

Makers

The Manifesto

DIGITAL CRAFTSMANSHIP AS A PROSPECT FOR YOUTH EMPLOYMENT

THE PROPOSAL OF ITALIA LAVORO
FOR A MAKERS MANIFESTO: **10 IDEAS**

Digital craftsmen, best known as makers, are a reality that is changing the world of labour, away from the official routes.

If properly supported, this world can revitalise the labour market leveraging the culture of **making/manufacturing** that is at the heart of "**Made in Italy**".

During the event at "Luci sul Lavoro" (Montepulciano, July 10-12, 2014), Italia Lavoro brought together representatives of the makers world and put them in connection with decision-makers and thinkers. The result of these meetings is this Makers Manifesto, a set of **ideas and proposals** that Italia Lavoro invites to share and subscribe in order to effectively promote new forms of entrepreneurship and employment.

THE MAKERS MOVEMENT

The makers are digital craftsmen who are rethinking production and business models, the protagonists of a new movement based on the construction of things through manual skills, technology, collaboration, design and sustainability. They organize themselves into virtual and physical communities, such as the Digital Manufacture laboratories (FabLab, Hackspace, TechShop). Despite the long lasting crisis, they invent their own jobs creating new enterprises.

They are the protagonists of the third industrial revolution, a shift of the economic paradigm that sees in the sharing of knowledge and technology, the foundation of an innovative and dynamic ecosystem, able to create new value and new forms of employment.

Digital craftsmen are already changing the economy and the working world from the bottom, with a silent revolution that should be encouraged and supported, also with instruments already in place, like the Youth Guarantee.

HOW TO SUPPORT MAKERS, THE DIGITAL CRAFTSMEN:

1. Invest in enabling platform
2. Disseminate the culture of Makers
3. Train the operators
4. Incentivise the relationship with business
5. Update the world of training and education
6. Increase collaboration between institutions and associations
7. Map the new skills
8. Support the creation of start-ups by makers
9. Create new approaches to funding
10. Leverage European Structural Funds for projects aimed at youth employment

JOIN THE
MANIFESTO



artigianidigitali@italialavoro.it

INVEST IN ENABLING PLATFORM

We need to promote and encourage the creation of Digital Manufacture laboratories, ideal places for the creation of technical and cross-functional skills. Sharing expertise and equipment helps recovering the manual skills for which the Made in Italy is famous, and generates innovation, employment and growth with major social impact.

DISSEMINATE THE CULTURE OF MAKERS

Knowing the makers and understanding the potential of this sector is essential to ensure its growth. It is important to disseminate the culture of digital craftsmanship to young people, businesses and institutions through positive examples and the contamination with the existing communities. We should leverage all forms of social communication that connect communities and spread the values of this culture.

TRAIN THE OPERATORS

The operators of the labour market must have a thorough knowledge of the opportunities offered by this sector, in order to consciously guide young people towards these new trades, mixing and reinterpreting handicraft, SMEs and self-employment.

INCENTIVISE THE RELATIONSHIP WITH BUSINESS

We must create a system with the makers as protagonists along with other public and private entities. In particular, we must raise the awareness of the business world in the fact that laboratories of digital manufacturing can provide expertise and professionalism able to create a continuous process of innovation that can help develop their products, processes and services.

UPDATE THE WORLD OF TRAINING AND EDUCATION

We must promote the acquisition of makers' skills through vocational training and education. The best experiences of Digital Manufacturing can be included in training programs and in educational institutions, especially those with a high technological specialization like laboratories in the Technical Institutes.

INCREASE COLLABORATION BETWEEN INSTITUTIONS AND ASSOCIATIONS

Institutions, employers' associations, stakeholders must interact and create collaborative networks to: integrate the funds for the creation and dissemination of laboratories; promote innovative startups; disseminate local best-practices.

MAP THE NEW SKILLS

The skills and crafts of digital artisans are not yet well identified. Their mapping can facilitate the orientation, training and entry in the labour market. The good part of these skills are among the most sought after on the labour market, according to all European and international trends.

SUPPORT THE CREATION OF START-UPS BY MAKERS

The knowledge and professionalism of makers can easily materialize in the creation of "digital manufacturing" enterprises. These are in particular need of public incentives in order to start and grow, since are little valued by funding programs almost exclusively aimed at IT start-ups.

CREATE NEW APPROACHES TO FUNDING

In some areas of our country, tools like the voucher are used in order to access shared workspaces. This allows to develop ideas and work on business projects minimizing expenses. This measure is considered particularly useful and should be extended also in the direction of Digital Manufacturing Laboratories.

LEVERAGE EUROPEAN STRUCTURAL FUNDS FOR PROJECTS AIMED AT YOUTH EMPLOYMENT

Exploit the possibilities of the new ESF programming for: outlining new training programs for young people; encourage self-employment for innovative start-ups; increase the number of Digital Manufacturing Laboratories in the Regions; promote the acquisition of new technologies in traditional craft enterprises; support the launch of digital manufacturing laboratories in schools.