



Barcelos protects the sustainability of its crafts and folk art sectors

Local crafts and folk art are one of the main pillars of the identity of the city of Barcelos, Portugal. Designated as a UNESCO Creative City of Crafts and Folk Art in 2017, the city's crafts and folk art sector has contributed substantially to the city's international recognition in the field of traditional handicrafts and tourism.

Given the impact of the COVID-19 crisis on creative economy, the city of Barcelos has created a support pack to ensure the sustainability of this sector and its practitioners. In particular, the Municipality of Barcelos has undertaken a set of measures to mitigate the loss of assets within the artisanal community, which survives exclusively of craftsmanship.

The two main programmes directed at the artisanal community are the Operational Support to Artisanal Community (OSAC) and the Promotional Incentive System to the Handicraft of Barcelos (PISHB).

The OSAC is an aid programme that provides supporting materials to preserve, boost and promote creativity as a structuring framework for the preservation and development of the activities of existing and future artisans. This aid further supports the development of creative tourism.

Meanwhile, the PISHB aims to foster the participation of local artisans in tourism, handicraft fairs and exhibitions, which provides a relevant added value to the Barcelos brand. This programme supports up to 16 artisans and artists per year, covering costs related to their participation in relevant national and international exhibitions.

The measures contribute, in the short and medium term, to the sustainability of the city's Creative Cluster, creative tourism and handicraft. Furthermore, through these various support measures, Barcelos places culture and creativity at the heart of its long-term local strategy towards sustainable development.

To know more:

<http://www.creativetourismnetwork.org/barcelos-covid-19-measures/>

KEY WORDS:

- Access to and participation in culture
- Financial and policy support