

New Crafts Emerging – Secondary Waste Processing as a Reaction to the Market Change as well as a New Entrepreneurial Opportunity for Artisans from Disadvantaged Backgrounds



Circular Workbooks

Helping you turn skills and materials into
new opportunities



Co-funded by
the European Union

03/2026



Welcome to your circular journey!

These **five workbooks**:

Circular Skills, Crafts, Roadmap, Finances, and Impact

are designed for artisans and craftspeople who want to develop their work further, especially if **access to opportunities, resources, or formal training has been limited**.

Each workbook focuses on a different step of your journey:
from understanding your skills and finding ideas, to shaping a business, managing finances, and communicating the impact of your work.

What will these workbooks help you do?

These workbooks help you understand your skills, find ideas using available or waste materials, and develop your craft into a sustainable path.

You will reflect, experiment, and take practical steps at your own pace.

What will you need?

Curiosity, willingness to try, and something to write or sketch with.

You don't need previous experience, technical knowledge, or a finished idea.

How can you use them?

These workbooks are not a test or a strict guide.

They are a space to explore your strengths, see value in materials others overlook, and shape your own approach to circular craft.

Take your time and return to pages when needed.
Focus on what feels possible for you right now.

YOUR NAME

Circular Skills

1



Welcome to workbook one!

You are about to discover useful skills you may not even realise you have and start to see new possibilities within circular crafts.

To make the most out of this workbook **you ...**

... need

- ☐ Curiosity
- ☐ Willingness to learn
- ☐ An open mind
- ☐ Courage to fail and learn as you go
- ☐ Your everyday life
- ☐ Something to sketch with

You don't need:

- Any previous experience
- Technical knowledge
- Right answers
- A perfect idea from the start
- To be "Creative" in a big way
- Expensive tools or materials

This is  NOT a Technical Manual  NOT a Test

This is a space for your to explore! So prepare yourself to catch your first thoughts. Take breaks to move and draw or whatever makes you inspired. **Complete each page in your own pace.** Don't be afraid to **return back later** if you need. And the most important thing:
Focus on what feels possible for you right now!

Get to know yourself!

Every individual carries a unique set of abilities, valuable experiences, and hidden talents waiting to be discovered and nurtured. No experience is too small or insignificant. Each moment, challenge, and achievement contributes to your personal growth, shaping your resilience and deepening your understanding of yourself.

This section is carefully designed to guide you in recognizing your inherent worth, celebrating your strengths, and building confidence as you navigate your learning journey. By reflecting on your experiences and acknowledging your capabilities, you can unlock your potential, embrace new opportunities, and move forward with purpose and self-assurance.

Before we dive deeper into your skills, let's just check quickly if you already have ...

- ☐ A need to find new directions within an existing business
- ☐ Or experience working with crafts to repair or make new products
- ☐ Or a need to generate ideas without attachment to your skills

Yes? Then do any page that feels relevant in this workbook or skip ahead directly to the next one:

**Workbook 2:
Circular
Crafts**

 *"Within me lies a treasure of unique abilities, hidden talents, and invaluable experiences."*

My qualities

Check the qualities that resonate with you. Please rate your qualities on a scale from 1 to 4, where 1 means 'not at all' and 4 means 'absolutely'

	1	2	3	4
Patient				
Creative				
Adaptable				
Organised				
Empathetic				
Determined				
Communicative				
Resourceful				
Collaborative				
Detail-oriented				

Other _____

My value

Complete the following statements to gain a clearer picture of your present self:

1 I am a person who...

2 I am good at..

3 People tell me I am...

4 A difficulty I have overcome...

5 What I learned from that difficulty...

My obstacles to overcome

Let's identify some potential roadblocks
and how to address them.

1 One personal block I often face is..



2 My biggest fear related to learning/creating is...



3 A small, manageable step I can take this week is...



*If I understand myself, I can choose future projects that align
with my strengths, address my fears and builds my confidence!*

Your skills are valuable in circular crafts!



WHAT CAN I REALLY DO?

We all have practical skills. **"Practical skill"** means: something I can do with my hands or with tools. That's exactly what is needed to transform what somebody throws away as waste into something valuable.



My hands can transform what others throw away into something valuable.

*Everything I know how to do is an opportunity.
Even a small action can create great value.*

I don't need a diploma. What matters is what I can do and my motivation.



My practical skills

Rate your ability to perform practical tasks on a scale from 1 to 4, where 1 means 'cannot do at all' and 4 means 'can do absolutely/with full confidence.'

	1	2	3	4
Sew by hand or with a machine				
Repair clothes				
Fix furniture				
Work with wood				
Paint or decorate				
Use simple tools (hammer, drill...)				
Fix broken objects				
Transform old items				
Do small home repairs				
Work with natural materials				

Simple example

- ☒ If I can sew → I can repair torn clothes
- ☒ If I can paint → I can renew used furniture
- ☒ If I can work with wood →
I can use pallets to create new objects

These are not chores.
They are skills.

My material interests

Take a moment to explore the materials that inspire you! Think about the materials that feel natural, fun, or satisfying to use. These could be ones you've worked with before or those you already love handling.

1 Materials I enjoy working with:



Consider materials you're curious about but haven't tried yet, or would like to explore in the future.

2 Materials I might want to work with:



Some materials to consider

Plastics

Textile

Metal

Wood

Glass

Paper

Mixed materials
(combinations,
upcycled
materials)

Stone

Clay

Natural
materials
(leaves, sand,
shells, fibers)

Am I hiding any talents?

Mini-game – The hidden talent

Write 3 things you can do that you may not think are important:

1

2

3



Now ask yourself:

Can they be useful to someone?

- ☐ Yes
- ☐ Maybe
- ☐ I never thought about it

When I see how my hands can be useful, new opportunities can appear!

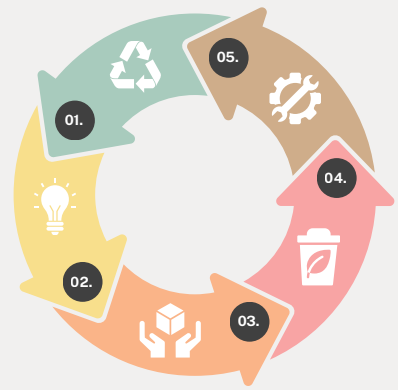
Circularity needs your skills!



WHAT IS CIRCULAR ECONOMY?

Circular economy means:

- 1 Do not throw away
→ **Repair**
- 2 Do not destroy
→ Give new life and **upcycle**
- 3 Do not waste
→ Transform waste **material**



It is simple: I can take something that seems like waste and turn it into something useful or beautiful.

Connect a skill with a circular idea!



ACTIVITY - Transformation

Connect your skill to a circular idea.

Examples:

Skill: sewing → Idea: turn old jeans into bags

Skill: working with wood → Idea: create shelves from reclaimed wood

Skill: painting → Idea: decorate used furniture to sell

Now try:

My skill:

.....

Reused material I could use:

.....

What I could create:

.....



When I transform instead of throwing away, I help the planet. And I create an opportunity for myself.

Let's check in!



SELF-ASSESSMENT

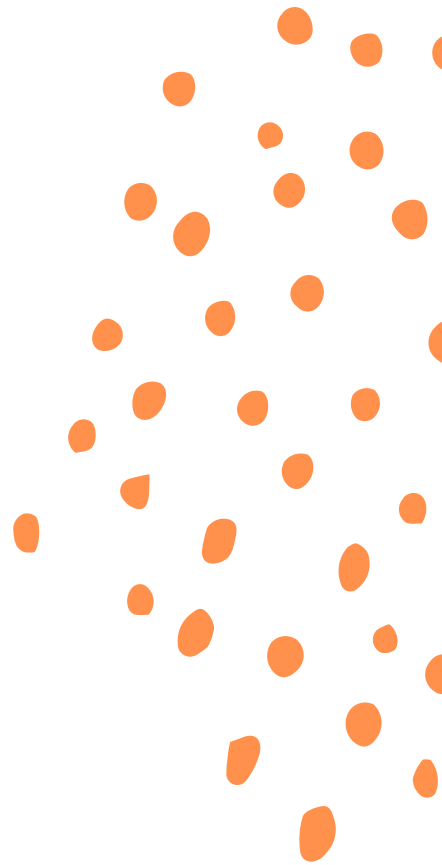
Put a ✓ next to what describes you:

**Do I feel able to use my skills
to create something useful?**

- ☐ Yes
- ☐ Not yet, but I want to try
- ☐ I need to learn more

What do I need to improve?

- ☐ Be more practice
- ☐ A teacher to help me
- ☐ A clearer idea
- ☐ Better knowledge of materials
- ☐ Confidence



I don't need to be perfect.

I just need to start see possibilities.

What does it mean to be an entrepreneur?

Being an entrepreneur means creating value with your hands and your ideas. Every idea, even a small one, can become an opportunity. You don't need to be perfect: you just need to start and try.

Being an entrepreneur doesn't just mean opening a big shop or having a lot of money.

Being an entrepreneur means:

- Seeing possibilities where others see problems
- Using your skills and creativity
- Turning ideas into concrete actions
- Experimenting, learning from mistakes, and improving



I don't need to start a business tomorrow. I need to understand if my skill can become an opportunity.

Am I an entrepreneur?

An entrepreneur:

- Has an idea and tries to make it real
- Uses what they know how to do to create value
- Experiments and learns from attempts
- Doesn't wait to be perfect before starting

What characteristics do I already have?

- ☐ I am curious
- ☐ I try new things
- ☐ I can solve problems
- ☐ I can find solutions with limited resources
- ☐ I like creating objects or ideas
- ☐ I learn from mistakes



Even having a small idea is a first entrepreneurial step.

Time for self reflection!

Let's take a moment to noticing how you are advancing. Be sincere with your answers, there are no right or wrong answers.

Now put a ✓ next to all sentences that describe you.



What have I been inspired to see & feel?

- ☐ I can imagine myself **creating something useful** from materials that are usually thrown away
- ☐ I feel **somewhat confident using my skills** to solve real, everyday problems
- ☐ I can see value in **repairing, reusing or improving** things instead of replacing them
- ☐ I can imagine helping other people by **offering something I make** or do
- ☐ I feel that my skills could **grow with practice**, one step at a time

Yes! If you answered yes (✓) to 3 or more sentences you are ready to continue with the next step.

Not ready just yet? Read through your answers again. Notice what already feels possible. If you need it, go through the workbook one more time by yourself or with a friend!

Your next step



Workbook 2: Circular Crafts

Let's explore
ideas for what
you might
want to
create!

You only need
your skills, your
curiosity, and
your
willingness to
try.

CraftAdapt: New crafts emerging

SECONDARY WASTE PROCESSING AS A
REACTION TO THE MARKET CHANGE AS
WELL AS A NEW ENTREPRENEURIAL
OPPORTUNITY FOR ARTISANS FROM
DISADVANTAGED BACKGROUNDS

WWW.CRAFTADAPT.EU

LINKEDIN – CRAFTADAPT



RegioVision
GmbH Schwerin

CSES
CENTER FÖR SOCIALT ENTREPRENÖRSKAP

— KNOW
HOUSE

Cent**1**oform

HETEL The HETEL logo consists of the word "HETEL" in a bold, blue, sans-serif font. To the right of the text is a graphic element made of two overlapping, stylized shapes in green and pink, resembling a double arrow or a play button.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project number: 2024-1-DE02-KA220-VET-000254905



Co-funded by
the European Union



YOUR NAME

Circular Crafts

2



Welcome to workbook two!

In this workbook you will explore three ways to create products and services using what already exists around you. You don't need a perfect idea, just an open mind and your craft skills.

This is  NOT a Technical Manual  NOT a Test

If you have worked on the previous workbook you also have something else that is beneficial:

Workbook 1:
**Circular
Skills**



☐ Awareness of valuable skills

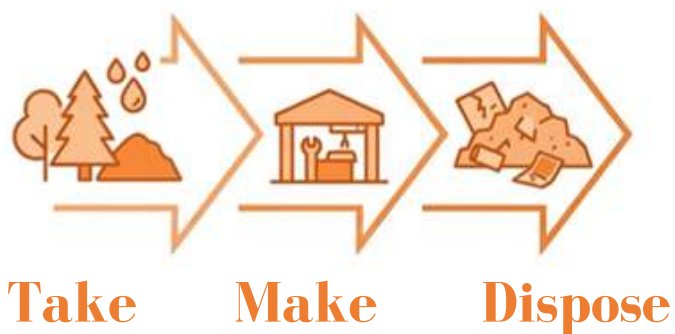
Complete each page in your own pace. Don't be afraid to **return back later if you need**. And the most important thing:

Focus on what feels possible for you right now!

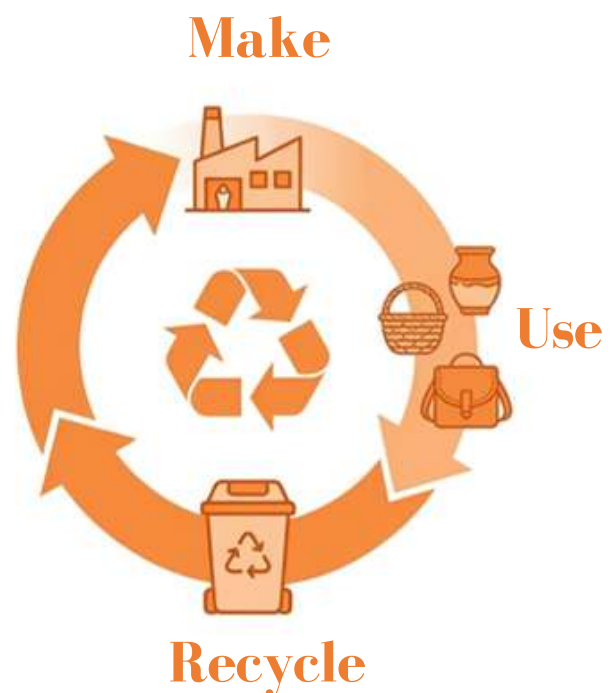
Circular Crafts = Opportunities!!

The circular economy is simple: nothing should end up as waste if it can still be useful. In a circular model, materials stay in use as long as possible — repaired, transformed, used again. As an artisan, you already have what most industries lack: the ability to transform materials with your own hands.

Linear Economy



Circular Economy



Why Circular Economy is it important?

The circular economy it's a necessary shift in how we produce, consume, and manage resources.

In linear economy, we take materials, make things, use them, and throw them away. That's it.

The circular economy asks: what if we didn't? What if every material stayed useful — repaired, transformed, reused?

That's not a distant idea. Artisans have been doing it for centuries. The difference now is that there's a market for it.

Your moment

Waste is not inevitable. It is a design failure. When materials are thrown away, we lose the energy, labour, and resources that went into them. For artisans, this is also an opportunity: waste materials often have zero cost and unique character.

From waste to value!

Many ideas that try to be respectful with the environment begin with **a material people normally throw away.**



ZasPas transform automotive waste, specifically seat belts and airbags, into high-quality, fashionable products such as bags and accessories.

The company's approach revolves around sustainable design and craftsmanship, where raw materials that would typically end up in landfills are repurposed into trendy, durable products.

ZAS/PAS®



Source: ZasPas
zaspas.cz



Taking into account ZasPas best practice, answer the following question:

Could one material become the starting point of my idea?

What does it mean to be a Circular Entrepreneur?

A circular entrepreneur is someone who reimagines business for a sustainable future. They create products, services or systems that minimize waste, reuse and recycle materials, and generate value without harming people or the environment.

Being a circular entrepreneur means thinking creatively to turn challenges into opportunities, combining profit with purpose, and driving innovation that benefits both business and society. It's about cultivating a mindset where growth, responsibility, and care for the planet go hand in hand.



As a circular entrepreneur, I turn sustainability into opportunity. I design out waste, reuse materials, and innovate responsibly — creating value for both my business and the planet. For me, it's about profit with purpose: growing my business while caring for people and the environment.

Who can you create for?

You don't need to find a new customer. Start with the people already around you. Select those who you think you could have easy access to.

- ☐ Friends
- ☐ Families with kids
- ☐ Tourists
- ☐ Students
- ☐ Elderly people
- ☐ Craft enthusiasts
- ☐ Architects
- ☐ Shops
- ☐ Local community
- ☐ Cafés
- ☐ Public spaces
- ☐ Schools
- ☐ Events & festivals
- ☐ Markets

If you want to generate stronger ideas, select a customer type and keep them in mind for the following pages!

My chosen customer type is...



Great ideas
may come from
understanding my
customers point
of view!

The problem, pain and desire
my customer type has might be ...



3 ways to create value from waste

1 Repair

Fix what is broken

Bring products back to life so they can be used again.

2 Upcycle

Transform what exists

Turn products into something new while keeping their story.

3 Use Waste Material

Start from waste

Use discarded materials to create new products.

You don't need a perfect idea to begin. You need of these three things:

- Something broken that still has value
- An object that someone is ready to throw
- A waste material no one is using

You already have your hands and your ideas to explore new ideas.

Use waste material

Turning waste material into new products can be done by sourcing recycled materials or reworking them at a small scale. Focus not only on the material, but also on what you can create from it:

What's undervalued and exist in large quantities locally?

- plastic waste from households or industry
- wood offcuts from workshops
- textiles from production surplus
- construction leftovers

What simple, repeatable products could you make from this material?

If I understand how to rescue materials and talk to future customers I can make products others will love.

GOTLAND
GARBAGE

Collecting local plastic waste and using small scale recycling machines Gotland Garbage creates design objects.



My use waste ideas!

No limits, any good or bad idea is welcome!
What can be an opportunity for material rescue?

1 From production surplus like ...

I could create ...

2 From industry waste like ...

I could create ...

3 From household waste like ...

I could create ...

4 I could create a ...

from ...



I can build a bigger business if I use materials that are locally abundant and easy for me to transform into valuable products.

5 My favourite waste material idea is to create a...

Upcycle

Upcycling means transforming an existing product into something new. You keep parts of the original and give them a new life with higher value. Strong materials can reduce production cost and a strong story can increase prices!

What have the right form and strong material?

- wood → shelves, small furniture, toys
- metal → candle holders, supports, decore
- plastic → lamps, lightweight objects

What have a recognisable origin (and story)?

- textiles → bags from old garments
- industrial objects → design pieces
- branded materials → unique accessories



nahaku

Embracing the unique properties of KeyKeg containers, Nahaku turned them into premium lights.



Transformating an existing product I can offer something really unique!



My upcycle ideas!

Go wild and capture what pops up in your mind about upcycling opportunities!

1 I could transform a ...

into a ...

2 I could transform a ...

into a ...

3 I could creat a ...

from a...

4 I could creat a ...

from a...



I can build a bigger business if my original product is easy to collect in large quantities.

5 My favourite upcycle idea is to create a...

Repair

Repair means fixing something so it can be used again. Many products are thrown away too early, even when they are still valuable. Spot your repair opportunities by thinking about your skills, tools and materials. Then consider:



What would cost more to replace?

- solid wood furniture, tools, bicycles
- outdoor gear (jackets, tents, backpacks)
- small electronics or appliances

What has an emotional value?

- favourite clothing and handmade items
- inherited furniture and meaningful gifts



What breaks often?

It can create repeat customers, for example:

- zippers, seams, and worn clothing
- bike tires, brakes, and chains
- chairs, drawers, and hinges
- small household appliances

*Repairing things
connects me to
customers!*

My repair ideas!

Think free and fast, no judgment.

What could I repair for people quickly and nearby?

1 With my skills I could repair ...

2 With these tools I know how to work with ...

I could repair...

3 Knowing how to work with this material ...

I could repair...

4 Customers I want to sell future items to are ...

They may value repairing ...



I can build a bigger business if I repair items that people value and need to be fixed again and again.

5 My favourite upcycle idea is to create a...

My favourite ideas

Choosing what ideas to explore

Write down three ideas you want to consider further:

1

2

3

? These 5 statements can help you see what ideas might work best for you!

Statements:

1

2

3

Yes, this idea fits a real need!

☐☐☐

Yes, this idea matches my skills!

☐☐☐

Yes, this idea feels motivating!

☐☐☐

Yes, this could realistically work!

☐☐☐

Yes, this creates value for someone!

☐☐☐

I don't need the perfect idea. I only need one idea that feels interesting enough to try.

If I pick now, my choice is idea number:

This idea interests me because ...



My chosen idea



Now that you have chosen one idea, it is time to define it. So let's talk about it!

My idea is about ...



The material or object involved is ...



This idea is promising for me, because ...



Skills and tools I might need

You already identified some skills in workbook 1. Now think about how they connect to your idea.



Skills I have already ...



Tools I could use ...



Something I might need to learn is ...



My first concrete step!

- Choose a small project to try
- Write down what you need
- Decide on a small goal (e.g. create 1 object, show it to someone, sell it at a small market...)



*What matters is not starting big. It's starting.
Even with a small step is enough.*

Time for self reflection!

You've already done the hardest part: You started to think like a circular craftsman.

Now put a ✓ next to all sentences that describe you.



What have I been inspired to do?

- ☐ I feel more **aware of materials** around me and what they could become
- ☐ I considered **who I could create value for**
- ☐ I came up with **several ideas**
- ☐ I **picked one idea** to move forward with
- ☐ I took **a small step** to explore my idea



Am I ready to think like an entrepreneur?

- ☐ I think my idea can be **useful**
- ☐ I feel **motivated** to learn more
- ☐ I am ready to take the next step

 *Being an entrepreneur means trying, learning, and creating value with what I know how to do.*

Yes! If you answered yes (✓) to 5 or more sentences you are ready to continue with the next step.

Not ready just yet? Read through your answers again. Notice what already feels possible. If you need it, go through the workbook one more time by yourself or with a friend!

Your next step...

Workbook 3: **Circular Roadmap**

Next:
Start seeing
your idea as
a possible
business

You only need
your skills, your
curiosity, and
your
willingness to
try.

CraftAdapt: New crafts emerging

SECONDARY WASTE PROCESSING AS A
REACTION TO THE MARKET CHANGE AS
WELL AS A NEW ENTREPRENEURIAL
OPPORTUNITY FOR ARTISANS FROM
DISADVANTAGED BACKGROUNDS

WWW.CRAFTADAPT.EU

LINKEDIN – CRAFTADAPT



RegioVision
GmbH Schwerin

CSES
CENTER FÖR SOCIALT ENTREPRENÖRSKAP

— KNOW
HOUSE

Cent**1**oform

HETEL

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project number: 2024-1-DE02-KA220-VET-000254905



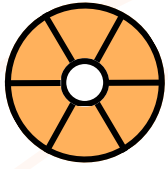
Co-funded by
the European Union



YOUR NAME

Circular Roadmap

3



Welcome to workbook three!

You are now about to discover the building blocks for defining a circular businesses by developing your idea further by building a business wheel and drafting a roadmap.

This is  NOT a Technical Manual  NOT a Test

Time to explore and an curiosity are the only thing you need in this workbook. If you have worked on the previous workbooks you also have:

Workbook 1:
Circular Skills



☐ Awareness of valuable skills

Workbook 2:
Circular Crafts



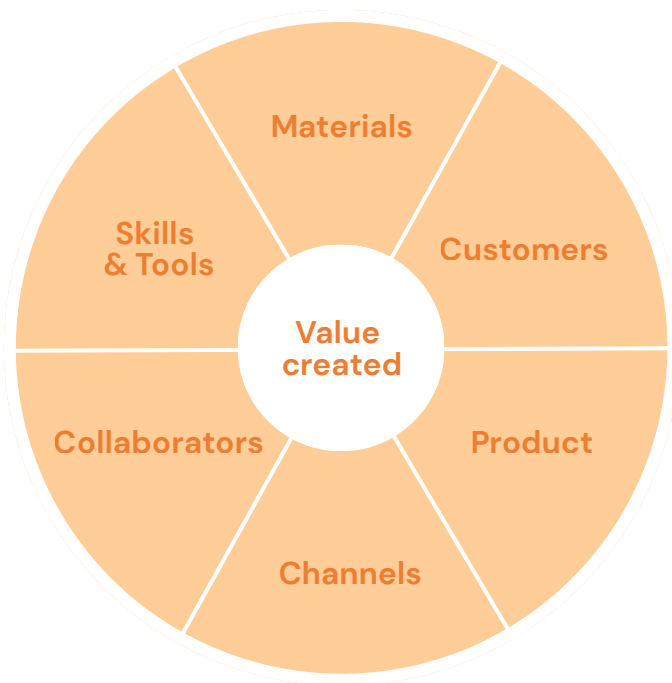
☐ An idea in mind to explore

Take your time. Don't be afraid to **return back** if you need. And the most important thing:

Focus on what feels possible for you right now!

Why use the Business Wheel?

When starting something new, it's easy to feel lost or overwhelmed. The Business Wheel helps you see your idea as a whole, a perfect first step.



This wheel is not a test.

It's a thinking tool.

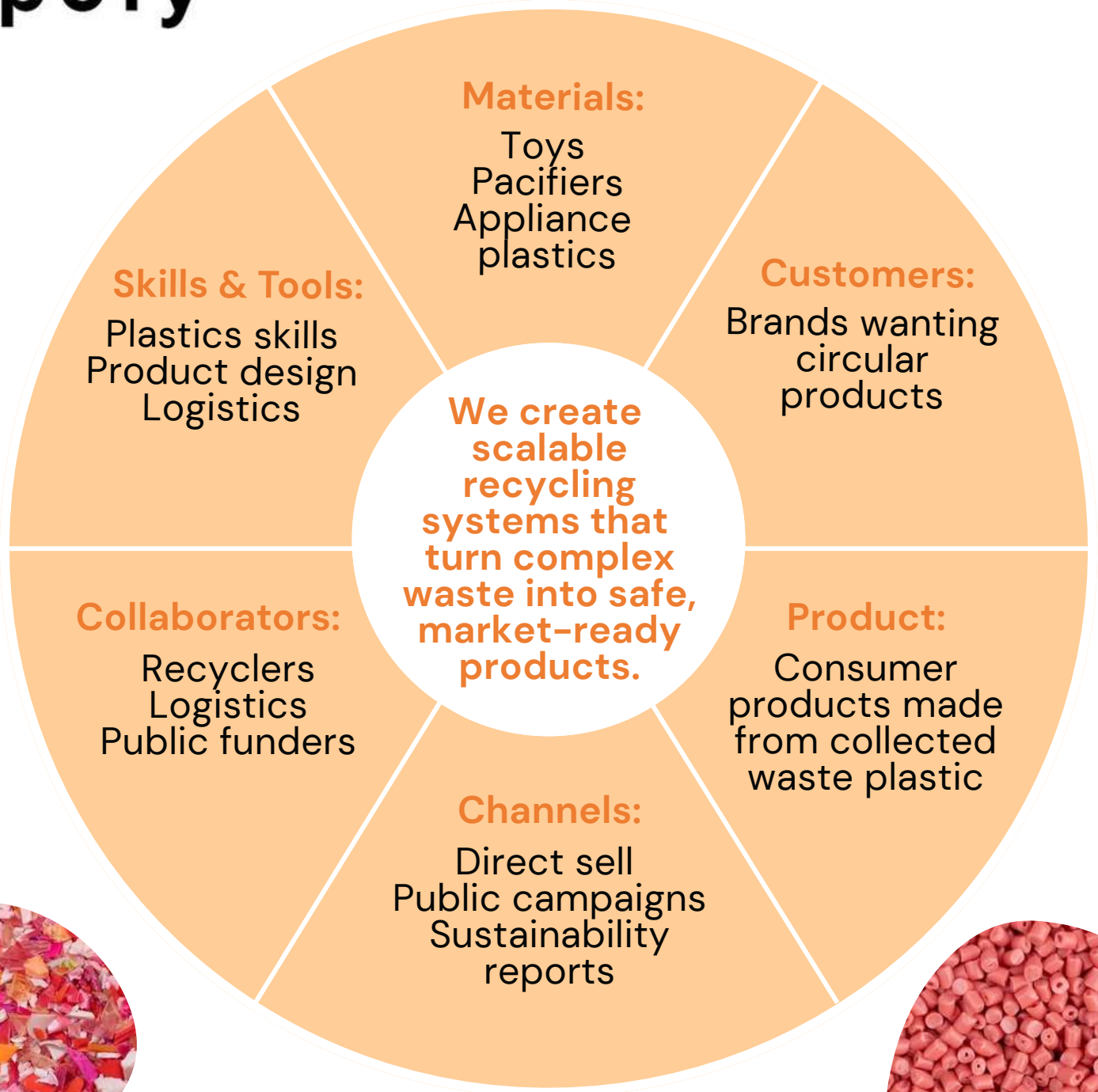
We use only 7 parts to keep things simple.

You can return to the wheel many times.
Your answers can change. That's expected!

What the wheel helps you to do:

- Connect your craft and skills to real-world needs
- Consider how materials, people, and value relate
- Turn a vague idea into something more concrete

Now, let's look at two examples!

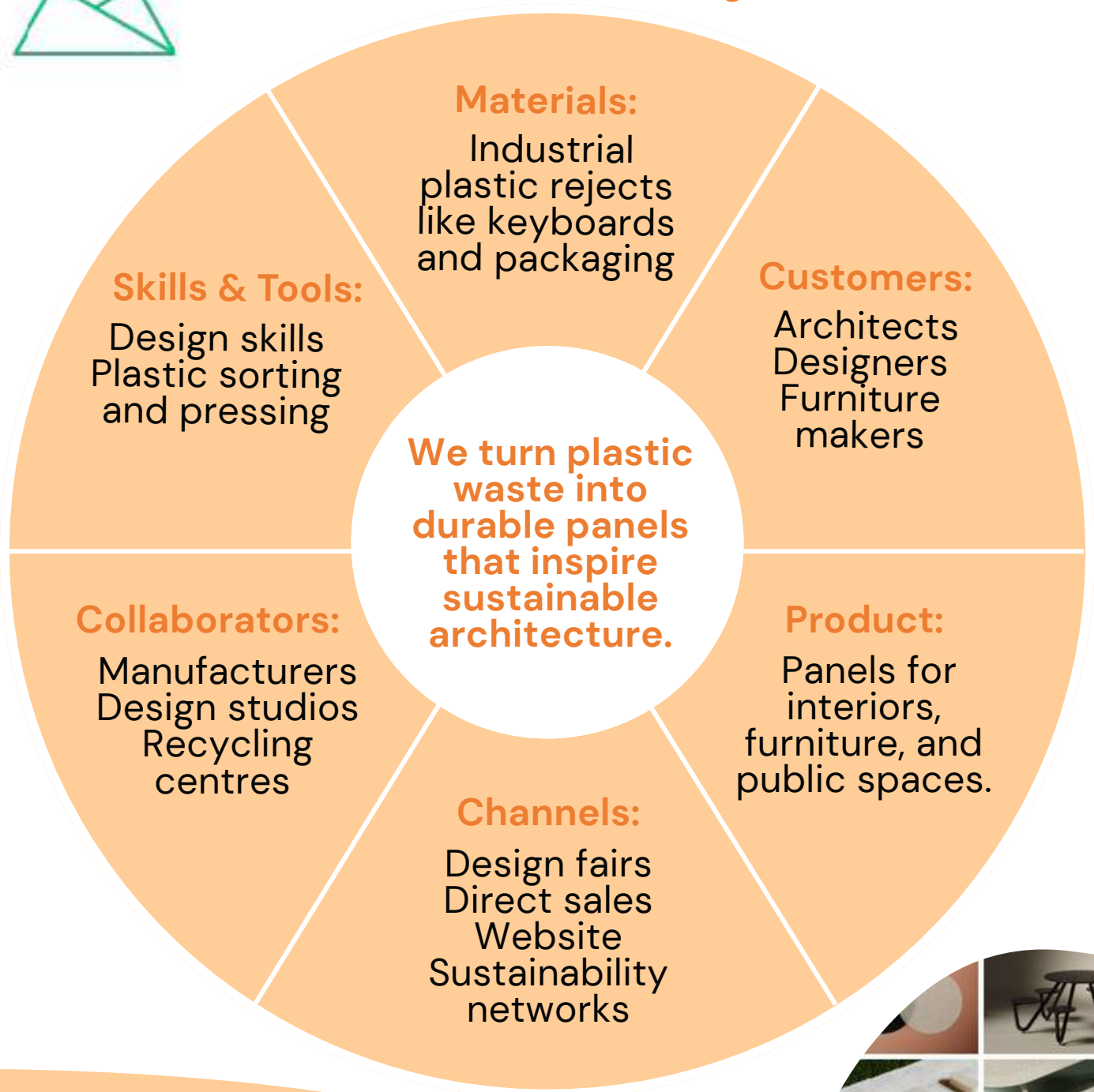


All parts of the wheel are needed!

- Knowing what your customers value are essential in making a product you can profit on.
- Skills, tools and materials are needed to create it.
- Collaborators and marketing channels drive down your cost to produce and reach customers.



Plastic Guys

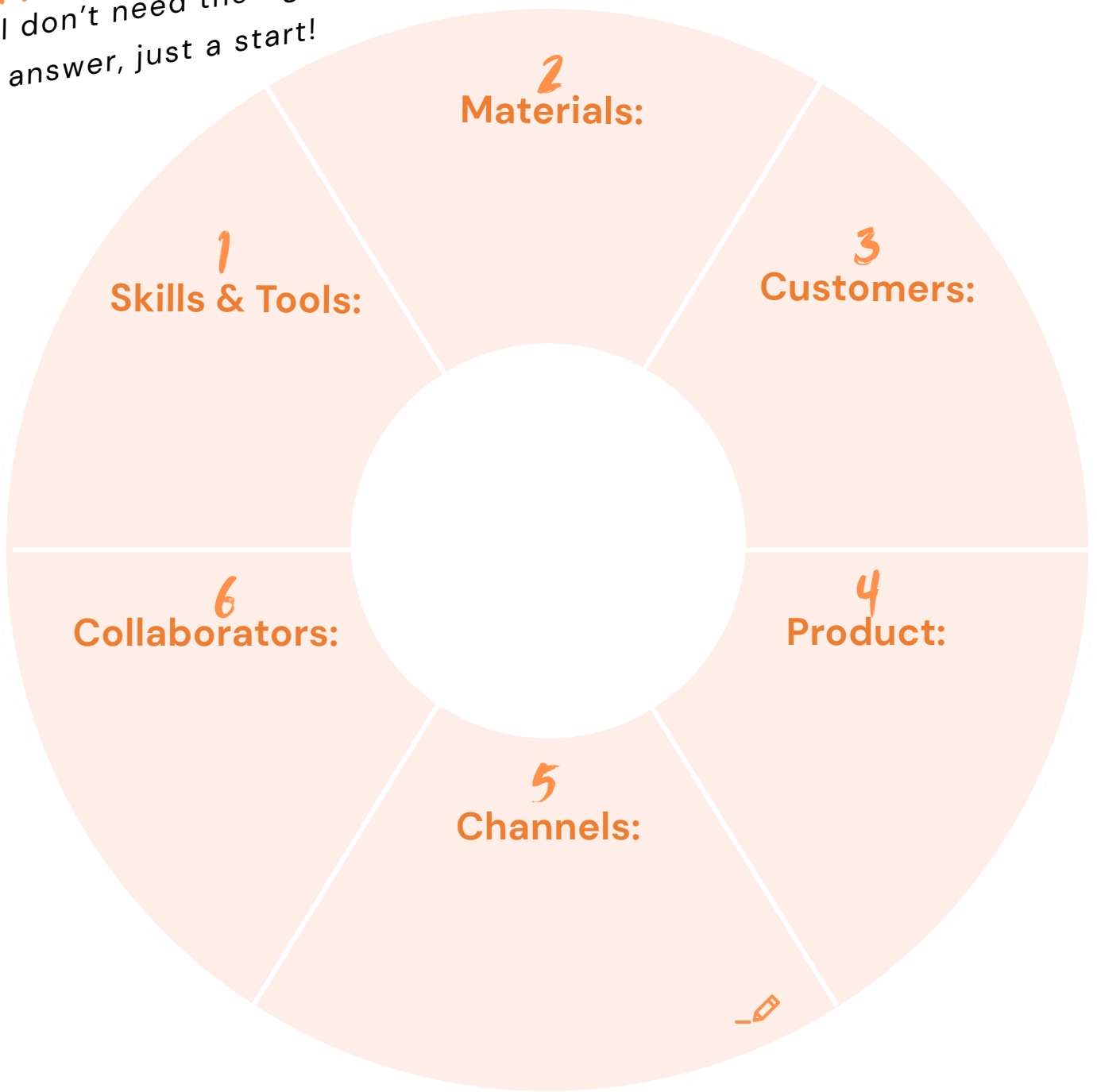


How the wheel works:

- The outer parts describe what you do and with whom.
- The centre describes why it matters.
- You can fill the wheel in any order, but the centre comes last.



 I don't need the right answer, just a start!



My Business Wheel

1. What craft skills & tools do I love to put into use?
2. What waste materials could I work with or access?
3. Who could benefit from what I create?
4. What could I make using these skills and materials?
5. How might people find, see, or buy what I offer?
6. Who could support, supply, or strengthen my idea?

Ideas to consider

Use this **optional page** if you feel stuck.



*Catching my
first thought
is enough!*

Skills & Tools to leverage:

Skills to make, repair or design things
Tools or techniques you know
Skills you enjoy using

Materials you may use:

Waste, leftovers or by-products
Materials of local or regional origin
Used products retailers can retrieve

Potential customers:

Individuals, groups, organisations
Local users, businesses, communities

Alternatives to products:

Something custom made
An experience or service

Channels to explore:

Markets, shops, fairs
Online platforms, social media
Direct contact, word of mouth

Collaborators to consider:

Material suppliers or collectors
Workshops, studios, organisations
People who share knowledge

Understand what is valuable!

Value is not only what you make,
but also why someone cares.



Can you provide a **functional value** like use, durability or functionality?



May you offer an **emotional value** like identity, meaning or belonging?



Will you create a **sustainability value** like waste reduction, local craft or repairability?



Define your center!

Now look at everything you've written so far.
Try to describe the value you create in one sentence.

your draft:

You may want to use the key words:

**We turn...
into...
that...**

Plastic Guys example:

We turn plastic waste into durable panels that inspire sustainable architecture.

Or:

**We create...
that turn...
into...**

Holy Poly example:

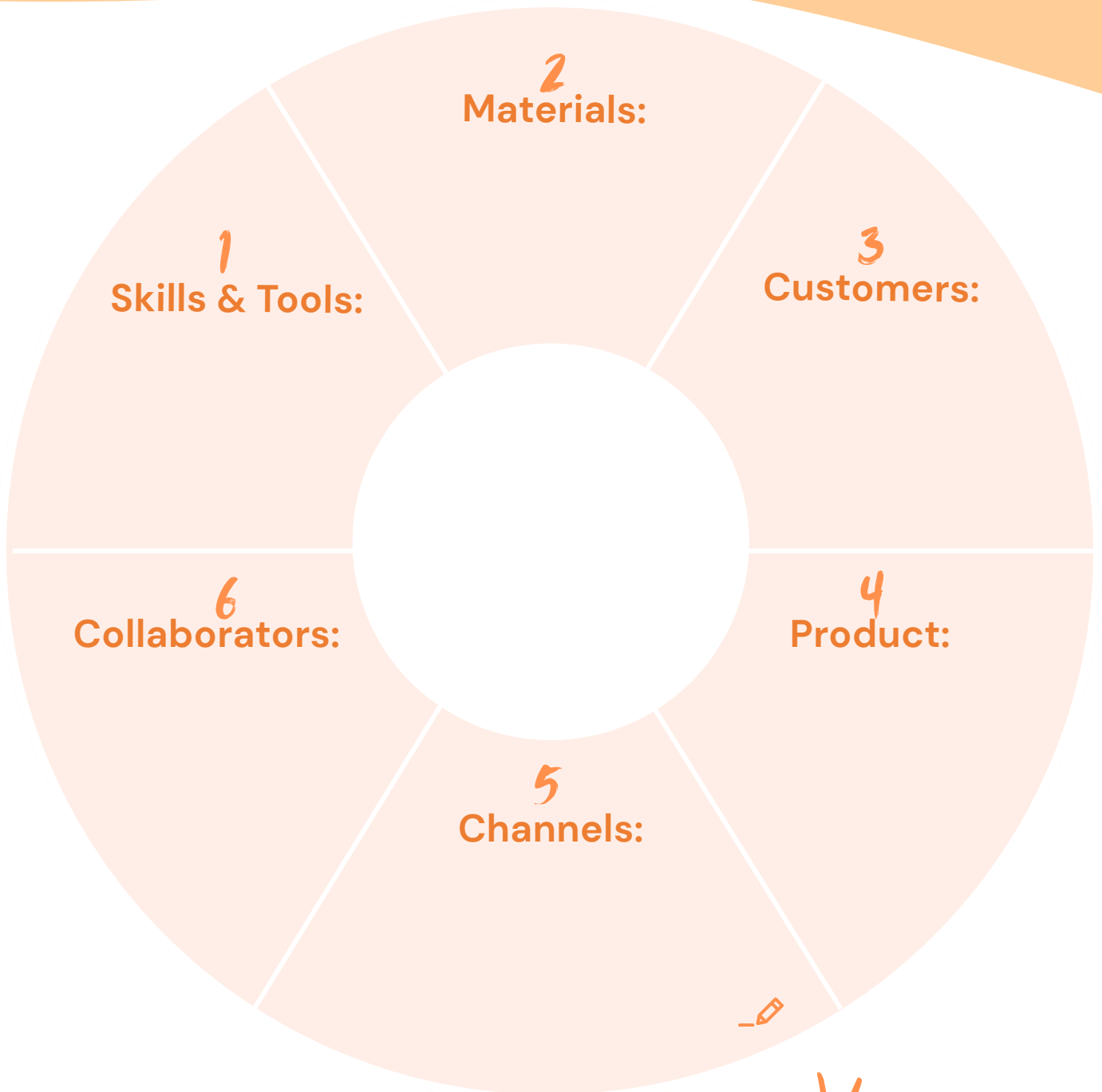
We create scalable recycling systems that turn complex waste into safe, market-ready products.



A sentence gives me clarity to share with others and gain supporters!

Update Your Wheel!

Add your center and then everything else (without looking at your first draft) to fit all parts together!



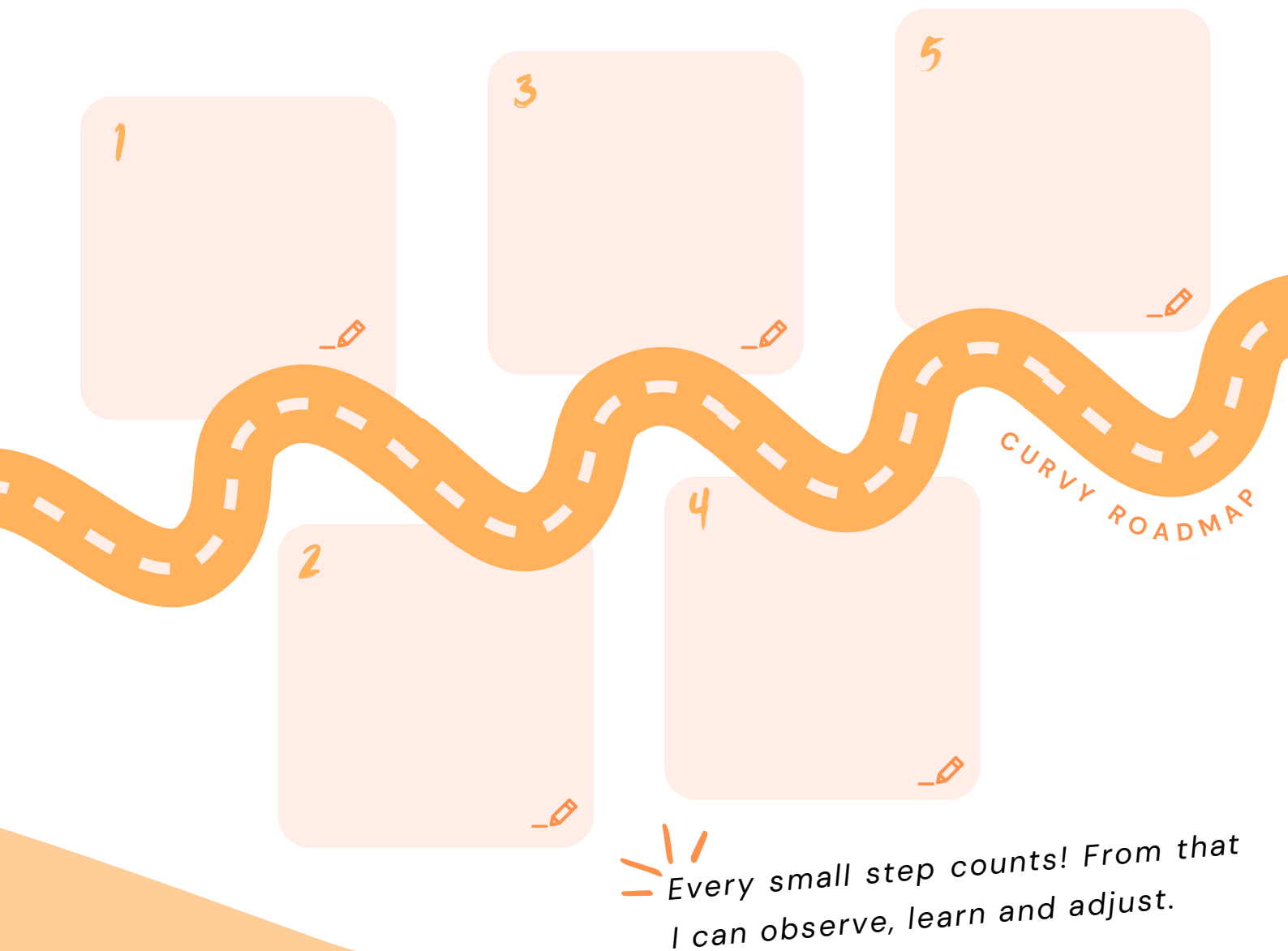
 I can grow my idea
with small changes!

- Keep part feels **exciting or strong!**
- Tweak parts of your wheel that feels **unclear.**

Draft a roadmap!

Your wheel shows what your idea is made of.
Your roadmap shows how you will explore it over time.

Which 3–5 curves will you explore first?



Consider actions that likely brings new insight!

Like talking to potential customers, finding material sources, testing a similar product, spotting a collaborator, selling your first item.

My valuable learnings



Every attempt teaches us something, even if the result is imperfect. What did you **learn** going through the first steps in your roadmap?

LEARNING



What feedback, input, experiments or other **learnings** have you made on your journey?

LEARNING



LEARNING



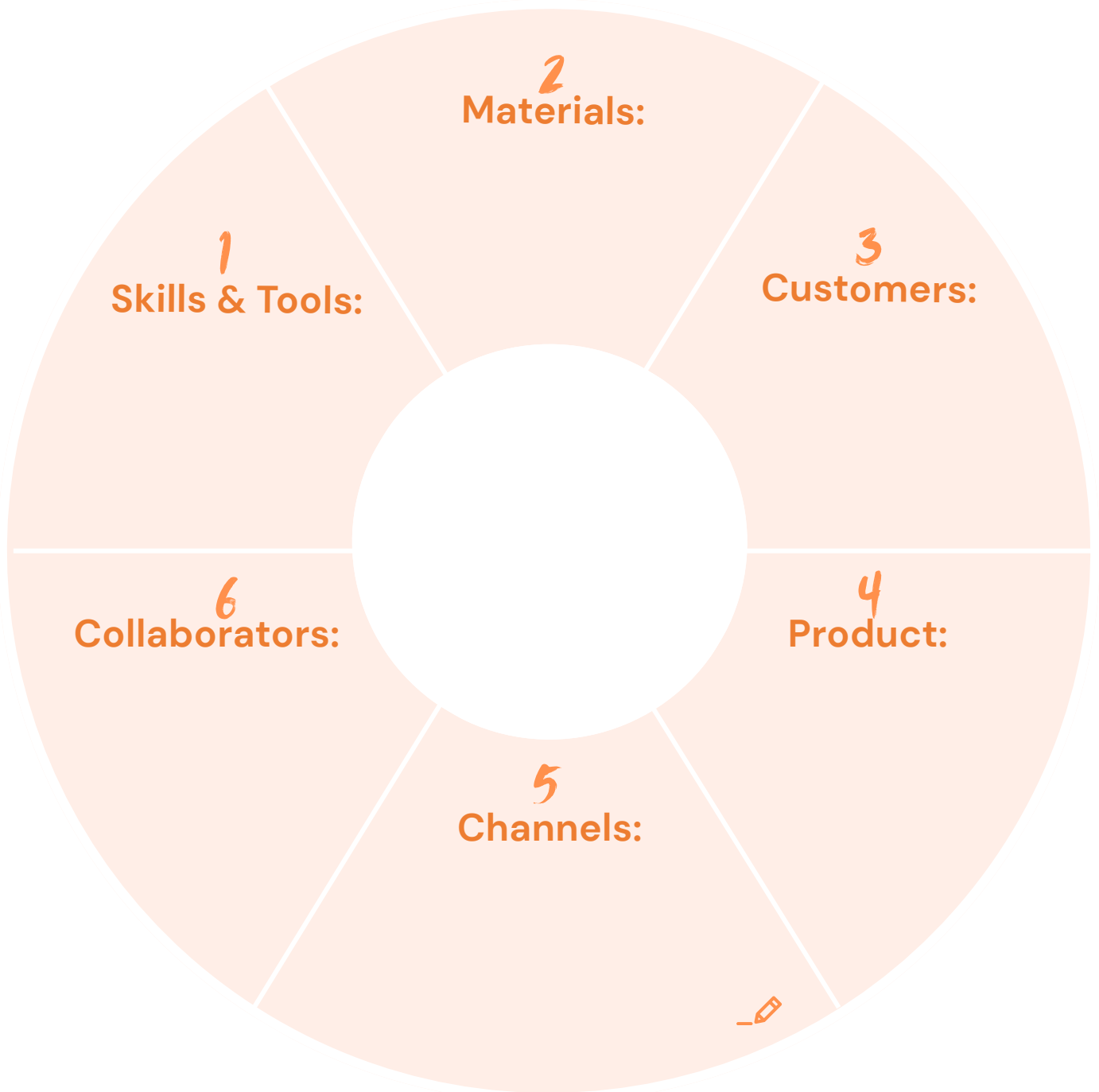
LEARNING



Testing and feedback is like fuel, giving me momentum to move further!

Let's **update** your wheel with any new input on your next page!

Let's keep your business idea freshly updated in
it's **latest version** on this page!



NAME



Giving your business idea a name (temporary)
builds commitment, so **let's name it!**

Keep on exploring!

Time for self reflection!

Great progress! You have just explored what it means to grow an entrepreneurial mindset.

Now put a ✓ next to all sentences that describe you.



What have I been inspired to do?

- ☐ I can clearly explain what my idea is about
- ☐ I reflected on how to improve
- ☐ I have a temporary name for my business idea



Looking at my idea now, how do I see it?

- ☐ I would like to learn more about how to develop this idea
- ☐ I feel ready to explore on idea further, instead of just thinking about it
- ☐ I am ready to take another step

Yes! If you answered yes (✓) to 3 or more sentences you are ready to continue with the next step.

Not ready just yet? Read through your answers again. Notice what already feels possible. If you need it, go through the workbook one more time by yourself or with a friend!

Let's make
your idea
attractive to
invest time
and money
into!

Your next step...

Workbook 4: Circular Finances

You only need
your skills, your
curiosity, and
your
willingness to
try.

CraftAdapt: New crafts emerging

SECONDARY WASTE PROCESSING AS A
REACTION TO THE MARKET CHANGE AS
WELL AS A NEW ENTREPRENEURIAL
OPPORTUNITY FOR ARTISANS FROM
DISADVANTAGED BACKGROUNDS

WWW.CRAFTADAPT.EU

LINKEDIN – CRAFTADAPT



RegioVision
GmbH Schwerin

CSES
CENTER FÖR SOCIALT ENTREPRENÖRSKAP

— KNOW
HOUSE

Cent**1**oform

HETEL

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project number: 2024-1-DE02-KA220-VET-000254905



Co-funded by
the European Union



Make your idea profitable with Craft Adapt's
Innovation Entrepreneurial Manual: Workbook 4

YOUR NAME

Circular Finances

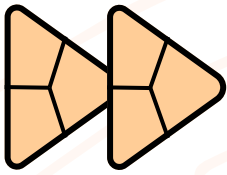
4



Co-funded by
the European Union

03/2026





Welcome to workbook four!

You are now about to discover how money flows in and out from a company, to make your business idea attractive for your to invest time and money into.

This is  NOT a Technical Manual  NOT a Test

Faith and patience with yourself are the only things you need for this workbook. If you have worked on the previous workbook you also have:

Workbook 3:
Circular
Roadmap



☐ **A defined business idea**

Complete each page in your own pace. Don't be afraid to **return back later if you need**. And the most important thing:

Focus on what feels possible for you right now!

What Does “Circular Finance” Mean for You?

Circular finance means earning money in a way that uses recycled, repurposed or upcycled materials; reduces waste; respects people and the environment; and keeps your business financially healthy.

You don't need to be a financial expert.

You only need to understand:

How money comes in

How money goes out

Whether you earn more than you spend

How to get funding and support



Why do you want your business to be sustainable – for you and for the planet?



What would “financial stability” mean in your life?

How money flows

How Money Comes In

Money comes in when you sell your products or services.

This is your income.

Income can come from selling handmade products, custom orders, workshops or teaching, repair services, online sales, markets and fairs

How Money Goes Out

Money goes out when you pay for things you need to run your business

These are your costs

Common costs: materials, tools, packaging, transport, workspace, internet/phone, market fees, time, marketing...

Reminder !

- ☆ *Your craft has value.*
- ☆ *Your time has value.*
- ☆ *Profit is not selfish – it helps you survive and grow.*

Do You Earn More Than You Spend?

This is the most important question:

Income – Costs = ?

If the number is positive → you are making profit.

If the number is negative → you are losing money.



Ask yourself: Is this outcome realistic and manageable?

How to get funding and support

You do not have to do everything alone.

Funding and support can help you on multiple levels.

Possible sources of funding

Small grants

Local municipalities, NGOs, or EU programs often offer small grants for women entrepreneurs, youth or migrants and refugees. Grants do not need to be paid back.

Micro-loans

Small loans with lower amounts and sometimes better conditions. Don't forget to learn more and understand the repayment plan.

Competitions & Awards

Some organizations give prize money or free mentoring. These can be very helpful at early stages.



Community

Support is not only money. You can get support through shared workshops or tools, mentorship, networks or partnerships with other artisans.

Crowdfunding

People support your idea online. This works well if you tell your story clearly, your impact is visible, and you build trust.

You are now one step closer to grow your knowledge of Circular Finances applied to your idea!



What do you currently think Circular Finances mean, and what emotions do you have about developing it?

THOUGHTS



EMOTIONS



Let's set a focus on whats most valuable for you.



Mark how important you think each topic is for you to master.

Not so
Valuable

Valuable

Highly
Valuable

Circular Finance



How money goes in



How money goes out



Do I Earn More Than I Spend?



How to Get Funding and Support



If I am know my weaknesses and what I need to pay more attention to, I can give that more space and time!

Understand the process!

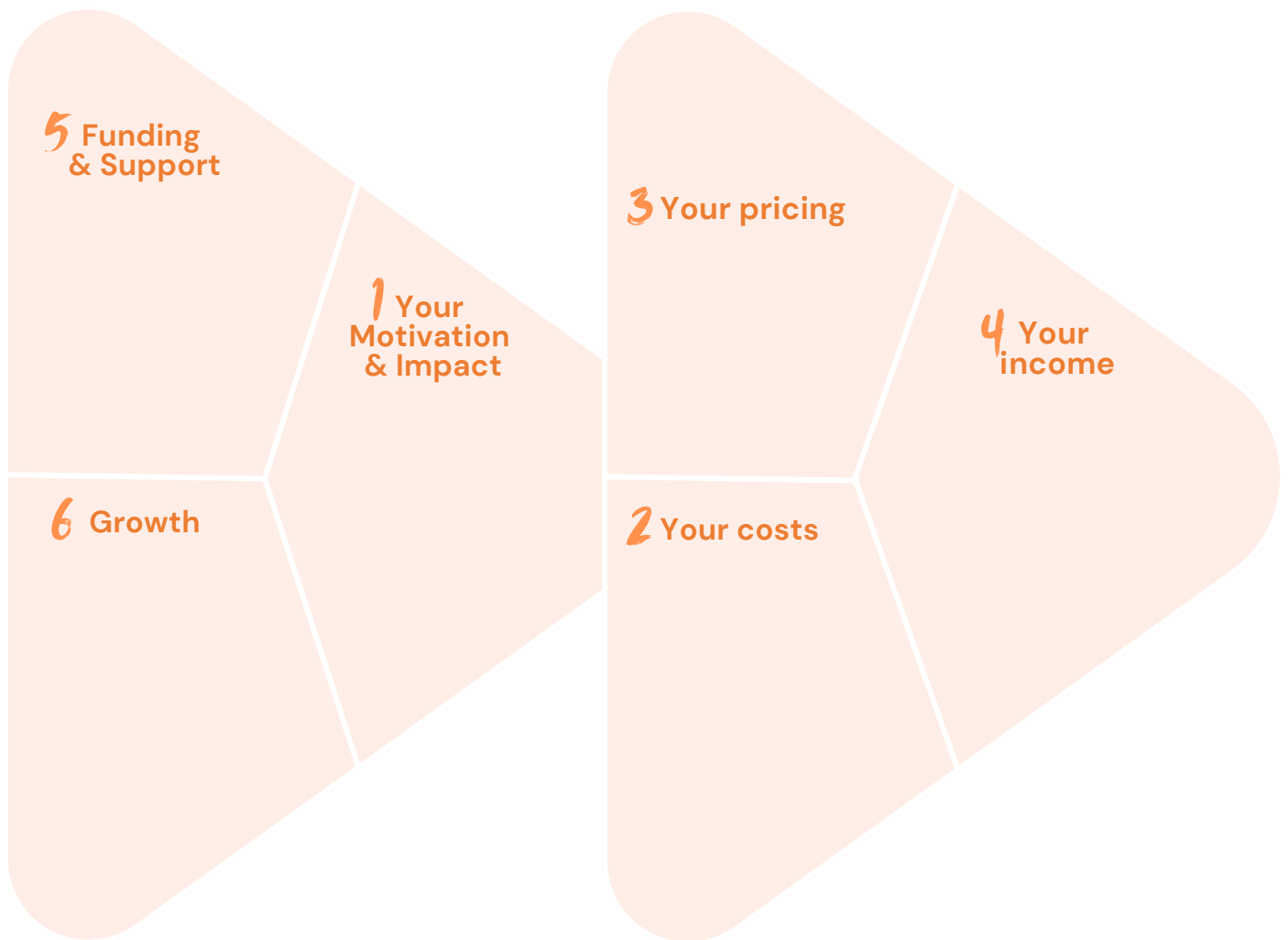
Let this model inspire you and help you understand what you need to think about when starting your own business while being circular at the same time.



Let this model inspire you and help you understand what you need to think about when starting your own circular business.

Let's fast forward!

Use these questions to see what will keep your business moving.



1. Why do you want to do this?
2. Does your price cover cost, time, profit?
3. What costs will you need to cover?
4. Will your income be higher than costs?
5. What support can help you start?
6. How could your business grow over time?

Understand your Circular Finances

Money is not only about profit. It is also about sustainability, stability, and making your craft possible.



Can you clearly see how money comes into your business? Think about where your income comes from.

INCOME SOURCES



Do you understand where your money goes? Every business has costs.

BUSINESS COSTS



Does your income cover your costs? A sustainable business needs balance.

PROFIT CHECKS

Time for self reflection!

Give yourself a big shoulder tap! Looking at the numbers can be emotionally draining. And you did it.

Now put a ✓ next to all sentences that describe you.



What have I been inspired to see?

- ☐ I understand how money can come into my business
- ☐ I can identify the main costs of running my business
- ☐ I think about how to price my products realistically
- ☐ I have some thoughts about how my business could grow sustainably over time
- ☐ I understand that my time & craft have financial value
- ☐ I feel somewhat confident discussing the financial side of my business idea

Yes! If you answered yes (✓) to 3 or more sentences you are ready to continue with the next step.

Not ready just yet? Read through your answers again. Notice what already feels possible. If you need it, go through the workbook one more time by yourself or with a friend!

Your next step



Workbook 5: Circular Impact

Let's see how
your ideas
can influence
the world
around you

You only need
your skills, your
curiosity, and
your
willingness to
try.

CraftAdapt: New crafts emerging

SECONDARY WASTE PROCESSING AS A
REACTION TO THE MARKET CHANGE AS
WELL AS A NEW ENTREPRENEURIAL
OPPORTUNITY FOR ARTISANS FROM
DISADVANTAGED BACKGROUNDS

WWW.CRAFTADAPT.EU

LINKEDIN – CRAFTADAPT



RegioVision
GmbH Schwerin

CSES
CENTER FÖR SOCIALT ENTREPRENÖRSKAP

— KNOW
HOUSE

Cent**1**oform

HETEL

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project number: 2024-1-DE02-KA220-VET-000254905



Co-funded by
the European Union



YOUR NAME

Circular Impact

5



Co-funded by
the European Union

03/2026





Welcome to workbook five!

You are about the finish the workbook series by more deeply understand the impact and story of your business.

This is  NOT a Technical Manual  NOT a Test

Faith and patience with yourself are the only things you need for this workbook. If you have worked on the previous workbook you also have:

Workbook 3:
**Circular
Roadmap**



☐ A defined business idea

Workbook 4:
**Circular
Finances**



☐ Financial attraction

Take your time. Don't be afraid to **return back** if you **need**. And the most important thing:

Focus on what feels possible for you right now!

What is your impact?



Waste

Craft



When someone holds your craft, what do you want them to feel or think about the world?



What emotions do you feel when thinking about showing your craft publicly?

EMOTIONS





Understanding the impact of your Craft

**WHAT DIFFERENCE DOES
YOUR CRAFT MAKE?**



Every craft you create can have an impact.

It can reduce waste, support people around you, or shape how you see your own work.



The German company HolyPoly shows how circular innovation can create impact:

they transform old baby bottles into LEGO-compatible building blocks, giving plastic waste a second life while creating sustainable toys for children.



Impact can take many forms.

When you start a craft business in the circular economy, the value you create is not only measured in products sold.

The many faces of impact



Environmental Impact

Saving resources, reducing waste



Social Impact

Inspiring others, building connections



Personal Impact

Building confidence, learning new skills



Economic Impact

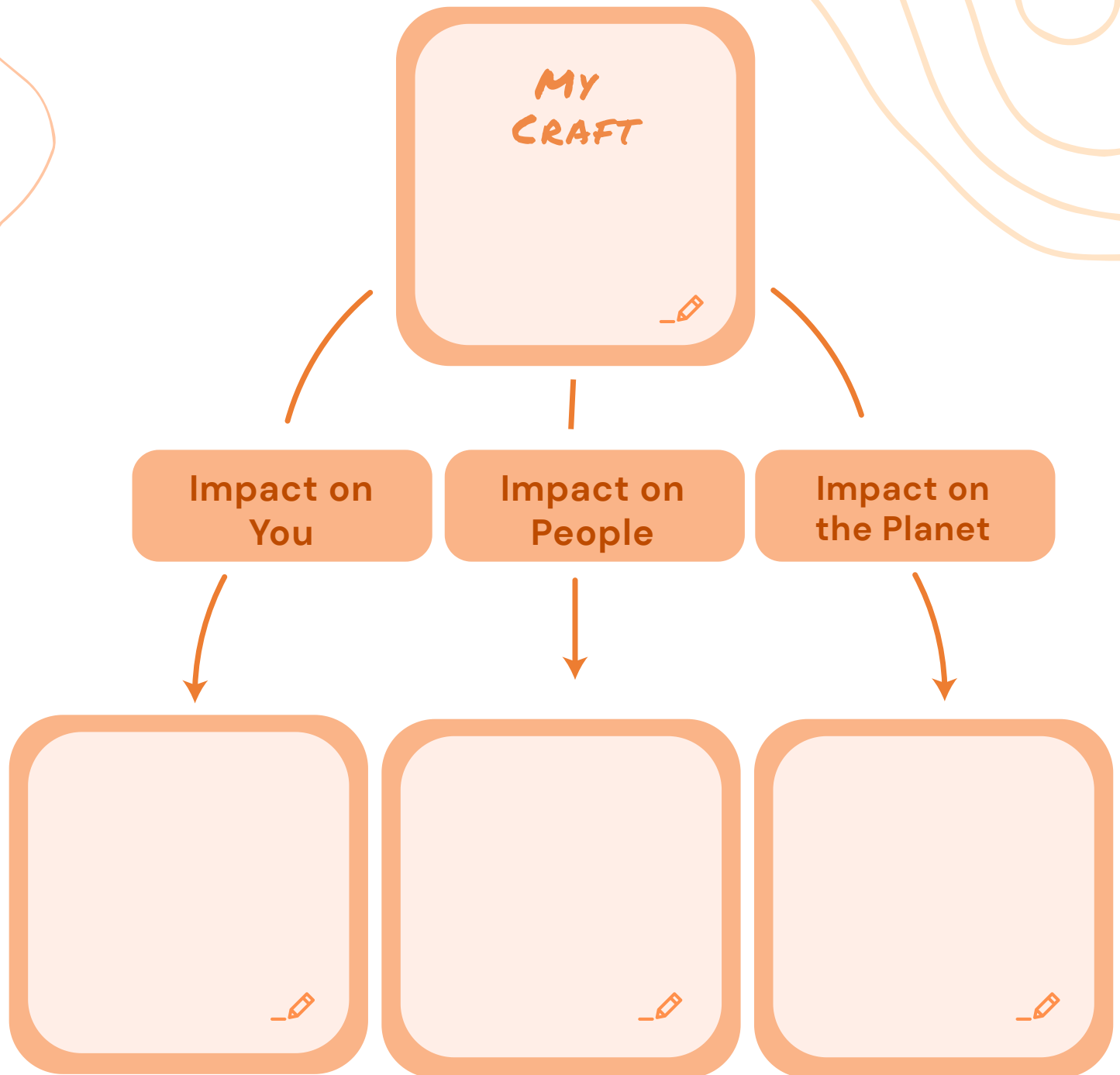
Earning income, creating opportunities



WHICH IMPACT RESOANTES MOST WITH YOU TODAY?



Reflection Map



**TAKE A MOMENT TO REFLECT
ON THE DIFFERENT WAYS
YOUR CRAFT IS IMPORTANT.**



Finding your “Why”

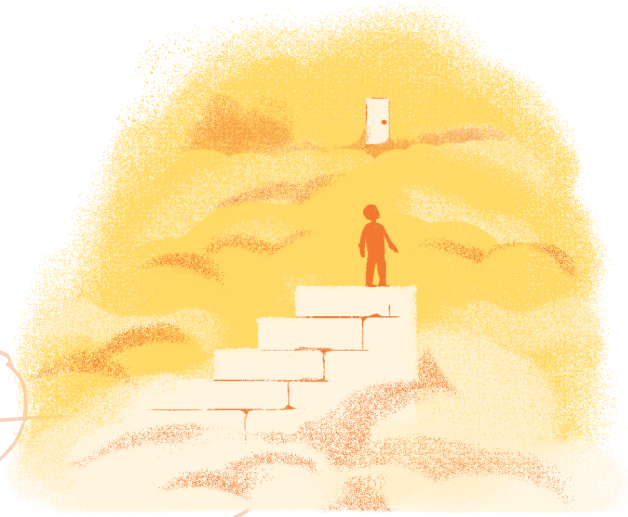
Successful entrepreneurs are often guided by a clear reason for what they do. This reason, your “**why**”- explains why your work matters to you and to others.

It can come from personal experiences, values, or a problem you want to solve.

The strongest
'why' can
overcome any
'how.'



Take a moment to reflect on what motivates you to transform **discarded** materials into something **new**.



Your journey shapes your perspective

Everyone carries experiences that shape how they see the world.

Challenges can help develop resilience, creativity, and new ways of thinking.

In circular craftsmanship, this perspective can be especially valuable – seeing potential where others only see waste.

A challenge I have faced or overcome:



What this experience taught me:



How this experience helps me recognise value in things that others might overlook:



A Circular Design Manifesto



WHAT DO YOU STAND FOR AS A MAKER?

People often choose products not only for what they are, but for what they represent. Objects can carry meaning, a story about materials, values, or the way they were made. This is especially true for circular crafts, where products often give discarded materials a new purpose.

A design manifesto can help you define this meaning. It is a short reflection on what you believe in as a maker and how you want to work with materials.

Your manifesto can guide your creative decisions and help others understand the values behind.

Your manifesto does not need to be perfect. It can evolve as your skills, ideas, and craft develop over time.

Your Craft Manifesto

Write 3–5 short statements

that describe
what matters to you
as a craftsperson.

Example starters:

- I believe that...
- In my work, I try to...
- The materials I use deserve...
- My craft contributes to...
- I want my crafts to...





Your Circular Journey Continues!

Congrats on completing **all five workbooks!**

You've learned, grown, and turned challenges into opportunities. Now you have the **tools and mindset** to create a more sustainable future.

You have now



Charted your own course



Found your strengths



Gained financial insight



Got familiar with circular thinking



Confidence to act on your ideas



Your journey continues – no finish line yet!
Take your confidence, your skills, and your ideas with you.

The world is ready for what you create...
and certainly needs it too!

CraftAdapt: New crafts emerging

SECONDARY WASTE PROCESSING AS A
REACTION TO THE MARKET CHANGE AS
WELL AS A NEW ENTREPRENEURIAL
OPPORTUNITY FOR ARTISANS FROM
DISADVANTAGED BACKGROUNDS

WWW.CRAFTADAPT.EU

LINKEDIN – CRAFTADAPT



RegioVision
GmbH Schwerin

CSES
CENTER FÖR SOCIALT ENTREPRENÖRSKAP

— KNOW
HOUSE

Cent**1**oform

HETEL

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project number: 2024-1-DE02-KA220-VET-000254905



Co-funded by
the European Union



Methodology of the Workbooks

Innovation and entrepreneurship requires reflection, interacting with people, materials and the world around.

Our Innovation Entrepreneurial Manuals gives the learner freedom to think outside the box with space to reflect and write.



We encourage and invite learners to do work, to take action, interact with people, grow their self awareness, reflect and create throughout the workbooks.

The process of innovation and entrepreneurship is nothing like the manual you get when buying a new alarm clock and understanding how to set the time. We invite the learners to move from the digital screen into the physical world where they explore rather than check off tasks.

To stay environmentally friendly, we have decided on creating editable PDF:s with large text and fields to work on a mobile phone. As the texts will be quite large on each page, we keep the learner focused on one step at a time (and although we rather create more pages than cramming in too many things at the same page, we stay cautious of not overloading the learner with too much content and action).

The person

We keep in mind that we are designing the workbooks for people who:

- **Are crafty** (having already developed craft skills or does it in parallel).
- **Has low experience** of work.
- **Are untested as entrepreneurs.**
- **Might lack confidence** as an entrepreneur, innovator and business owner.

So, we prioritise to:

1. **Build confidence** to start a business (not overwhelm them).
2. **Use plain language** (so we don't confuse them with jargon).
3. **Keep it simple** (so that they get going).
4. **Link to further resources** so they can find inspiration on how to improve.

From the approved application

Development of 5 Innovation Entrepreneurial Manuals for **Upcycling and Repurposing Ideas** for VET Students

- Project objective: To respond to the changing market demands and needs by updating educational materials and guidelines for artisans, craftsmen and craftswomen with a special focus on those from disadvantaged backgrounds.
- Specific objective: Developing a minimum of 5 elaborated and highly effective guiding step-by-step materials by the consortium by Spring 2026.

Finally, under WP2 will also be the development of 5 Innovation Entrepreneurial Manuals for Artisans from Disadvantaged Backgrounds. These manuals will provide **guidance on starting and running an artisan business** in the context of **upcycling and repurposing**, from **business planning** to **marketing** and **financial management**.

The manuals will be designed to inspire and equip craftsmen, and artisans, especially when coming from economically disadvantaged backgrounds, from marginalized communities like migrants, refugees or displaced individuals, women in vulnerable situations, unemployed, youth at risk, rural and remote populations, persons with disabilities or similar, with the knowledge to turn **sustainable crafting ideas** into **viable business ventures** as a new entrepreneurial opportunity.

Expected examples of the content for the Innovation Entrepreneurial Manuals for Artisans from Disadvantaged Backgrounds:

- How to prepare a viable business plan for yet non-existing crafts
- How to ensure the financial profitability and sustainability of your business model
- How to assess the environmental impact of your new product
- How to market upcycled products through storytelling and branding
- How to avoid greenwashing
- and similar

The final structure and content will be agreed upon by the project partners.

Finally, the guiding materials will provide accessible, practical instructions for artisans from disadvantaged backgrounds on incorporating sustainable materials and practices into their work. By doing so, it supports the inclusion of marginalized communities in the green transition, empowering them with the skills and knowledge to participate in a more sustainable and resilient craft sector and providing them with a competitive advantage on future markets.

- In total, 5 entrepreneurial manuals for artisans from disadvantaged backgrounds developed by the project partners (1 per each)

Activating instructions and symbols to use

Leverage these symbols thought the workbooks.



For instructions to the learners on what to do.



The circularity symbol for our project (similar to our logo).



For questions you want the learner to reflect on.

For recommendations to look up other workbooks, webpages or other material the assumption is that learners use this material physically, so this is how we refer to other material from this workbook:



For encouragement to talk to others for reflection or input.



Check Circular Skills



www.craftadapt.eu

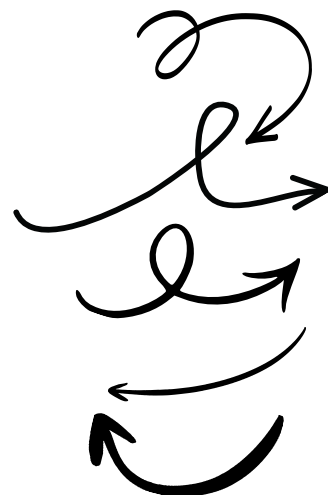
For space in the workbook to write. Keep plenty o space. Add pages if needed!



Adding new symbols



Add them here below so others can use the same. Consider if you may find something similar in style, round even lines and in the orange colour like above.



Content of the Workbooks

The five workbooks we develop are:

Circular Skills Workbook

Centoform – Iryna + Rosella & Aitor + Ander

The intention is to help learners grow their confidence, self awareness and business awareness to understand what they need to develop in order to start and run a sustainable business within the circular economy where they leverage their craft skills. Defining entrepreneurial skills and craft skills are a key component – Important consideration while building this workbook is to consider the potential synergy and overlap with the next work package (Self assessment that is planned to be an online tool).

Circular Craft Workbook

Hetel & CSES

The intention is to help the learner find a rough idea for an opportunity they like to look further into. Understanding that sustainability matters and growing their understanding opportunities within the circular economy is key, especially within secondary waste processing.

Circular Roadmap Workbook

CSES – Sandra

The intention is to help the learner create the first draft of a sustainable and viable business plan alongside a roadmap that highlight the most important steps to take going forward. How to cope with risk and ambiguity is practiced.

Circular Finance Workbook

KnowHouse – Barbora

The intention is to help the learner to assess and work with their financial profitability and sustainability, focusing on doing a simple forecast (to keep doing to manage their finances) and how to find funds.

Circular Impact Workbook

RegioVison – Alöna

The intention is to help the learner understand what their potential impact can be, how to measure it and leverage it in marketing in order to attract more customers, without greenwashing.