

BEM Micro-credential



BEM content (for all partners)	Title/name of the credential	Creator of Simple Decorative Items and Souvenirs
	Function of the micro-credentials / purpose	This micro-credential provides practical, creative, and digital skills for the production of simple functional items and souvenirs. The program covers basic techniques for working with various materials (wood, textiles, ceramics, recycled materials), incorporating sustainable practices and modern digital tools. The goal is to develop competencies in designing, creating, and decorating items with a focus on eco-friendly processes and digitalization for product creation and promotion.
	Possible target groups	<ul style="list-style-type: none"> • Enthusiasts of handmade crafts and art looking to enhance their skills and integrate digital technologies. • Beginners and entrepreneurs in the field of craft production and souvenir sales. • Individuals with limited access to education and employment (unemployed, elderly, migrants, rural populations). • Organizations and individuals interested in promoting local culture and traditions through souvenirs.
	Branch/sector of application	Craft production, artistic work, tourism sector, souvenir retail, sustainable production.
	Fields of application / work environment	<ul style="list-style-type: none"> • Craft workshops for handmade production. • Souvenir and art item shops. • Tourist centers and exhibition spaces. • Home workshops and creative studios.

		<ul style="list-style-type: none"> • Online platforms for selling handcrafted items and souvenirs. 		
	Typical work/professional tasks	<ul style="list-style-type: none"> • Processing basic materials for creating items (cutting, sanding, shaping). • Designing and producing simple souvenirs and functional items using digital tools. • Decorating and finishing items (painting, varnishing, hand-painting). • Using recycled materials to create eco-friendly products. • Preparing products for sale or display, including digital promotion. 		
	Learning outcomes (personal and job related)	Knowledge	Skills	competences
		<ul style="list-style-type: none"> • Basic characteristics of materials (wood, textiles, clay, paper, recycled materials). • Traditional and modern techniques of material processing and decoration. • Principles of sustainability and recycling in craft production. • Digital tools for product design and promotion (e.g., Canva, Adobe Express, social media). • Basics of product promotion and market placement, 	<ul style="list-style-type: none"> • Using basic tools and equipment for material processing. • Developing ideas and implementing them through simple projects. • Decorating items with handcraft techniques (e.g., painting, embossing). • Efficiently planning of production with resource optimization. • Preparing items for sale (packaging, labelling) and digital presentation. • Using digital tools for design, creating visuals, and 	<ul style="list-style-type: none"> • Independent organizing the production process for simple items. • Creative applying learned techniques to develop unique products. • Implementing sustainable solutions in material usage. • Adapting products to market needs and specific client demands. • Integrating digital skills for promotion, sales, and customer communication.

		including online platforms.	managing simple online promotions.	
	Validation	Criteria		Procedures
		<ol style="list-style-type: none"> 1. Application of learned techniques in practical work. 2. Quality and functionality of produced items. 3. Originality and aesthetic value of the products. 4. Use of digital tools for design and promotion. 		<ol style="list-style-type: none"> 1. Formation of the Evaluation Committee. 2. Creation of a practical project on a given topic. 3. Assessment of competencies and issuance of certificates or digital badges.
	Recognised/accepted (documented by MoU)	Vocational Education and Training Centre Examination Centre Collaboration with printing houses, travel agencies, and craft associations is recommended.		
	Provider(s)	<ul style="list-style-type: none"> • Training centres in craft and sustainable production. • Organizations and workshops promoting local art and culture. • Associations of artisans and artists. • Digital platforms for creative education. 		
Additional information (if needed)	Entry level / prerequisites	<p>It is necessary that the individual has basic knowledge and skills of drawing and painting, computer skills.</p> <p>Theoretical and practical training: 80 hours. Validation: 20 hours. Total duration: 100 hours.</p>		
	Possible duration (recommendation)			
Specific content (national) (if needed)	Position in the chain of educational programmes	<p>NQF level III</p> <p>A micro-credential can be linked to the National Qualifications Framework (NQF) in the field of textile technology and graphic design.</p> <p>4 Credits. Additional credits can be assigned based on an agreed-upon scoring system in accordance with the national education system.</p>		
	Reference to NQF			
	Credits			

