



SHARJAH'S RESPONSE TO COVID-19

Crafts and Folk Art Continuity and Recovery Programme in Sharjah

Did you know Sharjah is one of seven emirates comprising the United Arab Emirates and is also a UNESCO Creative City of Crafts and Folk Art?

Home to diverse cultural heritage sites, museums and traditional crafts, Sharjah is committed to ensure the protection and safeguarding of the cultural capital present in the city during the outbreak of the coronavirus.

To safeguard its traditional craft heritage, the city together with the Irthi Contemporary Crafts Council has launched the initiative 'Crafts and Folk Art Continuity and Recovery Programme'. Building on the ongoing 'Bidwa initiative' that provides vocational training and support to Emirati craft women artists, the new initiative ensures the continuity of the work of artisans while protecting their safety and health.

Following the closure of its premises, the Bidwa Centre has coordinated the implementation of a set of innovative measures to assist the artisans to work from home, enabling them to continue enjoying full employment. As part of the programme, the Bidwa Production Team has organized home delivery of sterilized 'Craft Kits', containing raw materials and tools for craft production, as well as a sanitizer spray.

To better support the artisans in these unprecedented working conditions, the Centre has also created videos tutorial explaining the sterilization methodology and various craft techniques integrated in the 'Craft Kit'. The videos are regularly uploaded onto a dedicated WhatsApp group, which is accessible to all artisans.

The initiative has designed and implemented appropriate actions for production, collection, and distribution of crafts, so that women artisans are able to generate a sustainable source of income by capitalizing on local handicrafts tradition and know how. The project further enables communities in particular women to develop their skills and break into new local and international markets, even during the current situation.

For more information, visit

- [Sharjah Business Women Council](#)
- <https://www.instagram.com/irthicouncil/>