacting with other users on Instagram, businesses and organizations can build stronger relationships with their audience and encourage more engagement with their content.



4. Run Instagram ads: Instagram offers a range of advertising options that allow businesses and organizations to reach a wider audience and drive traffic and sales. By creating targeted and visually appealing ads, businesses can effectively promote their products or services to a specific audience.





5. Creating visually appealing social media posts: Canva can be used to create eye-catching and engaging graphics for social media posts, such as Facebook, Instagram and Twitter. These graphics can be used to promote products or services, share industry news, or provide tips and advice to follow



6. Designing visually stunning Instagram stories: Canva has a variety of Instagram story templates, which are a great way to create visually stunning Instagram stories that will grab the attention of your followers. These templates can be customized with your own images, text, and branding.





7. Creating visually stunning Facebook ads: Canva can also be used to create visually appealing Facebook ads that will catch the attention of your target audience. You can use Canva to design a variety of ad formats, such as carousel ads, video ads, and more, and targeting them at the right audience.



8. Designing visually appealing Instagram carousel posts: Canva can be used to create visually stunning carousel posts that can be used to showcase a product or service, highlight a new feature, or share a story.



9. Creating visually appealing Infographics: Canva offers a variety of templates that can be used to create infographics, which are a great way to share information and data in an engaging and visually appealing way.



10. By using Canva to create visually appealing graphics and designs, businesses and organizations can enhance their social media promotion efforts and grab the attention of their target audience



By using these strategies, businesses and organizations can effectively use social media platforms like Canva and Instagram to reach and engage with their audience, build brand awareness, and drive traffic and sales.

Nonformal activity plan for young people CAZE (13-35 years old):



Activity 1: Introduction to SMM and Canva

One hour of interactive presentation about what SMM is and how it can be used to promote products or services

Demonstration on how to use Canva tools to create visually appealing content for social media

Activity 2: Canva Practice

2-hour workshop for participants to experiment with Canva and start creating their own social media posts and ads

Individual mentoring to provide feedback and guidance

Activity 3: Instagram Promotion Strategies

One hour group discussions on how to identify and interact with target audience on Instagram

Team work to plan and schedule an Instagram promotion campaign

Activity 4: Content Creation and Audience Interaction

2-hour workshop for participants to learn how to create relevant and engaging content for their target audience and how to interact with it through Instagram

Individual mentoring to provide feedback and guidance

Activity 5: Campaign Evaluation and Improvement

One hour group discussions on how to evaluate and improve the results of the Instagram promotion campaign

Team work to identify and apply necessary changes to improve the campaign in the future.

Tasks to do for target CAZE participants:

Task 1: Create a social media marketing plan for your business using Canva and Instagram. This should include identifying your target audience, setting goals, and creating a content calendar to plan and schedule social media posts.

Task 2: Use Canva to create visually appealing graphics and images for your social media posts on Instagram. Experiment with different design elements, such as color schemes, typography, and images, to create a cohesive and attractive aesthetic for your brand.

Task 3: Research and identify relevant hashtags and geotags to use on your Instagram posts. Use these hashtags and geotags to increase the visibility and reach of your content on the platform.

Task 4: Engage with your followers on Instagram by responding to comments and messages, and by interacting with other users on the platform. Use this engagement to build stronger relationships with your audience and encourage more engagement with your content.



Task 5: Create and run Instagram ads using Canva. Use the platform to design visually appealing ads that will grab the attention of your target audience, and target these ads to reach the right people at the right time.

Task 6: Create visually stunning Instagram stories using Canva's Instagram story templates. Customize these templates with your own images, text, and branding to create engaging stories that will grab the attention of your followers.

Task 7: Use Canva to design visually appealing Facebook ads. Experiment with different ad formats, such as carousel ads, video ads, and more, to find the best way to promote your products or services to your target audience.

Task 8: Create visually stunning Instagram carousel posts using Canva. Use these posts to showcase a product or service, highlight a new feature, or share a story to engage your audience.

Task 9: Use Canva to create visually appealing infographics to share information and data in an engaging way. Experiment with different design elements, such as charts, diagrams, and icons, to make your infographics easy to understand and visually appealing.

Task 10: Use Canva to create visually appealing videos for your social media promotion. You can use these videos to promote your products or services, share industry news, or provide tips and advice to your audience.

Quiz: SMM Promotion (Canva and Instagram)

1. Social media marketing (SMM) promotion is the process of using social media platforms to promote products or services to a target audience. True or False?
2. Canva is a design platform that can be used to create visual content for social media promotion. True or False?
3. Instagram is not a popular platform for SMM promotion. True or False?
4. It is important for businesses to have a well-defined social media marketing strategy in order to maximize the effectiveness of their promotion efforts. True or False?
5. Creating visually appealing social media posts is a way to use Canva for SMM promotion. True or False?
6. Designing visually stunning Instagram stories is a way to use Canva for SMM promotion. True or False?
7. Creating visually stunning Facebook ads is a way to use Canva for SMM promotion. True or False?



- 8.Designing visually appealing Instagram carousel posts is a way to use Canva for SMM promotion. True or False?
- 9.Creating visually appealing infographics is a way to use Canva for SMM promotion. True or False?
- 10.By using Canva to create visually appealing graphics, businesses can increase their reach on Instagram. True or False?
- 11.Using relevant hashtags and geotags on Instagram can help businesses and organizations increase their reach. True or False?
- 12.Engaging with followers on Instagram can help businesses and organizations build stronger relationships with their audience. True or False?
- 13.Instagram does not offer advertising options for businesses and organizations to reach a wider audience. True or False?
- 14.Creating targeted and visually appealing ads on Instagram is an effective way to promote products or services to a specific audience. True or False?
- 14.Canva can only be used to create graphics for Instagram and Twitter. True or False?
- 16.Instagram stories are not a popular way to grab the attention of followers. True or False?
- 17.Using Canva to design carousel ads and video ads is not a way to target the right audience on Facebook. True or False?
- 18.Carousel posts on Instagram can be used to showcase a product or service, highlight a new feature, or share a story. True or False?
- 19.Canva does not offer templates for creating infographics. True or False?
- 20.By using Canva to create visually appealing graphics, businesses can increase their reach on other social media platforms besides Instagram. True or False?

Answers:

{1.True;2.True;3.False;4.True;5.True;6.True;7.True;8.True;9.True;10.True;11.True;12.True;13.False;14.True;15.False;16.False;17.False;18.True;19.False;20.True;}



Gamification

Gamification and online marketing and social media are closely related in that they both involve using engaging and interactive strategies to reach and engage with an audience.



Online marketing and social media often involve using a variety of tactics and techniques, such as content marketing, search engine optimization (SEO), and social media marketing, to attract and retain customers. Gamification can be used to enhance these efforts by adding game-like elements, such as points, badges, and leaderboards, to make marketing efforts more interactive and engaging.

For example, a company might use gamification in its social media marketing strategy by running a contest or challenge that encourages users to engage with their content and share it with their friends. This can help to increase the reach and visibility of the company's marketing efforts and attract new customers.

Similarly, a business might use gamification in its email marketing campaigns by offering points or rewards for completing certain actions, such as making a purchase or referring a friend. This can help to motivate and engage customers and encourage them to take desired actions.



By using gamification in their online marketing and social media efforts, businesses and organizations can create a sense of competition and achievement for their audience and increase the effectiveness of their marketing campaigns.

Workshop about gamification and marketing for youth CAZA :

Introduction: Discussion about the relationship between gamification and online marketing and social media and how they can be used to improve engagement and reach with the audience.

Theory: Overview of the basic concepts of online marketing and social media, such as SEO, content marketing, and social media marketing.

Case studies: Analysis of examples of online and social media marketing campaigns that have used gamification techniques and discussion of their results and success.

Hands-on practice: Participants will have the opportunity to apply what they have learned through team work, by planning and creating their own online marketing and social media campaigns. They will also incorporate gamification elements such as points, badges, and leaderboards to make their campaigns more engaging and interactive.

Evaluation and feedback: Participants will present their campaigns and receive feedback from the facilitator and the group. They will also evaluate the results of their campaigns and discuss ways to improve them.

Conclusion: Summary of the key takeaways from the workshop and discussion of how participants can use the concepts and strategies learned in their future marketing efforts.

Task: Gamification in Online Marketing

Objective: To understand how gamification can be used to enhance online marketing and social media efforts.

Instructions:

Research the concept of gamification and how it can be applied in online marketing and social media.

Find examples of companies or organizations that have successfully used gamification in their online marketing and social media campaigns.

Create a plan for how your own business or organization can use gamification in its online marketing and social media efforts. Consider what game-like elements you can use, such as



points, badges, and leaderboards, and what actions you want to encourage your audience to take.

Implement your gamification plan and track the results. Analyze the engagement and effectiveness of the campaign, and make adjustments as needed.

Write a report summarizing your research, plan, and results, and present it to your team.

Resources:

- https://www.publicissapient.com/industries/consumer-products/5-steps-to-data-modernization-in-consumer-products?utm_source=google&utm_medium=paid.search&utm_campaign=CP_ISS_Data.Pa.ge.Promo_10.2021_Paid.Search&utm_content=Strategy_Delivery&gclid=Cj0KCQiAt66eBhCnARIsAKf3ZNG4aUzrKEjk6Xpv_Sx01LtjP62JT40bg0ZvBOQ4UYuQ8XYCQhGPrywaAhv_EALw_wcB
- <https://hiddenshell.ru/en/kontekstnaya-reklama-putevoditel-dlya-novichkov-vse-tonkosti/>
- https://www.semrush.com/blog/seo-techniques/?kw=&cmp=EE_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622527978385&kwid=dsa-1754979171085&cmpid=18361923498&agpid=140825944785&BU=Core&extid=60109338076&adpos=&gclid=Cj0KCQiAt66eBhCnARIsAKf3ZNF_0DSq7Tn-xfYWJYzU9q4qZ5qylUr5uqN27iHe_uG6jmiC1veh2VoaAgTsEALw_wcB
- https://www.bluehost.com/blog/content-marketing-vs-traditional-marketing/?irpid=101&clickid=P61C101S570N0B5578A2D4499E0000V143&gclid=Cj0KCQiAt66eBhCnARIsAKf3ZNFhU3AFkjZ2W2NndaMDSK0Pnx9Z1aqAhVj-f-HtbdoEdcHKMEkQoZcaAnfTEALw_wcB&gclsrc=aw.ds
- <https://mailchimp.com/marketing-glossary/email-marketing/>
- https://webventures.ro/social-media/?gclid=Cj0KCQiAt66eBhCnARIsAKf3ZNEU2Kg1TjnWwJoiUbXrzXOeGozAo4qxnSxPhCeBhjTqSG0TZgZPAX8aAuhyEALw_wcB
- <https://www.gamify.com/gamification-blog/5-ways-gamification-can-magnify-your-social-media-campaign>



Module 4: Start Selling Online

4.1. Introduction and practice of Ecwid eCommerce platform

About Ecwid

Ecwid is a popular eCommerce platform that allows businesses to easily create an online store and sell products across multiple platforms, including social media, websites, and marketplaces. Founded in 2009, Ecwid has quickly grown in popularity due to its ease of use, flexibility, and robust feature set.

Ecwid provides an all-in-one eCommerce platform that enables businesses to build a website, add products, and process orders, all within a single platform. The platform is designed to be easy to use and offers a range of features to help businesses create a professional-looking online store quickly and easily.

Features of Ecwid

- Ecwid offers a wide range of features to help businesses create and manage their online store. These features include:
- Store builder: Ecwid's store builder is easy to use and allows businesses to customise their store's design without any coding knowledge. Users can choose from a range of pre-designed templates, or create their own custom design using the platform's drag-and-drop editor.
- Multi-platform selling: Ecwid allows businesses to sell products across multiple platforms, including websites, social media, and marketplaces like Amazon and eBay. This allows businesses to reach customers wherever they are shopping online.
- Product management: Ecwid makes it easy to add and manage products on your online store. Businesses can add products with multiple images, descriptions, and pricing options. They can also manage inventory and track sales using Ecwid's inventory management system.



- Payment processing: Ecwid supports a range of payment options, including credit cards, PayPal, and Apple Pay. It also offers its own payment gateway, Ecwid Payments, which allows businesses to process payments directly through their website.
- Marketing tools: Ecwid provides a range of marketing tools to help businesses promote their online store. These include SEO tools, email marketing, social media integrations, and more.
- Customer management: Ecwid allows businesses to manage their customer data, including order history, shipping information, and contact details. Businesses can also offer customer accounts, allowing customers to save their details and make future purchases quickly and easily.
- Mobile-responsive design: Ecwid's templates are designed to be mobile-responsive, ensuring that your online store looks great on all devices.
- Security: Ecwid takes security seriously, with built-in SSL certificates, PCI compliance, and fraud protection measures.
- Shipping and tax options: Ecwid provides a range of shipping and tax options, including real-time shipping rates and tax calculations.
- Multi-language and multi-currency support: Ecwid supports multiple languages and currencies, allowing businesses to sell to customers around the world.
- Integration with third-party services: Ecwid integrates with a wide range of third-party services, including email marketing, accounting, and shipping services..

Ecwid Pricing.

Ecwid offers a range of pricing plans to suit businesses of all sizes. The pricing plans are based on the features you require and the number of products you have in your online store. Here's an overview of the pricing plans:

- **Free Plan:** The Free Plan allows businesses to sell up to 10 products and includes essential features such as mobile-responsive design, Facebook integration, and inventory management.
- **Venture Plan:** \$15/month for up to 100 products, and includes additional features such as real-time shipping rates, discount coupons, and abandoned cart recovery.



- Business Plan: \$35/month for up to 2,500 products, and includes features such as product variations, digital products, and priority support.
- Unlimited Plan: \$99/month for unlimited products and includes features such as wholesale pricing, priority support, and phone support.
- Enterprise Plan: Custom pricing for high-volume businesses with advanced needs, including custom features and dedicated account management..

Pros and Cons of Ecwid.

Like any eCommerce platform, Ecwid has its advantages and disadvantages. Here are some of the pros and cons of using Ecwid:

Pros:

- Multi-platform selling: Ecwid allows businesses to sell products across multiple platforms, including websites, social media, and marketplaces like Amazon and eBay. This allows businesses to reach customers wherever they are shopping online, making it easier to grow your customer base.
- Easy to use: Ecwid's store builder is designed to be easy to use, even for those without any coding knowledge. The platform's drag-and-drop editor allows businesses to customise their store's design quickly and easily.
- Flexibility: Ecwid is a flexible platform that can be customised to suit the needs of your business. It integrates with a wide range of third-party services, allowing businesses to add the features they need to their online store.
- Mobile-responsive design: Ecwid's templates are designed to be mobile-responsive, ensuring that your online store looks great on all devices. This is important, as more and more customers are shopping on their mobile devices.
- Multi-language and multi-currency support: Ecwid supports multiple languages and currencies, making it easy for businesses to sell to customers around the world.
- Range of pricing plans: Ecwid offers a range of pricing plans to suit businesses of all sizes, making it an affordable option for businesses just starting out.
- Security: Ecwid takes security seriously, with built-in SSL certificates, PCI compliance, and fraud protection measures.



- Customer management: Ecwid allows businesses to manage their customer data, including order history, shipping information, and contact details. Businesses can also offer customer accounts, allowing customers to save their details and make future purchases quickly and easily.
- Marketing tools: Ecwid provides a range of marketing tools to help businesses promote their online store. These include SEO tools, email marketing, social media integrations, and more.
- Excellent customer support: Ecwid offers excellent customer support, with a range of resources available to help businesses get the most out of the platform. This includes a knowledge base, community forum, and email support..

Cons:

- Limited customization: While Ecwid's templates are easy to use, they are also limited in terms of customization options, which can be a drawback for businesses that want a unique look and feel for their online store.
- Limited design options: While Ecwid's templates are mobile-responsive, they may not be as visually appealing as some other eCommerce platforms.
- Limited payment options: While Ecwid supports a range of payment options, some businesses may find that their preferred payment gateway is not supported.
- Limited integrations: While Ecwid integrates with a wide range of third-party services, it may not integrate with all the services that businesses use, which can be a drawback for businesses with specific needs.
- Limited features on lower-priced plans: While Ecwid's pricing plans are competitive, businesses may find that they need to upgrade to a higher-priced plan to access the features they need.

Conclusion:

Overall, Ecwid is a solid eCommerce platform that offers businesses a range of features to help them create and manage their online store. With its multi-platform selling, ease of use, flexibility, and range of pricing plans, Ecwid is a great choice for businesses of all sizes. However, its limited customization options, limited payment options, and limited integrations may make it less suitable for some businesses. Ultimately, the choice of eCommerce platform



depends on your specific needs and budget, and it's worth considering a range of options before making a decision.



Lesson Plan:

Title: Start Selling online with Ecwid for People with Lower Opportunities

Time: 120 minutes (2 hours)

Aims:

The aim of this 30-minute training session is to introduce the participants to the Ecwid eCommerce platform and provide them with the skills and knowledge needed to set up an online store using Ecwid.

Materials Needed:

- A computer or laptop for each participant with internet access
- A projector and screen for the presenter
- Handouts or resource links for the participants

Procedure:

Introduction (5 minutes)

- Introduce the topic of the training session and the Ecwid eCommerce platform
- Explain the importance of having an online store and the benefits of using Ecwid (emphasis on the pros)

Overview of Ecwid (30 minutes)

- Provide an overview of the Ecwid platform, its features, and its pricing plans (the text above). It is up to the trainer to:
 - Just show in ppt, or use group dynamics to board this part.
 - Print the text and share to the participants, ask them to read and open a discussion space.
 - Participants can be separated into different groups and they have to search information on Ecwid according to each paragraph and later summarise and present in front of the rest of the group and feedback follows... (this is a good example to be done online on zoom breaking participants into tasks rooms...)
- Show participants how to sign up for an Ecwid account and navigate the dashboard



Setting up an Online Store (40 minutes)

- Walk participants through the process of setting up an online store using Ecwid, creating an account and setting up the account. Free account on Ecwid permits the creation of 10 products and are ready to sell.
- Cover topics such as adding products, customising the store design, configuring payment and shipping options, and setting up taxes

Marketing Your Store (25 minutes)

- Discuss marketing strategies for promoting an online store, including social media and email marketing
- Show participants how to use Ecwid's built-in marketing tools, such as SEO optimization and email campaigns.

Conclusion and Q&A (20 minutes)

- Summarise the key points covered in the training session
- Allow time for participants to ask questions and clarify any doubts.

Handouts/Resources:

- Ecwid Help Center: <https://support.ecwid.com/hc/en-us>
- Ecwid YouTube Channel: <https://www.youtube.com/c/Ecwid/videos>
- Ecwid Blog: <https://www.ecwid.com/blog/>



4.2. Make a logo (canva.com)

Introduction:

Canva is a graphic design platform that allows users to create a wide range of designs, from social media posts and marketing materials to presentations and logos. It was founded in 2012 by Melanie Perkins, Cliff Obrecht, and Cameron Adams, and has since grown to become one of the most popular design tools available online.

Canva is designed to be easy to use, even for those with no prior design experience. It offers a range of pre-made templates, graphics, and fonts that users can customise to create their own unique designs. In this guide, we will introduce you to the features and capabilities of Canva.

Features of Canva:

Templates:

Canva offers a wide range of templates for various types of designs, including social media posts, presentations, business cards, posters, and more. Each template is pre-designed with a layout, colours, and fonts that users can customise to suit their needs.

Graphics:

Canva has a vast library of graphics, including icons, illustrations, and photos, that users can use to enhance their designs. Users can search for specific graphics using keywords or browse through different categories to find the right graphic for their design.

Text:

Canva offers a range of text tools that users can use to add text to their designs. Users can choose from a variety of fonts, sizes, colours, and styles to create their own unique text designs.

Backgrounds:

Canva has a wide range of background images and patterns that users can use to create a background for their designs. Users can also upload their own images to use as a background.

Collaboration:

Canva allows users to collaborate on designs with other team members or clients. Users can share their designs with others and allow them to make edits or comments.



Branding:

Canva allows users to create and save their brand's colour palette, fonts, and logo, making it easy to apply consistent branding across all designs.

Resize:

Canva has a built-in resize tool that allows users to easily resize their designs for different social media platforms, print materials, and more.

Mobile App:

Canva has a mobile app that allows users to create and edit designs on the go. The app offers many of the same features as the desktop version, including templates, graphics, and text tools.

Benefits of Canva:

User-friendly interface:

Canva is designed to be user-friendly and easy to navigate, even for those with no prior design experience. The drag-and-drop interface and pre-made templates make it easy for users to create professional-looking designs quickly.

Cost-effective:

Canva offers a range of pricing plans, including a free plan that includes many of the basic features. The paid plans offer additional features, but are still affordable compared to other design tools.

Versatility:

Canva can be used to create a wide range of designs, from social media posts to marketing materials and presentations. This makes it a versatile tool for businesses and individuals.

Collaboration:

Canva's collaboration feature allows users to work with others on designs, making it a great tool for teams and clients.

Branding:



Canva's branding feature allows users to create and save their brand's colours, fonts, and logos, making it easy to apply consistent branding across all designs.

Lesson Plan:

Title: Creating a Logo with Canva for People with Lower Opportunities

Time: 40 minutes

Aims:

- Understand the basics of creating a logo using Canva
- Learn how to choose design elements for your logo
- Learn how to customise your logo with Canva's tools
- Understand the importance of file types and sizing for logos

Materials:

- Computer with internet access
- Canva.com account (free or paid)
- Access to a web browser

Procedure:

Introduction (5 minutes)

- Introduce the topic of creating a logo with Canva
- Explain the importance of having a strong logo for a business or personal brand
- Discuss the basics of Canva's logo design tools

Choosing Design Elements (10 minutes)

- Explore Canva's library of logo templates and design elements
- Discuss the importance of choosing design elements that represent your brand's personality and message
- Walk through examples of successful logos and analyse the design elements used

Customising Your Logo (15 minutes)



- Choose a template or start from scratch
- Add text, shapes, and graphics to your design
- Customise colours and fonts to fit your brand's style
- Experiment with different design options and layouts

Exporting and Sizing Your Logo (10 minutes)

- Discuss the importance of choosing the right file type for your logo (PNG, JPG, SVG)
- Show how to export your logo from Canva
- Discuss the importance of sizing your logo correctly for different applications (social media, website, print materials)

Q&A (5 minutes)

- Answer any questions and provide additional resources or tips

Handouts or Resources:

- Canva's Logo Design Guide (<https://www.canva.com/learn/logo-design/>)
- Canva's Design Elements Library (<https://www.canva.com/elements/logos/>)
- Canva's File Export Guide (<https://www.canva.com/learn/export-images/>)

Canva's Logo Sizing Guide (<https://www.canva.com/learn/logo-size/>)



4.3. Take and upload pics of the product

Why is it so important?

It is important to know how to take and upload pictures of a product in an eCommerce website for several reasons:

1. **Attracting and Engaging Customers:** Good quality product photos can attract potential customers to your eCommerce store and encourage them to engage with your products. Clear, well-lit photos that showcase the product from multiple angles can help customers make informed purchasing decisions and increase the likelihood of a sale.
2. **Building Trust and Credibility:** High-quality product photos can help establish trust and credibility with your customers. When customers can see a product clearly and in detail, they are more likely to trust that it is as described and will meet their expectations.
3. **Enhancing the Customer Experience:** Customers want to see what they are buying, and product photos provide that visual experience. By uploading high-quality product photos, you are providing customers with a better shopping experience and improving their satisfaction with your eCommerce store.
4. **Improving SEO:** Search engines like Google prioritise websites that have high-quality images on their pages. By uploading optimised product photos to your eCommerce website, you can improve your website's search engine ranking and attract more traffic to your store.
5. **Differentiating from Competitors:** Good quality product photos can help your products stand out from your competitors. By showcasing your products in the best possible light, you can create a unique and distinctive image for your brand and products.

In summary, taking and uploading good quality photos of products is essential for eCommerce stores. High-quality product photos can improve customer engagement, trust, credibility, and satisfaction, as well as enhance SEO and differentiate your products from competitors.



Lesson Plan:

Title: Taking and Uploading Pictures to Ecwid eCommerce Platform

Time: 70 minutes

Objectives:

- Understand the importance of taking good product pictures for an eCommerce store
- Learn how to take high-quality pictures of products using a smartphone or camera
- Learn how to upload and optimise product pictures in Ecwid
- Understand the impact of good product pictures on eCommerce sales and customer experience

Materials:

- Computer with internet access
- Ecwid eCommerce platform account (free or paid)
- Access to a web browser
- Smartphone or camera for taking product pictures

Procedure:

Introduction (5 minutes)

- Introduce the topic of taking and uploading pictures to an eCommerce store
- Discuss the importance of good product pictures for eCommerce sales and customer experience

Tips for Taking Good Product Pictures (20 minutes)

- Discuss the importance of lighting, composition, and product placement in taking good product pictures
- Provide tips for taking product pictures using a smartphone or camera
- Show examples of good product pictures and analyse their composition and lighting



Uploading and Optimising Product Pictures in Ecwid (25 minutes)

- Demonstrate how to upload product pictures to Ecwid
- Discuss the importance of optimising product pictures for SEO and website speed
- Show how to use Ecwid's image optimization tools to improve website performance
- Provide tips for naming product pictures and adding alt text for improved accessibility and SEO

Importance of Good Product Pictures for eCommerce Sales (10 minutes)

- Discuss the impact of good product pictures on eCommerce sales and customer experience
- Show examples of websites with good product pictures and discuss their impact on user engagement and sales

Q&A (10 minutes)

- Answer any questions and provide additional resources or tips

Handouts or Resources:

- Ecwid's Image Optimization Guide (<https://support.ecwid.com/hc/en-us/articles/360007235540-Image-optimization>)
- Shopify's Product Photography Guide (<https://www.shopify.com/blog/product-photography-guide>)
- Canva's Photography Guide (<https://www.canva.com/learn/photography/>)



4.4. Set up the product details

Introduction

By following these instructions, you can ensure that your products are set up correctly in Ecwid, making it easier for customers to find and purchase them. Don't forget to regularly review and update your product details to keep your store up-to-date and engaging for customers.

1. Log in to your Ecwid account and navigate to the "Catalog" tab. From there, click on the "Products" tab, and then click on the "Add Product" button.
2. Enter the product name in the "Name" field. The product name should be clear and descriptive, and help customers understand what the product is. For example, if you are selling a t-shirt, the product name could be "Women's Soft Cotton T-Shirt."
3. Write a detailed product description in the "Description" field. This should provide customers with all the information they need to make a purchase, including the features and benefits of the product, the materials used, and any care instructions. A good product description can help customers understand what makes your product unique and why they should buy it.
4. Enter a unique Stock Keeping Unit (SKU) in the "SKU" field. The SKU is a unique identifier that helps you manage inventory, and should be specific to each product. For example, if you are selling the t-shirt mentioned above, the SKU could be "WSCTT-01."
5. Add product images by clicking on the "Images" tab. You can upload multiple images for each product to show different angles, colors, or details. Make sure the images are high-quality and show the product in the best possible light.
6. Set the product price in the "Price" field. You can also add any variations, such as size or color, by clicking on the "Variations" tab. This allows customers to choose the exact product they want.
7. Set the product weight and dimensions in the "Shipping" tab. This information is used to calculate shipping costs, so make sure it is accurate. If you are selling digital products, you can skip this step.



8. Set up product options such as customizations, upgrades, or add-ons by clicking on the "Options" tab. This allows customers to personalize their order and can help increase sales.
9. Set up product categories and tags to help customers find your products more easily. Categories are broad groupings of products, such as "Clothing" or "Electronics," while tags are more specific keywords that describe the product, such as "T-Shirt" or "iPhone." This can be done by clicking on the "Categories" and "Tags" tabs.
10. Set up any product options or discounts, such as quantity discounts or product bundles, by clicking on the "Discounts" tab. This can help incentivize customers to make a purchase.
11. Once you have entered all the necessary product details, click on the "Save" button to save your product. Your product will now be listed in your online store and available for customers to purchase.

Lesson Plan:

Title: Creating a Product Listing Party

Time: 60 minutes

Objectives:

- To help participants learn how to set up product details in Ecwid
- To encourage collaboration and creativity in creating compelling product listings
- To provide an opportunity for participants to network and exchange ideas

Materials:

- Access to a computer with an internet connection
- Sample products to use for the activity (either physical products or product images)
- Pen and paper

Procedure:

- Begin by introducing the activity and explaining the importance of creating high-quality product listings for an online store.



- Divide participants into small groups of 3-4 people and assign each group a sample product to work with.
- Instruct each group to log in to their Ecwid account and begin setting up the product details for their assigned product. They should work collaboratively to write a compelling product description, set the product price and variations, and upload high-quality product images.
- Encourage participants to be creative and think about what would make their product stand out to customers. They can use pen and paper to sketch out ideas for product images or brainstorm taglines and marketing copy.
- After 30-40 minutes of working on the product details, have each group present their completed product listing to the larger group. Allow time for questions and feedback from other participants.
- Conclude the activity by encouraging participants to continue working on their online store and offering any additional resources or support they may need.

Handouts or Resources:

- Ecwid Knowledge Base: How to create a product listing:
<https://support.ecwid.com/hc/en-us/articles/115005902569-Adding-products-to-your-store>
- Ecwid E-commerce Support - How to add a new product:
https://www.youtube.com/watch?v=SngqU-V7_PA
- Product listing checklist: A printable checklist to help participants ensure they have included all necessary product details in their listings (done by the trainer).



4.5. How to change information

Introduction

1. Log in to your Ecwid account and navigate to the "Catalog" tab. From there, click on the "Products" tab. This will bring you to a list of all the products in your store.
2. Find the product whose information you want to change and click on its name or image to open the product details page. This will bring you to the individual product page where you can edit its information.
3. Once you are on the product details page, you can change the product's name, price, or any other information by clicking on the field you want to edit. For example, if you want to change the price of the product, simply click on the "Price" field and type in the new price.
4. As you make changes to the product details, you will see a "Save" button at the bottom of the page. Be sure to click on this button to save your changes. If you do not save your changes, they will not be applied to the product.
5. After you have saved your changes, go back to your product list to ensure that the changes have been made. You can also view the product on your online store to confirm that the changes have been applied there as well.

Here are some additional tips to keep in mind:

- It is important to ensure that your product information is accurate and up-to-date to avoid confusion or customer dissatisfaction. Make sure to review your product listings regularly to ensure that all information is accurate and any necessary changes are made in a timely manner.
- If you have connected your Ecwid store to a third-party platform, such as a social media channel or point-of-sale system, you may need to make changes to the product information in both places.
- In addition to changing product information, you can also add or remove products from your store as needed. To add a new product, click on the "Add New Product" button on



your product list page. To remove a product, simply click on the "Delete" button next to the product on your product list page.

Lesson Plan:

Title: Updating Product Information in Ecwid

Time: 30-45 minutes

Objectives:

- To learn how to update product information, such as name and price, on the platform
- To ensure that product information is accurate and up-to-date in order to avoid confusion or customer dissatisfaction

Materials:

- Access to an Ecwid account
- A list of products to update (either real or hypothetical)

Procedure:

- Start by introducing the concept of updating product information in Ecwid. Explain why it is important to keep product information accurate and up-to-date, and highlight the potential consequences of not doing so.
- Walk the participants through the steps involved in updating product information, using the instructions from the Instructions as a guide. Demonstrate the process on a screen or whiteboard, highlighting any key points or potential pitfalls.
- After demonstrating the process, give the participants time to try it out for themselves. Provide a list of products (either real or hypothetical) and ask them to update the information for each one.
- As the participants work, circulate around the room to offer assistance and answer any questions they may have. Encourage them to check their work and ensure that all information is accurate and up-to-date.
- After the participants have had a chance to practice updating product information, lead a discussion about the importance of accuracy and timeliness. Ask them to share any



challenges or questions they encountered during the activity, and provide feedback and guidance as needed.

Handouts or Resources:

- Ecwid Help Center: Updating Product Information

<https://support.ecwid.com/hc/en-us/articles/360021829600-Editing-products#:~:text=From%20your%20Ecwid%20admin%2C%20go%20to%20Catalog%20%E2%86%92%20Products.&text=Modify%20product%20details.,Save%20the%20changes.>

- Sample Product List (real or hypothetical)



4.6. How to see if your product is sold?

Introduction

1. Log in to your Ecwid account using your email address and password.
2. Once you are logged in, navigate to the "Orders" tab in the left-hand menu. This will bring up a list of all the orders that have been placed in your store.
3. Look for the order that contains the product you want to check. You can use the search bar at the top of the page to search for the product name or other relevant information.
4. Once you have found the order, click on its number to open the order details page. This will give you more information about the order, including the products that were included in it.
5. Look for the product you want to check in the list of products on the order details page. If the product is listed, it has been sold at least once.
6. If the product is not listed on the order details page, it has not been sold. You can also check the "Inventory" tab in Ecwid to see if there are any units of the product left in stock.
7. To check the inventory level of a specific product, go to the "Catalog" tab in Ecwid and select the product you want to check. The product details page will show you how many units of the product are currently in stock.

Here are some additional tips to keep in mind:

- It is important to keep track of your inventory levels in Ecwid to ensure that you do not oversell products. If you sell out of a product, be sure to update its inventory level in Ecwid to prevent customers from ordering a product that is out of stock.
- If you have multiple sales channels connected to your Ecwid account (such as a website and a social media page), be sure to check all relevant orders and inventory levels to ensure that you are accurately tracking product sales.
- In addition to checking individual product sales, you can also generate reports in Ecwid to get a broader overview of your store's sales and inventory levels. To generate a report,



click on the "Reports" tab in Ecwid and select the report you want to generate.
This can help you identify trends and make more informed business decisions.

Lesson Plan:

Title: Product Sales Detective

Time: 30 minutes

Objectives:

- To familiarize participants with the process of checking if a product has been sold in Ecwid
- To practice using the search and order details features in Ecwid
- To reinforce the importance of tracking inventory levels and sales data in an ecommerce business

Materials:

- Access to an Ecwid account
- Pen and paper for note-taking

Procedure:

- Introduce the activity by explaining that participants will working in teams during this activity to practice their skills in checking if a product has been sold in Ecwid.
- Divide participants into pairs or small groups (according to the group size)
- Provide each group with a list of three to five products that are currently listed for sale in their Ecwid store.
- Instruct participants to take turns selecting one of the products from their list and trying to determine if it has been sold before.
- Encourage participants to use the search bar and order details features in Ecwid to help them find the information they need.
- Once a participant has determined whether or not a product has been sold, they should make a note of it on their paper.
- Continue the activity until all products on the list have been checked.



- Bring the group back together and discuss the results. Ask participants to share any challenges or insights they gained from the activity.
- Emphasize the importance of keeping track of inventory levels and sales data in Ecwid to help manage an ecommerce business effectively.

Handouts or Resources:

- List of products for participants to check
- Instructions for accessing the search and order details features in Ecwid.



4.7. Shipping

Introduction

1. Set up your shipping options:

To get started with shipping in Ecwid, you need to first set up your shipping options. This involves navigating to the "Shipping & Pickup" section in your Ecwid control panel and configuring the shipping rates and methods that you offer to your customers.

Here's how to set up your shipping rates:

- Go to "Shipping & Pickup" in your Ecwid control panel.
- Click "Add Shipping Method" and choose the type of shipping method you want to set up (e.g. flat rate, weight-based, value-based, destination-based).
- Set the details for your shipping method, including the rate or range of rates you want to charge for each option.
- You can also set up free shipping or shipping promotions for specific products or categories.

2. Choose your shipping carriers:

Ecwid integrates with a range of shipping carriers, including USPS, UPS, FedEx, DHL, and more. You can select your preferred carrier and configure your shipping settings accordingly.

Here's how to set up your shipping carrier:

- Go to "Shipping & Pickup" in your Ecwid control panel.
- Click "Shipping Carriers" and choose the carrier you want to use.
- Follow the steps to connect your Ecwid account with your carrier account and set up your shipping preferences.

3. Set up shipping labels:

Once you have chosen your shipping carrier, you need to set up shipping labels for your orders. This involves creating and printing labels that include the shipping address, weight, and other necessary details for the package.



Here's how to set up your shipping labels:

- Go to "Orders" in your Ecwid control panel.
- Select the order you want to ship and click "Create Shipping Label."
- Choose your shipping carrier and enter the shipping details.
- Print your shipping label and attach it to your package.

4. Configure taxes and duties:

If you sell internationally, you may need to set up taxes and duties for your shipping rates. You can use Ecwid's tax and duty settings to calculate these automatically based on the destination country.

Here's how to set up your taxes and duties:

- Go to "Taxes" in your Ecwid control panel.
- Choose the tax settings that apply to your business, such as location-based or product-based taxes.
- Go to "Duties" and choose the duty settings that apply to your business, such as flat rate or percentage-based duties.
- Ecwid will automatically calculate taxes and duties based on the shipping destination for your orders.

5. Test your shipping settings:

Before you start fulfilling orders, it's important to test your shipping settings to ensure they are working correctly. You can do this by creating test orders and checking that the shipping rates, carrier integrations, and tax calculations are all functioning as expected.

Here's how to test your shipping settings:

- Go to "Orders" in your Ecwid control panel.
- Click "Create Test Order" and enter the necessary details.



- Choose your shipping method and carrier, and make sure the shipping rates and taxes are calculated correctly.

- Confirm that your shipping label is generated correctly and that you are able to print it.

Overall, managing shipping in Ecwid can be a complex process that requires attention to detail and a good understanding of shipping rates, carrier integrations, and tax and duty regulations. By taking the time to set up your shipping options correctly and testing them thoroughly, you can ensure a smooth and efficient shipping process for your customers.

Lesson Plan:

Title: Shipping Simulation Game

Time: 60 minutes

Objectives:

- To understand the importance of shipping in eCommerce
- To learn the different shipping methods available in Ecwid
- To practice choosing the best shipping method for a given situation

Materials:

- Paper and pens for each participant
- A list of common products to be shipped (e.g. t-shirts, books, electronics, etc.)
- A list of different shipping methods available in Ecwid (e.g. USPS, FedEx, DHL, etc.)

Procedure:

- Start by explaining the importance of shipping in eCommerce and the different factors that affect shipping costs and delivery times.
- Divide the participants into small groups of 3-4 people.
- Provide each group with a list of common products to be shipped.
- Ask each group to choose one product from the list and decide on the best shipping method to use based on the product's weight, destination, and delivery time requirements. Encourage them to use the different shipping methods available in Ecwid.



- Once each group has chosen a shipping method, ask them to calculate the shipping cost and delivery time for their product.
- After all groups have completed their calculations, ask them to share their choices and reasoning with the rest of the participants.
- Facilitate a group discussion on the different factors that affect shipping costs and delivery times and the best practices for choosing a shipping method in Ecwid.

Handouts or Resources:

- List of common products to be shipped
- List of different shipping methods available in Ecwid