



ONLINE HANDICRAFT WORKSHOP

The COVID-19 pandemic and climate crisis are encouraging both hosts and guests to search for new ways to connect. Online handicraft workshops invite guests to come and make handicrafts with a local craftsman and other guests. This enables the guests to get in touch with Arctic cultures from their own couches. As such, it could be a virtual trip, or connected to a physical visit, and as a virtual way of meeting before or after travelling.

The materials needed can be sent to the guests beforehand, or they can source their own local materials. Receiving a package of local materials from another country may enhance the exclusivity of the experience, and can create the sense of escape to another place and culture. During the workshop, the guests hear stories about the handicraft item they are making, and how it is used. Making handicrafts together enables mutual learning, discussion, and cultural exchange. The handicraft items made live on as a memory of this special inter-cultural encounter, especially if the guests can use them on a daily basis in their lives.

GROUP SIZE: 4–8 guests

DURATION: 2–3 hours/can also be organised as a series of workshops

AVAILABILITY: all year round

FOR WHOM: Virtual handicraft workshops suit people in all ages who are interested in handicrafts and local cultures and are keen on learning new skills. Workshops offer meaningful, creative and slow experiences and a chance to make unique memories and gifts to be shared with close-ones.

WHAT IS NEEDED FOR THE PRODUCT



- Online platform for the workshop (e.g. Zoom or Teams)
- Materials that are sent beforehand and/or a list of materials that the participants source and bring themselves
- Oral instructions and guidance
- Stories, tales, and interesting details connected with the materials and handicraft at hand. The purpose of storytelling is to explain the role and importance of the handicrafts in the host culture and their connection to nature
- Information about respectful ways of replicating and using the handicraft

EXTRA SERVICES



- Tailor the workshop according to guests' interests and handicraft-making skills
- Possibility of contacting the host before and after the workshop
- Possibility of visiting the host in person
- A handicraft maker's dictionary and written instructions
- Information package about the history and contemporary use of the product
- A QR code that shows the place or landscape where the materials come from
- Include local treats in the package with the handicraft materials; beverages, sweets, or cookies that are typical of the host region
- Include local music that participants can listen to while crafting
- Instructions for similar handicraft items that the participants can make on their own in the future
- Gallery on social media that shows all the craft items made by guests

TO BEAR IN MIND



- If the materials are sent beforehand, consider customs regulations and how long the delivery takes
- Consider time differences when planning the workshops
- Estimate how much time each step could take, to ensure the guests finish the handicraft item on time
- It is important to choose a handicraft that suits the handicraft capabilities of the guests
- Plan how you create a connection between yourself and the guests
- Plan how much the guests can interact with each other
- Share information, examples, and stories about the responsible use of the handicraft
- Ask for permission to share images from the workshop on social media
- Consider asking the participants to post reviews of the workshop

EXAMPLES OF MARKETING CHANNELS



- Webpage
- Social media
- Intermediaries (e.g. Airbnb, Doerz, tour operators, hotels, travel agencies, destination marketing organisations)

INSPIRATION AND GUIDANCE



- [Sámi Duodji, Finland](#)
- [Handmade in Lapland project 2019-2021, Finland](#)