

# NEWSLETTER

## About the project

The Phygital Crafters project is a 2-year European project, funded by the Erasmus Plus program of the European Commission, which started on November 2025. The project aims to empower marginalized women with craft, entrepreneurial, and digital skills to support their transition from informal work to sustainable and inclusive entrepreneurship.



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## Women crafters / micro-sellers from vulnerable groups selling their handicrafts in the PHYSICAL or diGITAL world

The Phygital Crafters project aims to **address inclusion and diversity by specifically targeting marginalized women**, including **migrants, refugees**, and **women with low qualifications**. These groups often face barriers such as language difficulties, unrecognized qualifications, and limited access to the formal labor market. By providing both craft and digital skills training, the project enables these women to **bridge the digital divide** and gain the tools needed to start their own businesses.

The Phygital Crafters project addresses a **critical gap in support for micro-sellers** — particularly women from migrant, refugee, and minority backgrounds— who often work in informal economies without the necessary tools to grow their businesses sustainably. Many of these individuals, despite their valuable contributions to local economies through street vending and online sales, face barriers such as **limited access to entrepreneurial education**, business networks, and digital tools.

Phygital Crafters aims to empower these women by providing them with the skills needed to successfully transition from **informal work to formal entrepreneurship**, fostering **economic independence** and **social inclusion**.

## Key objectives

The PHYGITAL CRAFTERS objectives are the following:

- **Enhance the professional skills** of migrant and minority background micro-sellers, particularly women, across multiple EU countries
- **Define the professional profile of micro-sellers** by identifying key competencies and skills necessary for success in the micro-seller profession
- **Design a micro-credential for micro-sellers by developing a certification** that recognizes the skills acquired, aiding the integration of marginalized groups into the formal labor market
- **Create an eLearning course on entrepreneurship** by designing an accessible, tailored course for women micro-sellers, with a particular focus on migrants and refugees, addressing their unique challenges and opportunities
- **Offer a certification scheme** for micro-sellers by implementing a certification system to formally acknowledge acquired skills and pursue accreditation for EU recognition
- **Provide an assessment methodology** by developing an approach to evaluate the skills acquired through the course and certification, ensuring its relevance and impact
- **Promote inclusion and accessibility** by ensuring that learning materials are culturally and linguistically appropriate, addressing barriers faced by participants

## Successful kick-off meeting in Madrid

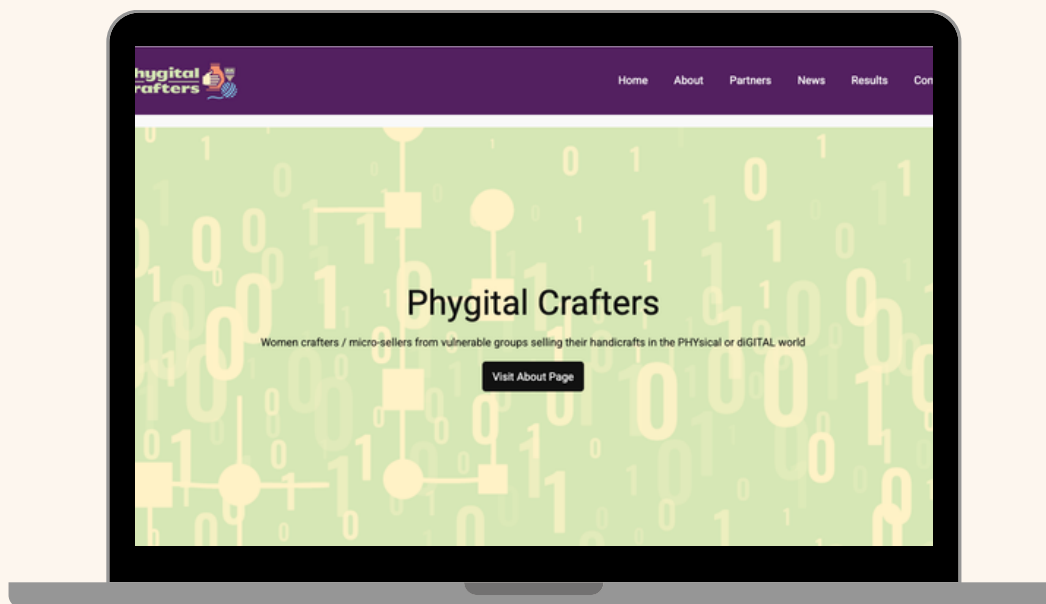
The Kick-Off Meeting of the Phygital Crafters project successfully took place on 23–24 March 2026 in Madrid, Spain, hosted by the project coordinator, Famylias.

Representatives from all partner organisations came together for two productive days of collaboration, strategic planning, and knowledge exchange, marking the official beginning of an exciting journey toward greater inclusion, empowerment, and digital participation for marginalized women across Europe.



## WEBSITE

We're excited to announce that our website is now live! You can start exploring it today, and learn more about the project and its next steps!



[phygitalcrafters.eu](https://phygitalcrafters.eu)

## KEY RESULTS

### Development of a micro-credential certification

- creating a recognized certification validating micro-seller competencies
- supporting pathways for marginalized groups to access the formal labor market and economic opportunities

### Design of an entrepreneurship eLearning course

- developing an accessible, practical training program for women micro-sellers
- tailoring content to the specific needs of migrants and refugees

## OUR IMPACT

150+

Women  
Trained

145+

Stakeholders  
involved

5

Countries  
Represented

## OUR PARTNERS



[phygitalcrafters.eu](https://phygitalcrafters.eu)

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