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1. Introduction

According to the Green paper – Unlocking the potential of cultural and creative industries (European Comission, 2010): "Cultural industries are those industries producing and distributing goods or services which at the time they are developed are considered to have a specific attribute, use or purpose which embodies or conveys cultural expressions, irrespective of the commercial value they may have. Besides the traditional arts sectors (performing arts, visual arts, cultural heritage – including the public sector), they include film, DVD and video, television and radio, video games, new media, music, books and press. This concept is defined in relation to cultural expressions in the context of the 2005 UNESCO Convention on the protection and promotion of the diversity of cultural expressions. Creative industries are those industries which use culture as an input and have a cultural dimension, although their outputs are mainly functional. They include architecture and design, which integrate creative elements into wider processes, as well as subsectors such as graphic design, fashion design or advertising."

„With revenues of €535.9b, the creative and cultural industries (CCIs) contribute to 4.2% of Europe's GDP. The sector is its third-largest employer, after construction and food and beverage service activities, such as bars and restaurants. More than 7m Europeans are directly or indirectly employed in creative and cultural activities — 3.3% of the EU's active population. Performing arts (1,234,500), visual arts (1,231,500) and music (1,168,000) employ more than 1m people each, followed by advertising (818,000), books (646,000) and film (641,000)." (EY, 2014)

Ceramic and porcelain sector is part of creative and cultural industries, especially in its designing and small-scale production. In some regions, this sector is part of regional cultural heritage. Thus, we are providing desk research information about both ceramic and design sector in this analysis. Some CerDee project partners (museums) are naturally part of cultural industry.

Austria had its Creative Industries Strategy for Austria (The creative industries – a key economic factor and driving force for Austria as a place of innovation) developed already in 2016. Federal Ministry of Science, Research and Economy (BMWFW) in co-operation with Kreativwirtschaft Austria (KAT) and other stakeholders developed it.

Table 1 CCIs in Austria (2013)

	Enterprises	Total of jobholders	Employed persons	Turnover in million euros	Gross value added at factor in mil. Euro
All CCI's	41 900	149 670	106 280	21 360	8 660

Source: SME Research Austria, Statistics Austria, 2016 (based on data from 2013) in Creative Industries Strategy for Austria

Within the above-mentioned strategy ceramic or porcelain are not mentioned directly, design on the other is. Instruments mentioned in the strategy are though in line with the ideas and planned actions of the project CerDee.

In the field of ceramics, Austria is famous for Vienna porcelain, which was made in Austria at the Vienna factory between 1719 and 1864. Traditionally many producers of porcelain and ceramics existed in Austria, Lilienporzellan from Wilhelmsburg and Gmunden Ceramics Manufactory are some of them.

Chapter 2 describes the methodology, chapter 3 provides an analysis of the sector based on the secondary data and outputs of our own stakeholder desk research analysis. Chapter 4 uses the primary data from the survey and informs about the results. Chapter 5 summarizes the highlights and defines strengths and weaknesses of the sector in Austria.

2. Methodology

There were few steps to make project CerDee successful. Firstly, it was necessary to analyze the current situation of the ceramic sector in Austria, and international situation of the sector as well, to make exact suggestions how to boost entrepreneurial and creative skills to optimize the economic performance, competitiveness and market position of the creative players. Secondly, use existing data such as official statistics, marketing studies, research reports, strategic documents or scientific publications about market and stakeholders in the region or country.

The situational analysis is worked out using the Eurostat statistical data on a country level as the first step. The data shows the sector of “Manufacture of other porcelain and ceramic products” (NACE C234), which consists of manufacturing ceramic for household and ornamental articles (NACE C2341), manufacturing ceramic sanitary fixtures (NACE C2342), manufacturing ceramic insulators and insulating fittings (NACE C2343), manufacturing other technical ceramic products (NACE C2344), and manufacturing other technical ceramic products (NACE C2349). Following part shows the status and development of Design sector in CerDee countries (NACE M741 - Specialized design activities). However, it is necessary to mention that not only the designers for ceramics and porcelain industry are included in following statistics. Therefore, the results have to be considered as an overview of the whole sector of specialized design activities.

This report describes the situation of overall entrepreneurial capacities in Austria in comparison to other CerDee countries using the following indicators:

- Number of enterprises
- Production value
- Persons employed
- Employees
- Persons employed per enterprise

The second step was to collect primary data from stakeholders of ceramic sector about their expectations and needs. Enterprises representing private sector and students as a part of educational sector are important stakeholders of ceramic industry, but the research also involved public sector, cultural institutions and professional associations. A unique questionnaire was made for each of these groups and the respondents, except the ones from educational sector, were interviewed face-to-face, by telephone, or online by answering the questionnaire on the internet. Students were interviewed mainly online. To research deeply the educational system in ceramic sector, the focus group or qualitative semi-structured interviews with managers, teachers or lecturers could be organized, if needed.

The survey results are used for the analysis of the situation in Austria. The primary data from interviews of stakeholders in ceramics sector were collected and analyzed. The surveys of enterprises and students as potential entrepreneurs are used for the descriptions of the entrepreneurial capacities. Especially, the perceived situation of ceramic sector, trends, level of cooperation, position and stability, educational needs, or marketing activities are analyzed in this report.

This report shows the answers on several questions describing the entrepreneurial capacities situation in Austria based on the opinions of enterprises and students as potential future entrepreneurs:

Questions for enterprises were focused on:

- a situation of ceramic sector within the whole creative sector in your country
- general trend in terms of the ceramic sector/market size
- the cooperation between private and public sector and other institutions
- a membership in an association or organization
- the history of their business
- position and stability of their business
- a cooperation with educational institutions
- employee (self) training
- further education and training
- a need of an international portal about history of ceramics
- marketing activities of the overall craft development in the city/region/country.
- financial situation of their business
- subsidies use

Questions for students were focused on:

- their study direction
- what are they intending to do after you finish school/university
- lack in knowledge/skills you might be facing during your work life
- knowledge/skills they gained at school/university
- What would help them with starting their own business / finding an appropriate job

3. Ceramic and design – secondary data overview

The situational analysis is worked out using the Eurostat statistical data on a country level. First, the Manufacture of porcelain and ceramic products is described. Second, design sector in Austria is introduced. However, it is necessary to mention that not only the designers for ceramics and porcelain industry are included in following statistics.

3.1. Manufacture of porcelain and ceramic products

Table 2 Number of enterprises

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
Austria	153	146	148	156	153	142	137	144	132
Czechia	1 482	1 449	1 392	1 295	1 282	1 257	1 231	1 178	1 180
Germany	780	771	763	760	958	883	723	823	818
European Union	:	13 745	13 400	13 237	13 677	13 142	13 300	13 147	13 764
Italy	2 812	2 696	2 528	2 416	2 284	2 242	2 226	2 198	:
Poland	531	504	476	499	490	513	522	552	697
Slovenia	47	51	50	65	56	58	53	51	53

Source: Eurostat

Table 3 Production value (million EUR)

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
Austria	199.1	195.2	187.1	126.0	210.0	184.6	173.2	185.4	168.5
Czechia	182.9	196.7	201.2	197.6	188.7	198.2	203.4	218.3	227.8
Germany	2 276.7	2 383.5	2 324.0	2 325.4	2 588.9	2 509.5	2 481.6	2 509.2	2 599.3
European Union	:	8 196	8 000	7 694	9 030	8 490	8 609	8 476	8 866
Italy	1 135.5	1 243.1	1 053.4	987.4	1 066.7	901.3	1 029.1	998.9	1 014.8
Poland	612.1	635.8	614.6	626.1	747.9	823.7	904.7	959.7	1 014.7
Slovenia	6.5	7.8	7.9	4.0	1.9	2.0	2.4	3.8	4.4

Source: Eurostat

Table 4 Persons employed

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
Austria	1 480	1 490	1 493	1 215	1 556	1 579	1 496	1 503	1 378
Czechia	5 855	5 660	5 740	5 656	5 630	5 719	5 733	5 647	5 560
Germany	20 874	21 264	21 344	21 333	22 208	21 386	20 803	21 696	21 955
European Union	:	109 144	107 345	105 000	106 763	106 050	105 352	106 785	:
Italy	14 699	14 219	13 471	12 836	11 711	11 166	11 091	10 629	10 671
Poland	12 394	11 669	11 565	11 639	11 762	12 154	12 158	13 285	14 442
Slovenia	296	371	372	175	98	109	92	154	161

Source: Eurostat

Table 5 Employees

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
Austria	1 338	1 355	1 350	1 064	1 407	1 441	1 364	1 364	:
Czechia	4 891	4 705	4 769	4 782	4 737	4 845	4 865	4 771	:
Germany	20 165	20 670	20 600	20 647	21 263	20 536	20 126	20 922	:
European Union	:	98 058	96 506	94 800	95 101	95 155	94 011	95 296	:
Italy	11 087	10 970	10 396	9 874	8 915	8 415	8 368	7 959	:
Poland	11 784	11 169	11 110	11 155	11 313	11 661	11 690	12 786	:
Slovenia	267	339	342	124	53	64	51	115	:

Source: Eurostat

Table 6 Persons employed per enterprise

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
Austria	9.7	10.2	10.1	7.8	10.2	11.1	10.9	10.4	:
Czechia	4.0	3.9	4.1	4.4	4.4	4.5	4.7	4.8	:
Germany	26.8	27.6	28.0	28.1	23.2	24.2	28.8	26.4	:
European Union	:	7.9	:	8.0	7.8	8.1	:	8.1	:
Italy	5.2	5.3	5.3	5.3	5.1	5.0	5.0	4.8	:
Poland	23.3	23.2	24.3	23.3	24.0	23.7	23.3	24.1	:
Slovenia	6.3	7.3	7.4	2.7	1.8	1.9	1.7	3.0	:

Source: Eurostat

Austria has one of the lowest indicated values in comparison with other CerDee countries. The number of enterprises is the second lowest in Austria. Table 2 shows that it reached the peak in 2013 (156) and has been declining since that year, except 2017 where the number of enterprises raised. Production value of Manufactures of ceramic products was declining to 2013, first dropped dramatically (form 187.1 to 126.0) in 2013, next year it reached the peak (210.0), dropped again in 2015 (to 184.6) and then it fluctuated around last value. Table 6 shows that enterprises around 10 employees mainly operate in ceramic sector in Austria. The average number of persons employed per 1 enterprise has been stable to 2013, when it dropped, in the next year it came back to its values. The influence of Austria to the whole industry of production ceramics and porcelain is insignificant in the production volume.

3.2. Specialized design activities

Table 7 Number of enterprises

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
European Union	:	143 954	157 342	164 307	176 777	179 757	192 446	207 719	:
Czechia	2 118	2 160	2 256	2 261	2 353	2 399	2 530	2 727	:
Germany	16 732	18 398	20 464	21 530	23 083	26 170	26 307	30 079	:
Italy	27 612	27 481	28 408	27 450	29 065	29 201	30 828	32 277	:
Austria	1 398	1 484	1 507	1 540	1 542	1 558	1 594	1 631	:
Poland	3 641	5 450	6 184	6 899	7 768	8 635	10 005	11 204	:
Slovenia	733	815	869	1 001	1 100	1 249	1 374	1 502	:

Source: Eurostat

Table 8 Production value (million EUR)

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
European Union	:	17 739	19 164	19 816	21 380	23 863	22 959	24 368	:
Czechia	81.0	87.5	86.8	81.0	76.4	91.0	104.9	126.7	:
Germany	1 930.1	2 209.0	2 522.4	2 838.9	2 825.6	3 028.6	3 277.3	3 703.8	:
Italy	3 703.2	3 838.4	3 696.7	3 894.8	4 271.5	4 363.4	3 913.2	3 880.7	:
Austria	109.2	124.4	130.8	133.8	133.9	:	:	:	:
Poland	148.2	279.5	281.8	425.9	390.5	416.5	431.4	441.2	:
Slovenia	29.3	31.6	33.2	34.3	38.9	47.3	53.8	61.3	:

Source: Eurostat

Table 9 Persons employed

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
European Union	:	213 551	234 291	239 533	261 727	269 542	293 800	310 798	332 846
Czechia	:	2 065	2 194	2 191	2 264	2 397	2 537	2 783	3 011
Germany	31 261	33 340	37 151	40 226	43 505	48 842	51 402	58 222	60 712
Italy	44 857	43 682	44 723	44 790	46 526	47 216	49 292	50 273	51 687
Austria	2 183	2 318	2 393	2 460	2 511	:	:	:	2 945
Poland	5 206	8 755	9 450	10 145	11 756	13 990	15 344	17 616	20 410
Slovenia	889	973	1 064	1 182	1 286	1 462	1 590	1 752	1 928

Source: Eurostat

Table 10 Employees

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
European Union	:	103 000	115 190	117 791	131 775	137 727	155 980	162 331	:
Czechia	678	633	676	658	677	736	781	894	:
Germany	13 103	13 336	15 042	16 959	18 566	20 563	22 610	25 738	:
Italy	14 026	12 573	14 734	15 773	16 172	16 806	17 471	17 363	:
Austria	762	815	843	859	921	:	:	:	:
Poland	1 447	2 836	3 075	2 993	3 685	4 764	4 756	5 797	:
Slovenia	325	334	379	361	369	409	430	466	:

Source: Eurostat

Table 11 Persons employed per enterprise

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
European Union	:	1.5	1.5	1.5	1.5	1.5	1.5	1.5	:
Czechia	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	:
Germany	1.9	1.8	1.8	1.9	1.9	1.9	2.0	1.9	:
Italy	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	:
Austria	1.6	1.6	1.6	1.6	1.6	:	:	:	:
Poland	1.4	1.6	1.5	1.5	1.5	1.6	1.5	1.6	:
Slovenia	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	:

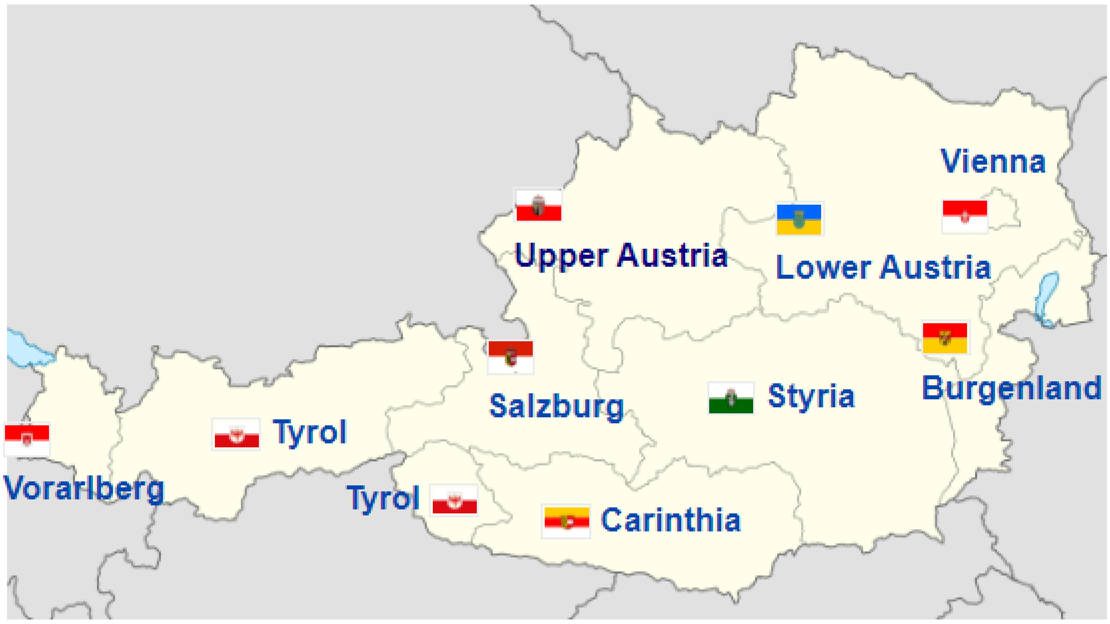
Source: Eurostat

The number of enterprises in design sector has been rising constantly since 2010. In 2017, there were 1631 enterprises on the Austrian market. The number of enterprises in Austria is comparable to Slovenia in recent years (Austria 1631, Slovenia 1502). The production value reached 133.9 million EUR in 2014, which is the second lowest from all CerDee countries. The data from 2015 to 2018 is not available. The number of persons employed has been rising constantly, however the data from 2015 to 2017 is not available, but we can assume that it had same trend to 2018, while the number is higher than in 2014. Table 10 shows that the number of employees raised to 921 until 2014, but the data from recent years are not available. Value from 2014 is slightly higher than the number of employees in Czechia. The average number of persons employed per 1 enterprise was 1.6 in 2014 and hasn't changed since 2010. From this date other data is missing. It shows that mainly small enterprises and self-employed designers operate in design sector in Austria. Design sector in Austria showed great development through the years, but still can't compete with the leaders of CerDee countries in the total volume.

3.3. Basic information about stakeholders in ceramic sector in Austria – Assesment of the CerDee partners

Austrian partner of the project is New Design University in Sankt Pölten, capital of the State of Lower Austria. Austria is slightly bigger than the Czech Republic with its 83 879 km2, but is has less inhabitants, about 8,9 million. It is a federal state, the states are divided into districts and statutory cities. Sankt Pölten is a statutory city. Specific to Lower Austria is that it surrounds the national capital Vienna.

Figure 1 States of Austria



Source: https://en.wikipedia.org/wiki/Austria

Within the CerDee project, we will predominantly target the area of Lower Austria. Figure 2 shows a typical example of Austrian porcelain from the Lilienporzellan factory in Wilhelmsburg. The factory was shut down in late 90´s of 20th century. The production was moved to Czech Republic. And this is typical example for bigger production plants in Austria. Most of them was moved to countries with cheaper labor. On the other hand, it turns out that there are many motivated CCIs, eager to find new ways how to work with ceramics.

Figure 2 Daisy series from Lilienporzellan

Source: http://www.lilienporzellan.net/

Within our desk research, we have developed a stakeholder database to support our project. This database is divided into several stakeholder groups.

In the following short analysis of the current ceramic situation in Austria, different examples and possible versions of ceramic industry are summarized. The content is based on previous desk research results, paired with subjective perceptions and content from discussions with stakeholders. There is no claim to completeness. First, there is a wide range of different models concerning ceramics in Austria – from traditional craftsmanship to an online school.

1. Educational sector

The **Fachschule Stoob** is the last school in Austria where ceramics can be learned from the start. The ceramic institute at the **University of Applied Arts in Vienna** is open for students of all other institutes, but does not offer a complete educational course anymore. The remaining courses are focusing on ceramic art. Other universities in Austria offer specialized courses for ceramic art, like the **Ortweinschule in Graz** („Keramik Art Craft“) and the **Kunstuniversität Linz** where you can study „Sculptural Conceptions / Ceramics“. Another possibility to learn the ceramic craft is dual education – an apprenticeship at a ceramic manufactory in combination with attending the vocational school located in Graz.

A quite new phenomenon in Austrian ceramic culture are co-working spaces like **„rami- ceramics“**, **„potteria“** and **„keramik tonhalle“**. They all offer courses for various ceramic techniques (for beginners and advanced ceramists as well) and it is possible to rent a studio place there with different abo options. In addition, the **Volkshochschule** offers courses for special techniques. Such approaches are actually highlighted in the Creative Industries Strategy for Austria.

The Ceramic School is an online portal, which was founded by Joshua Collinson to inspire, connect and teach ceramic and business techniques. The ceramic school provides ceramic courses online to the masses, from all around the world to fellow enthusiasts everywhere.

2. Associations

The **Keramikforum** is an association for Styrian ceramists. Some Austrian ceramists are members of international associations like **International Academy of Ceramics (IAC)**. There are some societies like the "Verein zur Förderung europäischer Keramikkünstler", led by Eva Fürtbauer and the "Verein Freunde der Wilhelmsburger Keramik", that aim to support regional and European ceramic artists or the survival of collections or private museums.

3. Ceramic artists

Rosemarie Benedikt is the most experienced ceramist in the field. She has been in the business for 60 years now and is still exhibiting in markets. **Martina Zwölfer** is a renowned ceramist with international working experience. She works in an artistic and experimental way, but also designs product series. She is head of the ceramics department at the University of Applied Arts Vienna. **Helene Kirchmair** and **Beate Gatschelhofer** took part in the Keramiksymposium 2018 in Gmunden. Their work can be described as experimental and sculptural. Beate also experiments with 3D-printing technology.

4. Ceramic entrepreneurs / Business models

The tile manufactory **Karak** is internationally recognized for their contemporary and high-quality raku tiles combined with graphic design elements. They give ceramics an innovative and modern status in Austria. Sandra Haischberger with her company **feinedinge*** produces and sells her ceramic design objects in a wonderful shop in the center of Vienna. She also showcases her work at renowned design fairs like Maison & Objet. **Hermann Seiser** is a passionated craftsmen who produces series for designers and artists, as well as for big companies like d'arbo and McDonalds. Besides the production of commissions, Hermann Seiser also gives courses at the NDU and the art school in Vienna, as well as group courses in his own atelier. **Lena Bauernberger** produces and sells her objects in her own shop and showcases them at renowned fairs and events like the Milan Design Week. **Josef Wieser** describes himself as a „Naturlehmkeramiker“ (natural clay ceramist). He fires his locally collected and wheel-thrown objects in his handbuilt kiln and doesn't even have an own computer. Some design studios have discovered ceramics as their material of choice and therefore work together with experienced craftsmen in this field. The design studio Lucy.D for example is cooperating with Beate Seckauer of **Neuzeughammer Porzellanmanufaktur**. The results are then presented at renowned events like the Milan Design Week and contribute to a new appreciation of ceramics in the area of interior design. They also work with new technologies and expand the range of action of ceramic design. **Hermann Seiser** also works together with internationally renowned Austrian artists and designers who appreciate his expertise. As far as young talents in the ceramic sector are concerned, **Hannah Seifert, Sandra Holzer, Fabian Grünstäudl, Erik Haugsby** and **Klemen Trupej** should be mentioned. They also use social media as a tool for their businesses.

5. **Museums**

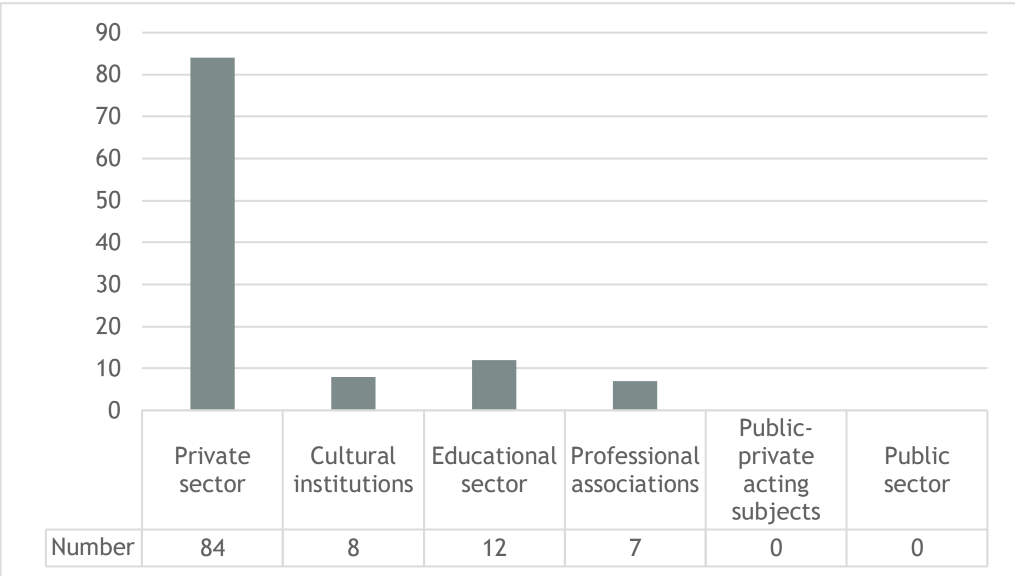
The most important collection of ceramic objects can be found in the MAK (**Museum of Applied Arts in Vienna**). Its curator, **Dr. Rainald Franz**, is a well know art historian who also implemented the online catalogue of ceramics.

The **Geschirrmuseum in Wilhelmsburg** tries to implement the former factory location into the museum concept. The concept is a very sustainable one: The museum is run by its own hydropower plant, and it tries to preserve and pass on knowledge, as it offers a ceramic studio where students can work and experiment with ceramics.

6. **Markets/Symposia**

Ceramists meet each other at the renowned markets in Gmunden (**Töpfermarkt**, organized by Eva Fürtbauer) and Vienna (**Pots&Blitz**). Furthermore the **Keramiksymposium in Gmunden** takes place every 3 years. Participants from all over the world explore the material in a new context to create innovative concepts and objects.

Figure 3 Austria – CerDee Stakeholder Database (03/2020)



Source: Own database, 2020

Within our stakeholder database we have indicated so far 84 business, 8 cultural institutions, 12 schools and universities and 7 professional associations, which are somehow connected to ceramic sector.

4. Survey results – primary data overview

The survey results of enterprises in Austria show the **attitudes and situation of current businesses** as well as **students as potential entrepreneurs** for the future in ceramic sector in the market. However, it is necessary to mention that most of the responses were obtain **before the COVID-19 pandemics**. Therefore, the entrepreneurial capacities based on the entrepreneurs' responses are related to the situation before the pandemics and **we expect dramatical changes** in the sector after this crisis.

4.1. Businesses as existing entrepreneurial capacities

To do a deeper analysis of entrepreneurial potential and to find out their opinions on current situation, financial conditions etc. in Austria, the database of businesses in ceramic sector has been made. The database is open and will be updated continuously. It contains information about **84 businesses** in Austria (related to 3/2020).

The sample of Austria contains **30 respondents** (n). Not all the respondents answered every question; therefore, there are fewer responses in several cases of particular question (n ≤ 30).

The legal forms of about 73 % are self-employed, 27 % of respondents answered 'other' (Fig. 1). About 60 % of enterprises involved in the survey are in the ceramic sector more than 10 years (30 % more than 20 years, 30 % between 11 – 20 years), 20 % exist from 6 to 10 years. Only 3 % of respondents are starting their businesses (up to 2 years). (Fig. 2)

The respondents see the **overall situation in ceramic sector more negative than positive**; however 70 % expect a **growth of the sector in next 5 years** (Fig. 3). Just 6 % of the respondents consider the **cooperation in this sector** as a sufficient, 83 % as **insufficient** (Fig. 4), even though almost a half of the respondents are members of some association or organization in ceramic sector in Austria and 30 % would like to be involved in this kind of cooperation (Fig. 5). 70 % **cooperates with some educational institution** (Fig. 6).
There is a **need for further education and training** visible among the respondents. Big portion of them (77 %) work actively on employee or self-training (Fig. 7). Interesting and helpful topics for further education and training in craft and design skills are **modern techniques**, **foreign inspiration, historical techniques, IT skills (working with professional software)** or **decorating techniques** (Fig. 8). From the viewpoint of management, marketing, and business skills, **courses with some ceramic personality or entrepreneurs** and **social media marketing** were found as the most helpful and interesting for further education and training, followed by presentation skills, online marketing, and marketing through traditional tools, sales skills and distribution (Fig. 9). About 24 % of the respondents participate in the marketing activities of the overall craft development in the city/region/country, while 41 % do not. The rest is undecided. However, 74 % of **respondents are interested in participating in a marketing campaign** to promote creative sector in the region (Fig. 10). An **international portal about history of ceramics**, including pictures and videos from different regions, would help 60 % of the respondents in their activities in ceramic sector. Only 17 % find this idea as not helpful, the rest is undecided (Fig. 11).

The **financial situation** shows that more than a half (52 %) of the respondents see their situation as in **average**, while 38 % as good or very good; 10 % as bad or very bad. However, 77 % of the respondents do not use any financial indicators to monitor the efficiency of their businesses. Just 11 % of the respondents have already used or required some kind of **subsidy** in last 10 years. (Fig. 12)

4.2. Students as potential entrepreneurial capacities

The survey results of students in Austria should show the **attitudes and situation of students as potential entrepreneurs in ceramic sector**. However, most of the responses were obtain **before the COVIC-19 pandemics**. Therefore, the entrepreneurial capacities based on the students' responses are related to the situation before the pandemics. Due to this situation includes the survey only one respondent. For that reason, this chapter will not be reported. It is planned to repeat the research after pandemics when more respondents will participate.

This student is a man in his twenties from Austria. Study direction of the respondent is technology. His plan for the future is to start business in the ceramic sector. The dream job of this respondent is a technologist in the private company in ceramic sector. The student considers himself as artist, businessman, freelancer or technologist. This fact does not exclude the possibility to start own business in these fields. He does not want to become a designer and employee. The respondent could choose more than one answer.

4.3. Expectations and needs of stakeholders

Expectations and needs are aspects which make up important part of the research. Expectations of stakeholders give the way how the sector and industry may develop in few years horizon. The essential step to give exact recommendation is to find what the needs of the stakeholders are. These two aspects are closely explained in this part of the report.

The respondents were asked to rate the **current situation of ceramic sector** in Austria at the beginning of the questionnaire. On the scale where 1 point means worst and 10 points mean best, 17 % of the respondents rated this statement with 6 and more points, on the other hand 83 % rated between 1 and 5 points (Fig. 13). In contrast, 70 % of the entrepreneurs think that the **sector will grow in next 5 years**; only 10 % expect the **sector will experience decrease** and the rest of the respondents think that the condition of the ceramic **sector will not change** (Fig. 13).

In next part of the questionnaire were respondents asked to rate intensity, importance of cooperation with each sector and also rate the influence of each sector on the scale between 1 and 10 points based on same principle again. Answers of each stakeholders sector are compared to the mean of stakeholders sector form all CerDee countries.

Intensity of current cooperation with **all stakeholder sectors** was rated **lower** in Austria in comparison to other CerDee countries (Fig. 14). **Importance of cooperation** with **cultural institutions**, **educational institutions** and **professional institutions** was rated **lower**, but with Austrian **private sector**, **public sector** and **public-private acting sector** the **importance of cooperation** is seen **more important** than in the other CerDee countries (**Fig. 15**). **Influence level** of **all stakeholder sectors** is seen **smaller** in Austria than is the average from all countries (**Fig. 16**).

Big problem for ceramic sector in Austria seems to be the lack of support and promotion by social media and not many opportunities where the entrepreneurs can exhibit their products, such as galleries etc. (Fig. 17).

As just 6 % of the respondents consider the **cooperation in the ceramic sector as a sufficient** (Fig. 18) many of them would appreciate to participate in some project and the cooperation between their businesses and public sector to be closer.

For 73 % of the respondents is the most important **benefit from the cooperation** is **joint marketing**, for 67 % it is some kind of **subsidy** and also **information services**. Almost a half of the respondents (43 %) see it like an opportunity for **co-working** and also **help with accessing new markets** (**Fig. 19**). **Subsidy** is one of the main goals for entrepreneurs when taking part in cooperation, but only 26 % of the respondents feel that they **have enough information** about how to get it, 60 % disagree and the rest is undecided (Fig, 20). On the statement '**I am going to apply for a subsidy in the future**', 20 % reacted positively and 37 % negatively (Fig, 20). **External capital**, as an instrument of financing a business, was used by 34 % of the respondents in last 10 years, but only 17 % plan to use it in the future (Fig. 21).

Next part of the report is focused on expectations and needs of each sector of the respondents. Description of each sector is based on their answers on the scale from 1 to 10, where 1 is lowest and 10 the highest, on questions 'Intensity of current cooperation', 'Importance of cooperation' and 'Influence level' towards other sectors. But it is necessary to keep in mind the structure of respondents' sample. The structure is following: 2 cultural institutions, 3 educational institutions, and 30 respondents from private and 1 respondent from public sector. The results of the research would be more accurate with bigger sample of the respondents.

4.3.1. Expectations and needs of cultural institutions

The respondents from **cultural institutions** see the **current cooperation** with **educational institutions** (6.00) and **public sector** (6.50) quite **intensive**. Intensity of cooperation with other **cultural institutions** and **professional institutions** was rated as an **average** (5.00 and 5.50) and cooperation with **private sector** and **public-private acting sector** is seen as **extensive** in their opinion (3.00 and 4.00).

In comparison, the **importance of cooperation** with **all stakeholder sectors** was rated **high** (10.00).

The respondents from **cultural institutions** consider **influence level** of **almost all stakeholder sectors** as **high** (> 7.00), except **private sector**, whose influence was rated low (3.50).

4.3.2. Expectations and needs of educational institutions

The respondents from **educational institutions** see the **current cooperation** with **private sector** (6.50) quite **intensive**. Intensity of cooperation with **cultural institutions** was rated as an **average** (5.33) and cooperation with other **educational institutions** (4.33), **professional institutions** (3.67), and **public sector** (2.67) and with **public-private acting sector** (1.67) is seen as **extensive** in their opinion.

In comparison, the **importance of cooperation** with **almost all stakeholder sectors** was rated **high** (> 7.00), but respondents from educational institutions think that **importance of cooperation** with other **educational institutions** is **slightly higher** than average (6.33).

The respondents from **educational institutions** consider **influence level** of other **educational institutions** (7.67) and **private sector** (8.67) as **high**. They evaluated the influence level of other sectors as average.

4.3.3. Expectations and needs of private sector

The respondents from **private sector** see the **current cooperation** with other **entrepreneurs (private sector)** as an **average** (5.00) and cooperation with **other sectors** is seen as **extensive** in their opinion (< 4.00).

The cooperation with **professional institutions** was evaluated as **important** (6.03), with **educational institutions** (4.90), and **public sector** (5.07) as average, and cooperation with **cultural institutions** (4.21), **private sector** (4.46) and **public-private acting sector** (4.46) as **not important**.

The respondents from **private sector** consider **influence level** of **almost each stakeholder sector** as **low**; only influence level of **private sector** and **professional institutions** as average.

4.3.4. Expectations and needs of public sector

The respondent from **public sector** sees the **current cooperation** with **all stakeholder sectors** as **extensive** (< 4.50), but the data about intensity of cooperation with **private sector** is missing.

In comparison, the **importance of cooperation** with **cultural institutions** (10.00), **private sector** (10.00) and **public sector** (7.00) was rated **high** (> 8.00). The respondent thinks that importance of cooperation with **educational institutions** (5.00) and **public-private acting sector** (5.00) is average. On the other hand he thinks that cooperation with **professional institutions** (1.00) is **not important**.

The respondent from **public sector** considers **influence level** of **public-private acting sector** as **high** (6.00). He evaluated the influence level of **cultural institutions** (2.00), **educational institutions** (4.00), **private sector** (1.00) and **public sector** (1.00) as **low**. The data about his opinion about influence level of **professional institutions** is missing.

4.4. Marketing activities

Marketing is one of the most important processes in company. Its aim is to get the knowledge, influencing and satisfying customer's needs and wishes and also achieving goals of the organization in an effective way. That is why all companies choose their marketing activities properly.

Nowadays, in the ceramic and porcelain sector in Austria, is mostly used marketing through the **own website** (90 %). Many companies use **social media** for their marketing activities such as **Facebook** (60 %), **Instagram** (57 %) or **YouTube** (7 %). Very common is also **advertising in traditional media**, mostly in press (57 %). There are some other ways used for marketing in companies such as **online advertising** (30 %), **point-of-sale promotions** (13 %) or a **loyalty program** (7 %). (**Fig. 22**)

Companies plan to improve their **own websites** (63 %). Using of social media is important; the plan for the future marketing activities includes the use of **YouTube** (17 %), **Instagram** (50 %) and **Facebook** (40 %). **Advertising in TV** (10 %), **radio** (6 %) and **press** (40 %) is also planned such as **online advertising** (20 %). (**Fig. 23**)

Own forces of the company (70 %) are mostly responsible for the marketing activities. Only 20 % of entrepreneurs in Austria use **local**, **regional** or **national support** (**Fig. 24**). Respondents mostly **do not participate in the marketing activities** of the overall craft development (41 %) and only few of them do (24 %). Almost everyone is interested in **participating in a marketing campaign** to promote creative sector (73 %). (**Fig. 25**)

Marketing activities on social networks are mostly a **promotion of the product** (70 %) or a **promotion of the company** (57 %). Very common is **offering exclusive promotions** (10 %) and **technical information** (10 %). (**Fig. 26**) It is surprising that 20% of respondents do not use the social media for marketing. Through the social media companies **get new customers** (60 %) and improve their **reputation and brand image** (57 %), they **get feedback from clients and general public** (26 %) and also **collect information about their customers** (13 %). Some of the companies have **closed sales operations through the social media** (10 %). (**Fig. 27**)

Markets, **fairs** (70 %) and **own brick-and-mortar store** (50 %) are the most common distribution channels used in Austria. Around 30 % of companies use **retail**. **Online store** (13 %) is also used (**Fig, 28**).

In the future it is planned greater use of markets, fairs (70 %), own brick-and-mortar stores (50 %) and retail (43%). Other channels planned for the distribution are own online store (30 %), multi-brand online platforms (7 %) and some others (37 %). (**Fig. 29**)

5. Strengths and weaknesses

Strengths

In this current modern world is good the fact that companies plan more of **online advertising** and to do **marketing activities on their own websites** in the future. Using of social media is important; the plan for the future marketing activities includes the use of **own websites (63%), Instagram (50%)** and **Facebook (40%)**. Greater use of **own online stores** and **multi-brand online platforms** is also planned for the future. Austria plans greater development in modern marketing than the other CerDee countries.

This fact was also mentioned in Question 18. One of the respondents answered: "I see the biggest improvement in the fact that ceramic sector in Austria is experiencing new growth due to wider use of the social media. Establishing of the social media has purpose in general!"

Ceramic and porcelain sector in Austria cooperates with educational institutions (70 %) the most in comparison to the other CerDee countries. This cooperation includes internships, workshops, seminars and some other courses with students of bachelor's, master's and other degrees. Another cooperation is in the form of teaching, this way is the most represented in all the answers.

A quite new phenomenon in Austrian ceramic culture are co-working spaces like **„rami- ceramics"**, **„potteria"** and **„keramik tonhalle"**. They offer courses for various ceramic techniques (for beginners and advanced ceramists as well) and it is possible to rent a studio place there.

The Ceramic School is an online portal founded to inspire, connect and teach ceramic and business techniques. The ceramic school provides ceramic courses online to the masses, from all around the world to fellow enthusiasts everywhere.

Weaknesses

Intensity of current cooperation with **all stakeholder sectors** was rated **lower** in Austria in comparison to other CerDee countries. Big problem for ceramic sector in Austria seems to be the lack of support and promotion by social media and not many opportunities where the entrepreneurs can exhibit their products, such as galleries etc.

Just 83 % of the respondents consider the **cooperation in the ceramic sector as insufficient** and many of them would appreciate to participate in some project and the cooperation between their businesses and public sector to be closer. **Importance of cooperation** with **cultural institutions**, **educational institutions** and **professional institutions** was rated **lower. Influence level** of **all stakeholder sectors** is seen **smaller** in Austria than is the average from all countries.

Although respondents from Austria see the financial situation as in average, 77 % of them do not use any financial indicators to monitor the efficiency of their businesses.

As crucial barriers of the sector (Question 14) were mentioned many different aspects. Respondents see the problem in a small number of extended educational opportunities and also lack of knowledge of production processes. There was also often mentioned that an association connecting businesses in the ceramic and porcelain sector are needed. Big problem for ceramic sector in Austria seems to be the lack of support and promotion by social media and not many opportunities where the entrepreneurs can exhibit their products, such as galleries etc.

5.1. Summary

The situational analysis using the Eurostat statistical data shows stability of the number of enterprises. The total number of enterprises in **ceramic and porcelain sector** is 1 763 (manufacturing and design) in Austria. The amount is almost same during years.

The number of enterprises in **ceramic manufacturing** is the second lowest in Austria (after Slovenia) in comparison to the other CerDee countries. The data about production value are unknown in last few years in this country.

If we should quantify the potential of the ceramic sector in **Austria**, the total number of enterprises **manufacturing ceramic and porcelain** products was 132 (in 2018). If we take also the **design sector** in account, the total number of enterprises in Austria was 1 763. While the amount of enterprises manufacturing ceramic and porcelain products fluctuate around 140 enterprises, the number of enterprises in design sector is rising slightly from 2010 to 2017.

Based on the survey, we found out that about 60 % of enterprises involved in the survey are in the ceramic sector more than 10 years (30 % more than 20 years, 30 % between 11 – 20 years), 20 % exist from 6 to 10 years. Only 3 % of respondents are starting their businesses (up to 2 years).

The respondents see the **overall situation in ceramic sector more negative than positive**; however, 70 % expect a **growth of the sector in next 5 years.** More than a half of respondents see their financial situation as in average. However, it is necessary to mention here that most of the responses were obtain **before the COVID-19 pandemics**.

Therefore, the entrepreneurial capacities based on the entrepreneurs' responses are related to the situation before the pandemics and **we expect dramatical changes** in the sector after this crisis. The future development is hardly predictable in the moment and the forecasts will require more secondary, as well as primary data analysis in the future.

The **education** plays, and probably will play, an important role in this sector. There is a **need for further education and training** visible among the respondents. Big portion of them (77 %) work actively on employee or self-training. Interesting and helpful topics for further education and training in craft and design skills are **modern techniques**, **foreign inspiration, historical techniques, IT skills (working with professional software)** or **decorating techniques**.

The **potential entrepreneurs** in ceramic sector are represented by students but we got answers only from one student from Austria, so it is not possible to talk about these results in general.

6. Annexes

6.1. Businesses as existing entrepreneurial capacities - graphical overview

Figure 1 Sample – Legal form of respondents

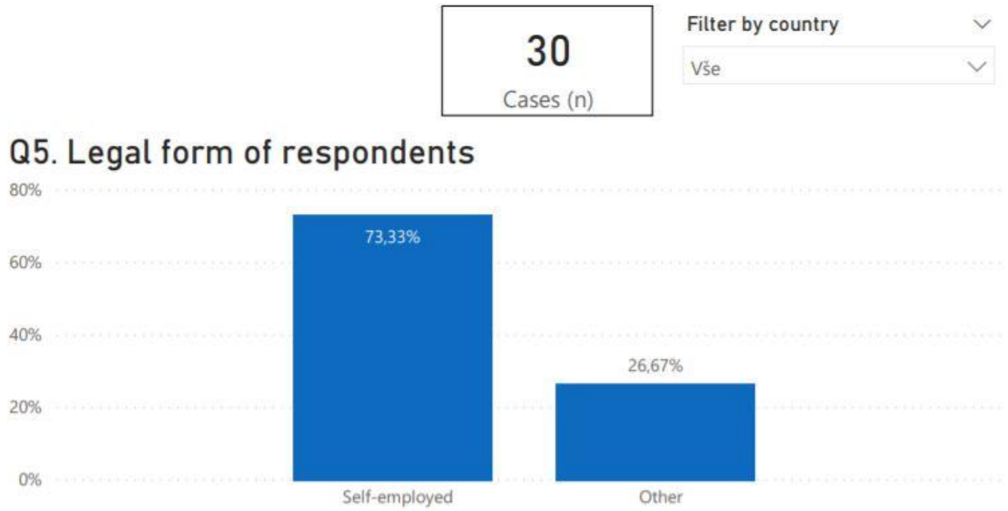


Figure 2 Sample – Length of managing business

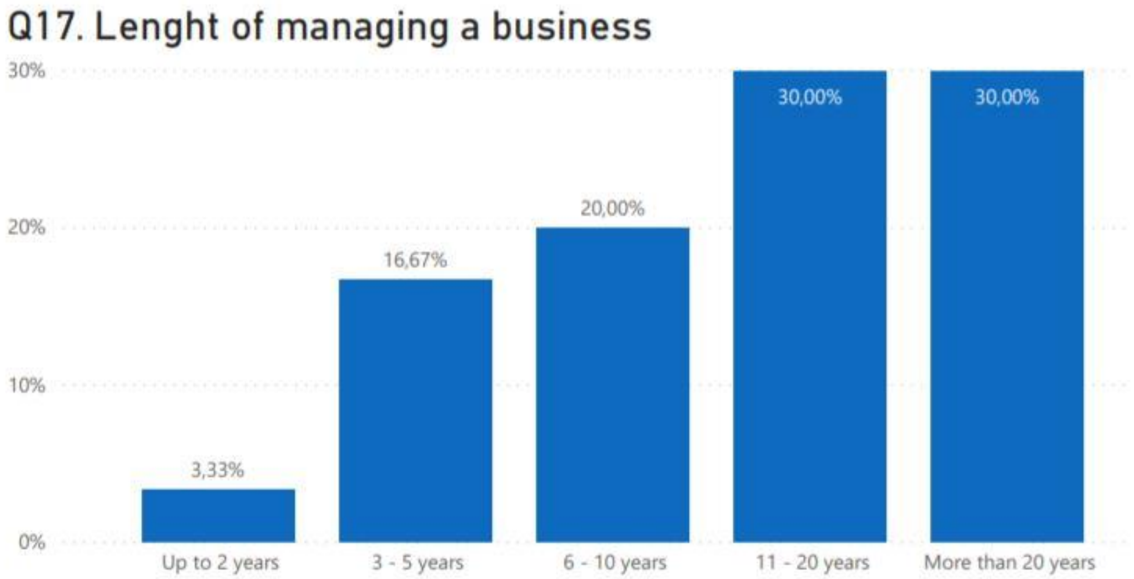


Figure 3 Situation in ceramic sector

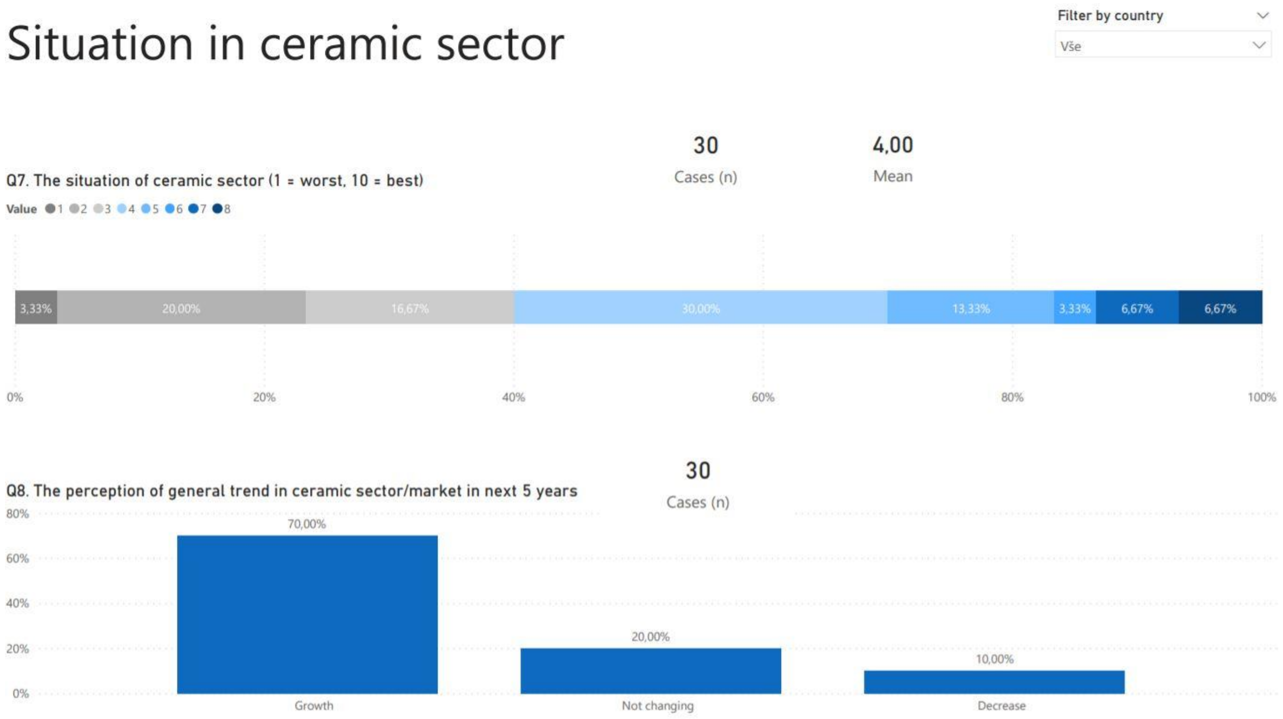


Figure 4 Level of cooperation

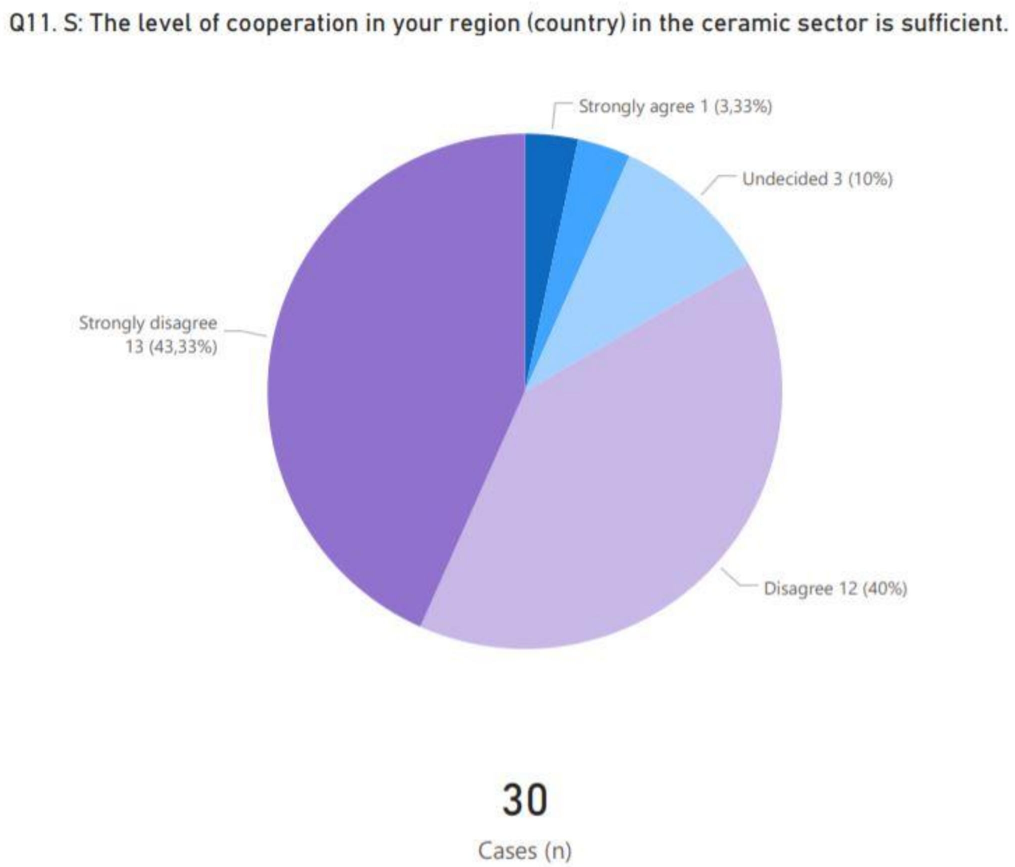


Figure 5 Membership in an association

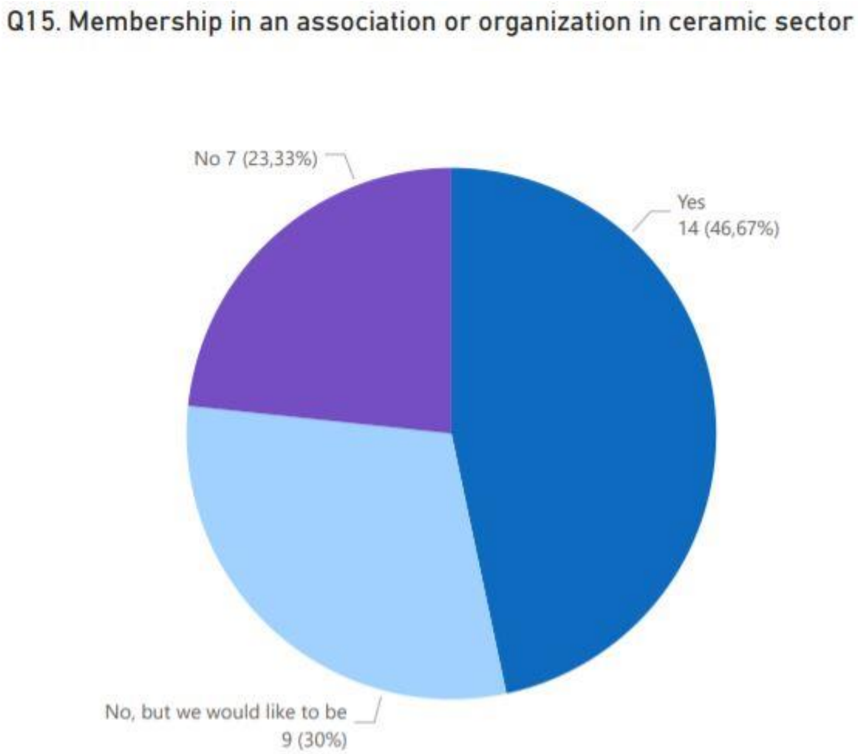


Figure 6 Membership in an association

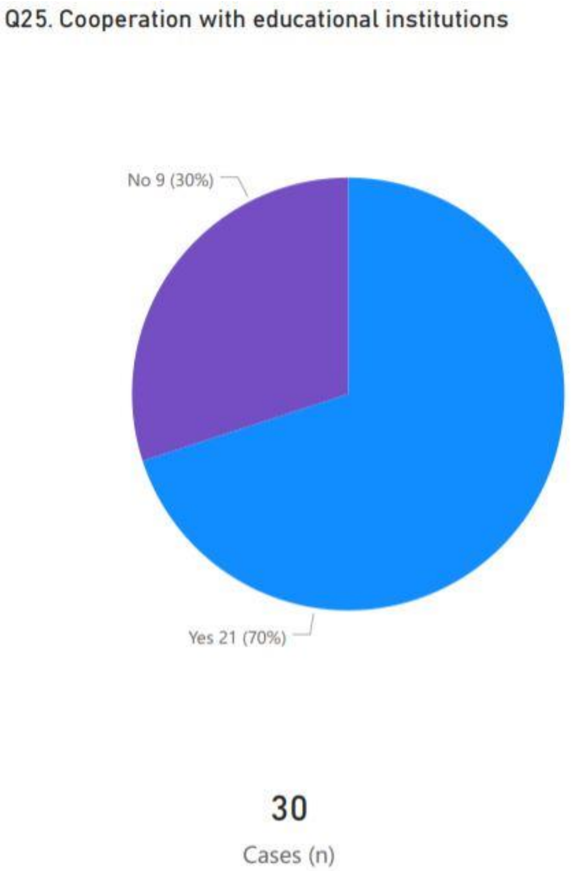


Figure 7 Employee and self-training

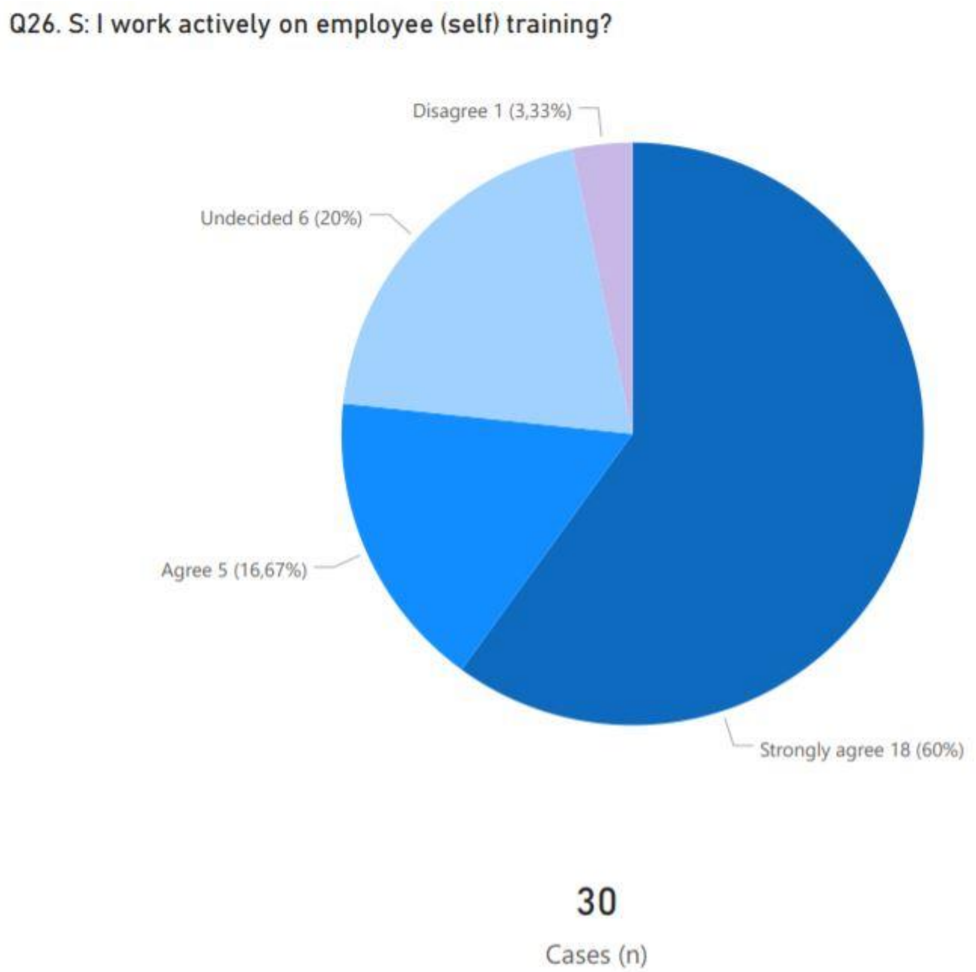


Figure 8 Further education and training topics (craft and design skills)

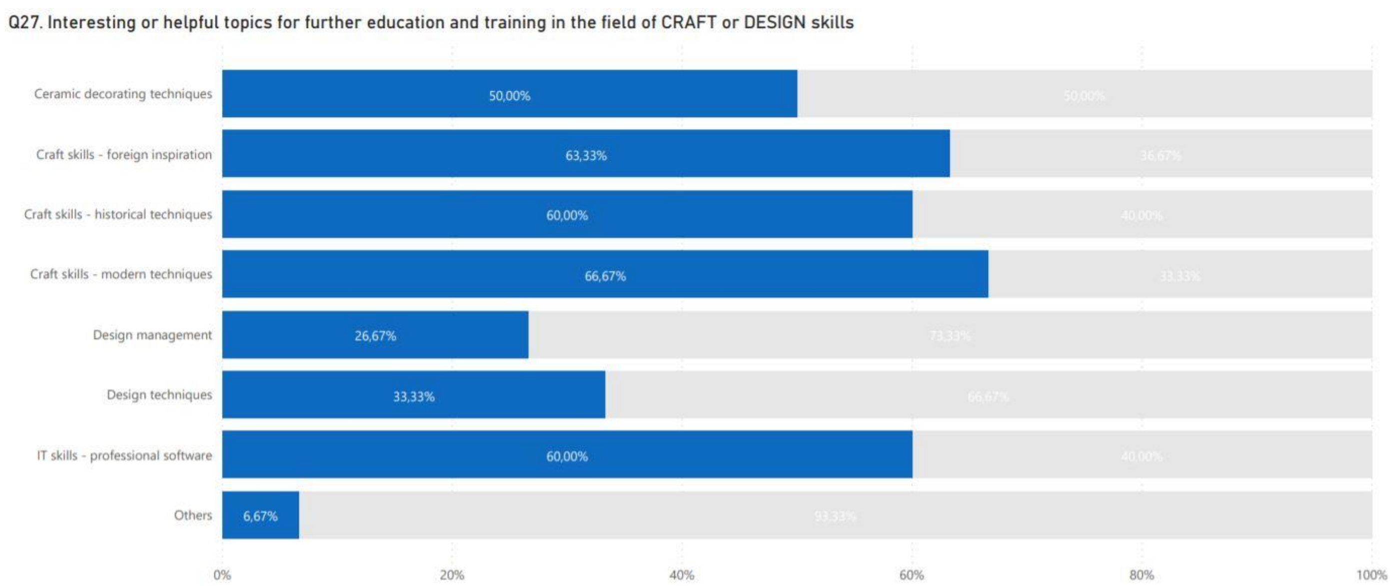


Figure 9 Further education and training topics (management, marketing, and business skills)

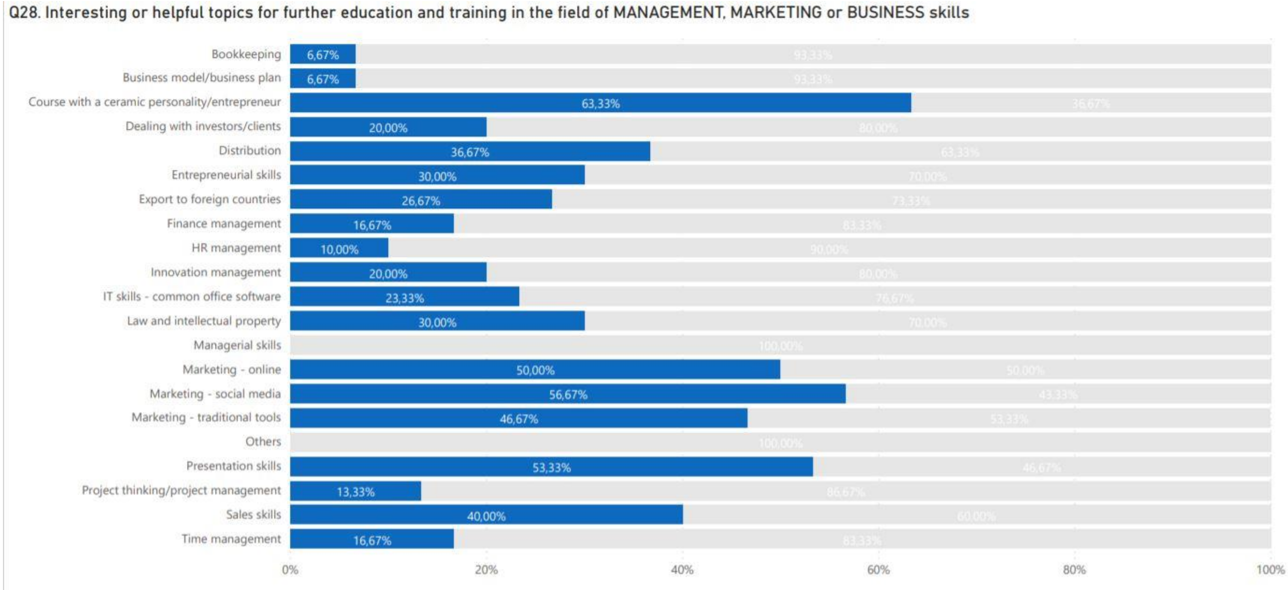
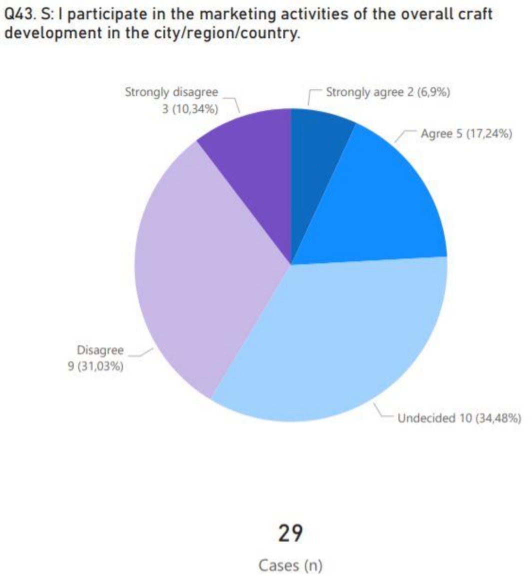


Figure 10 Participating in marketing activities in the city/region/country



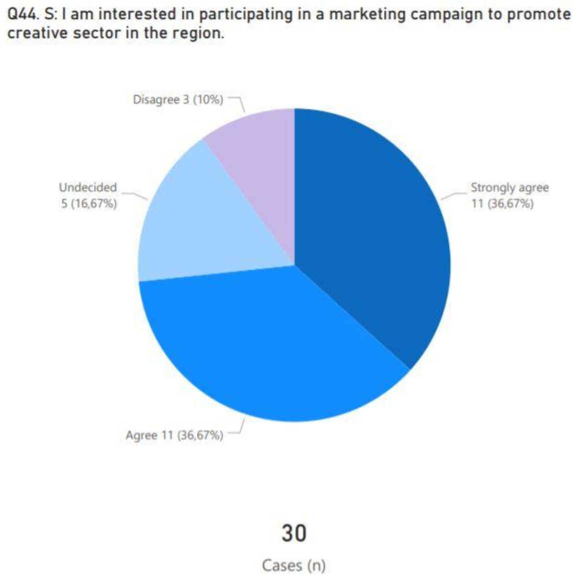


Figure 11 A need of international portal about ceramics

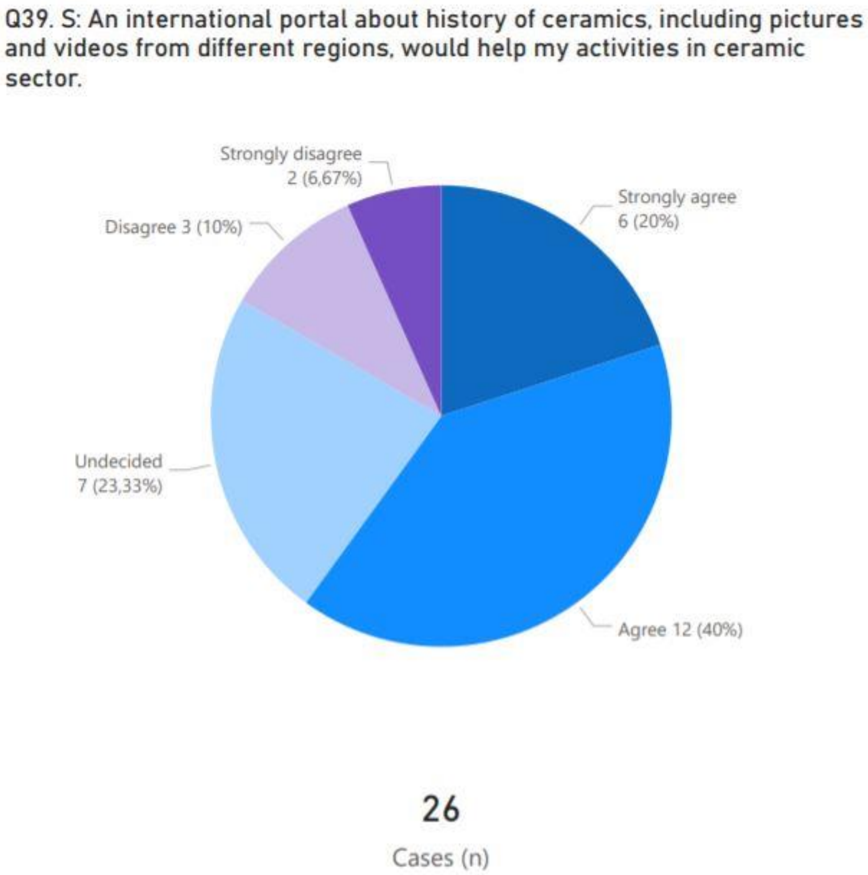
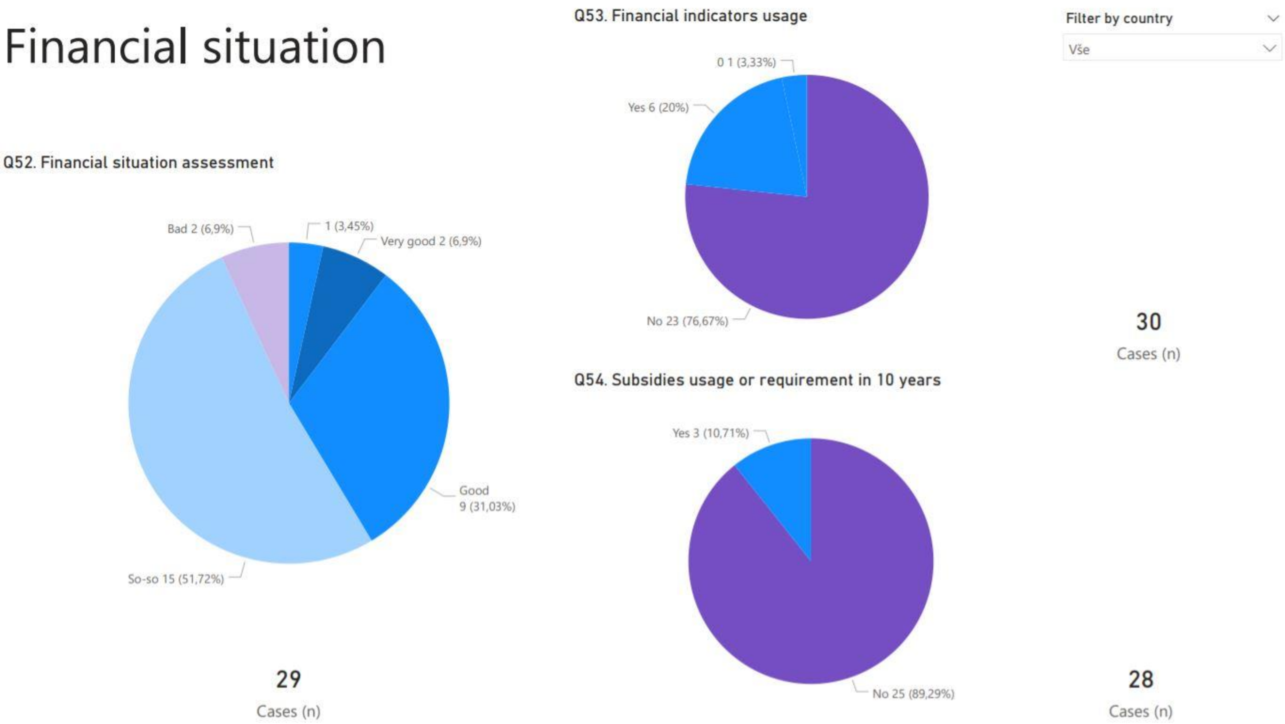


Figure 12 Financial situation



6.2. Expectations and needs of stakeholders

Figure 13 Situation in ceramic sector

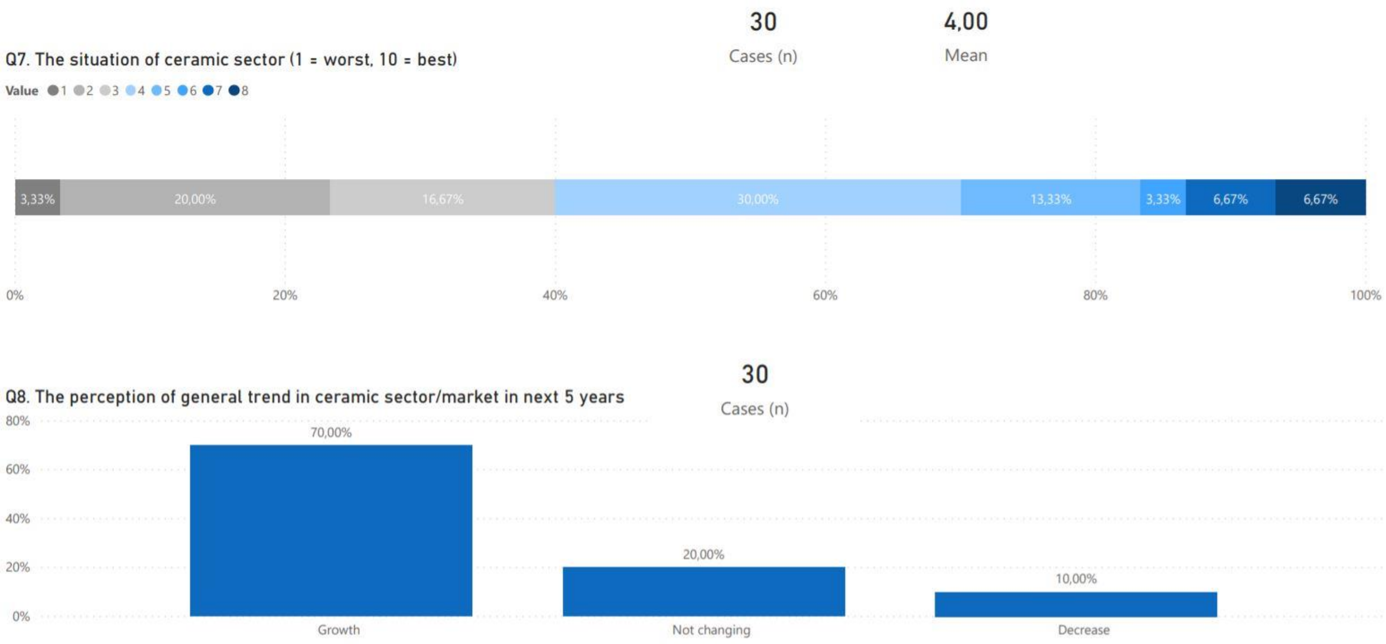


Figure 14 Intensity of current cooperation

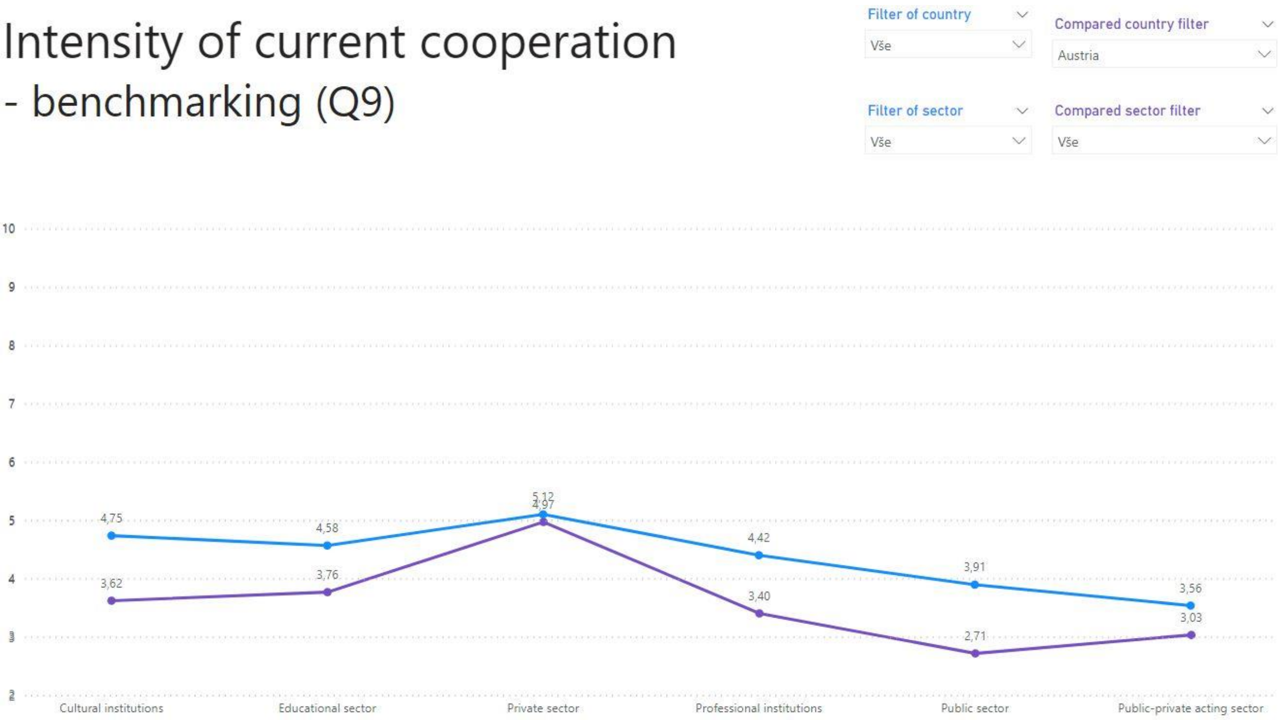


Figure 15 Importance of cooperation

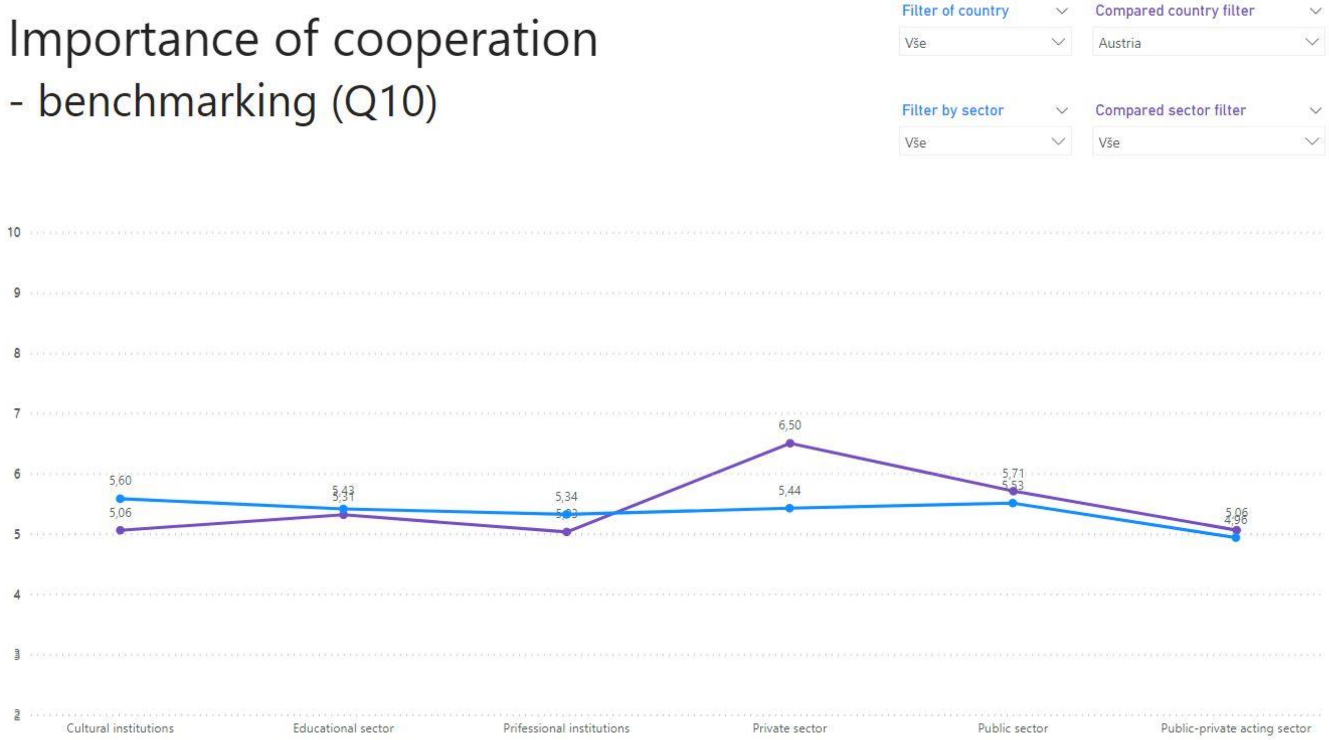


Figure 16 Influence level

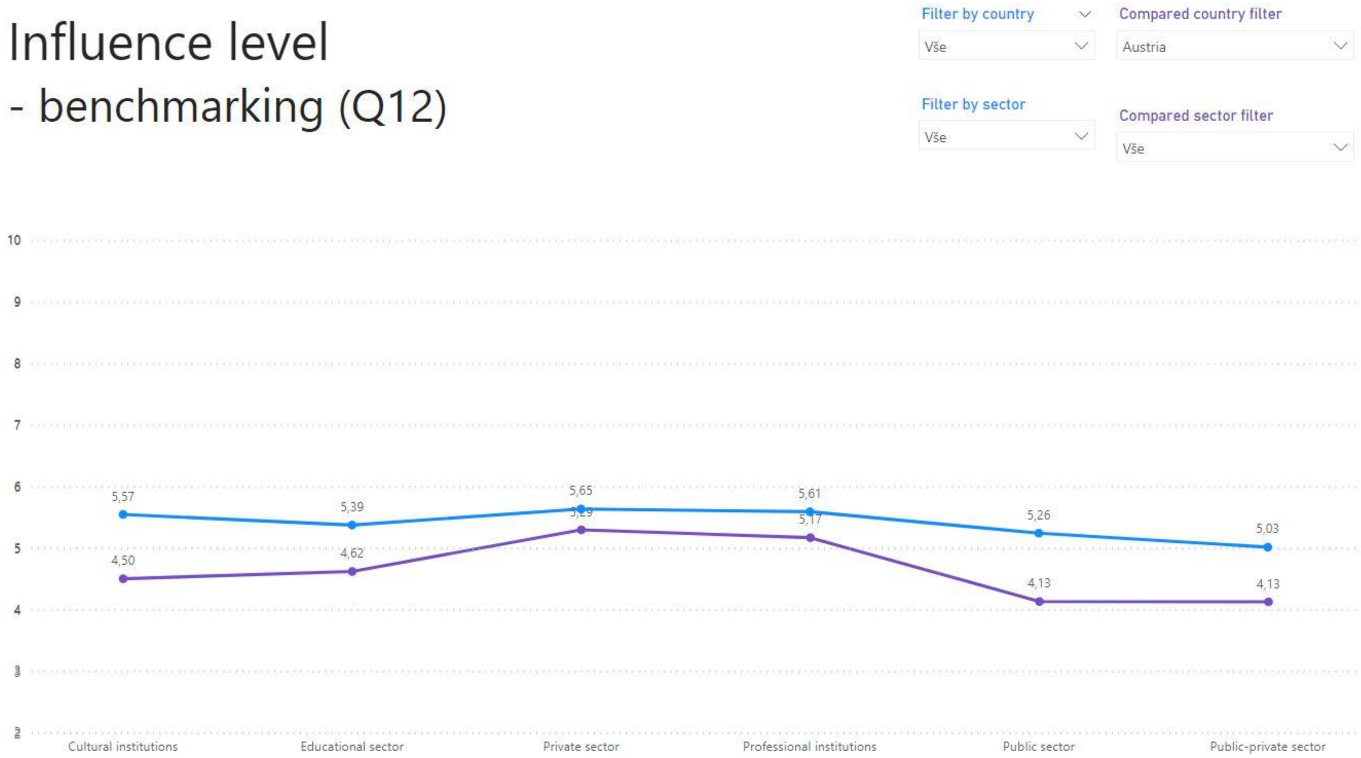


Figure 17 Activities to support the sector

Activities to support the sector (Q13)

29
Cases (n)

Filter by country
Vše

Value	Cases
- eine Galerie für Keramik - früh mit Bildung/Grundwissen über Keramik im Schulalter beginnen - Fachmärkte/Ausstellungen etablieren (Stammpublikum)	1
- eine Keramikgalerie - Plattform, die für die Branche wirbt - Vertretung/Verband - Tage des offenen Ateliers	1
- gezielter Fokus auf Ausstellungen/Galerien in Hinblick auf die Keramik - die Stadt könnte 1x/Jahr Ausstellung mit historischen und zeitgenössischen Keramikobjekten anbieten - Weiterbildungsmöglichkeiten für Lehrer*innen im Keramikbereich und in Schulen - Blog/Zeitung wo Handwerksbetriebe vorgestellt werden	1
- Interessensvertretung/Verband gründen - Vernetzung unter Keramikern --> Initiative! - Aufklärung über Herstellungsprozesse - Sensibilisierung	1
Aufmerksamkeit in den Medien, Unterstützung in der digitalen Welt um Keramik zu vermarkten, Verkaufsplattformen, Ausstellungsmöglichkeiten, Wettbewerbe, effiziente Ausbildungsmöglichkeiten	1
Der Kauf von Produkten heimischer Hersteller - Nachfrage stärkt die Betriebe	1
Die größte Verbesserung sehe ich gerade darin, dass die Keramik durch die sozialen Medien wieder neuen Aufschwung erfährt. Sich generell mehr zu vernetzen wäre sicher sinnvoll!	1
geförderte Ausstellungen	1
geförderte Vertretung (Projekte wie CerDee!)	1
Gemeinsame Interessensvertretung, Werbemaßnahmen Erweiterung der Ausbildungsmöglichkeiten im Keramikbereich Gemeinsamer Ausbau der maschinellen Fertigungsmöglichkeiten zum seriellen Produzieren (Eindrehmaschinen zb) Bereitstellung von Verkaufsräumlichkeiten / Auslagen Förderung von Brennofen Anschaffung /Werkstättenräumlichkeiten Gemeinschaftlich nutzbares Glasuren/Materiallabor	1
Celkem	**29**

Figure 18 Level of cooperation

Q11. S: The level of cooperation in your region (country) in the ceramic sector is sufficient.

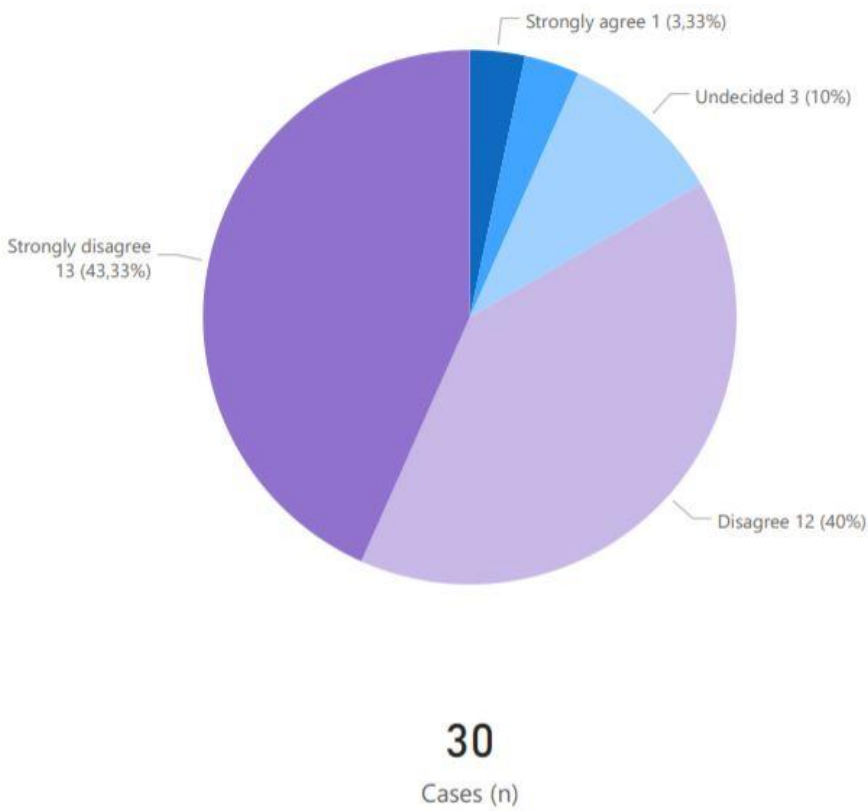


Figure 19 Support or cooperation

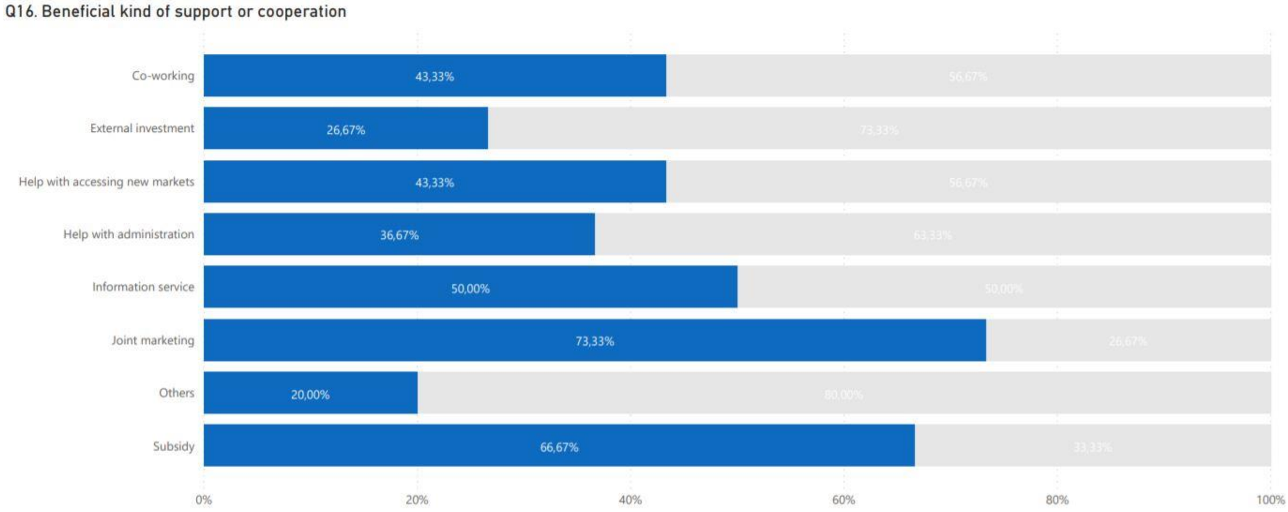
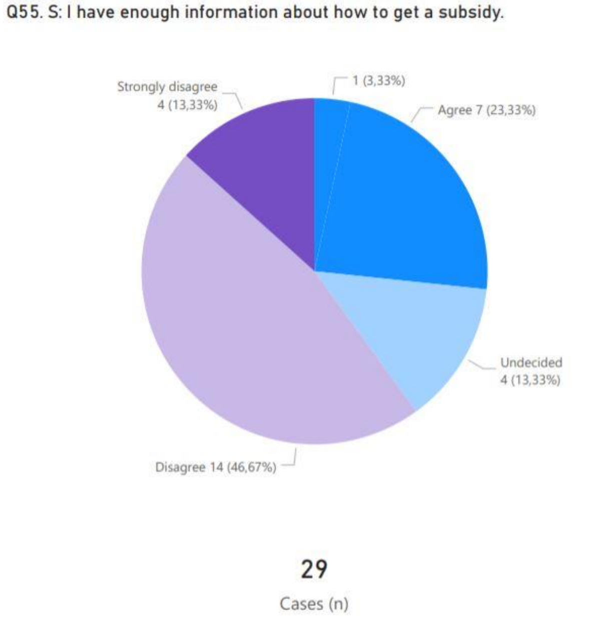


Figure 20 Attitude towards a statement



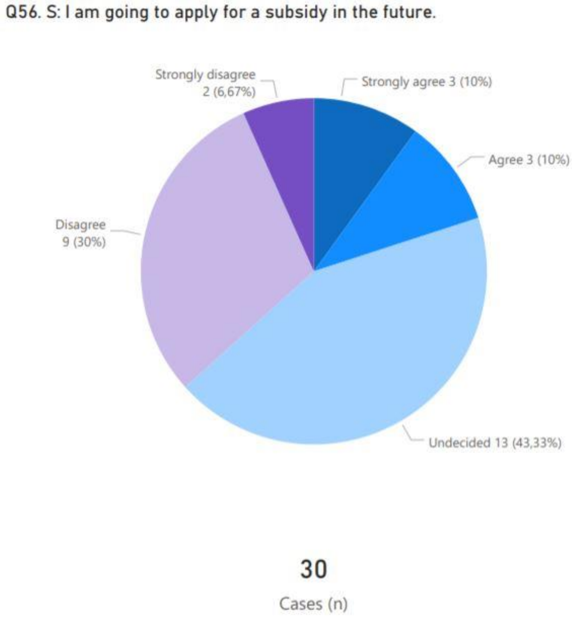
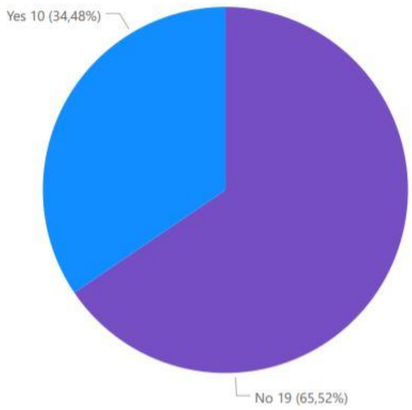


Figure 21 Financial situation, attitude towards a statement

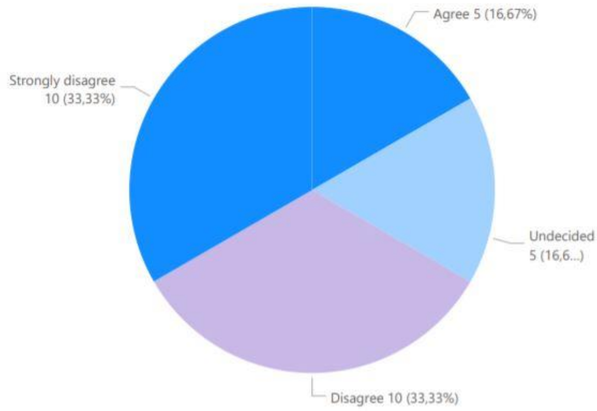
Q57. External capital in last 10 years



29

Casesn (n)

Q58. S: I would like to get an external capital in the future.



30

Cases (n)

6.3. Marketing activities

Figure 22 Currently used marketing activities

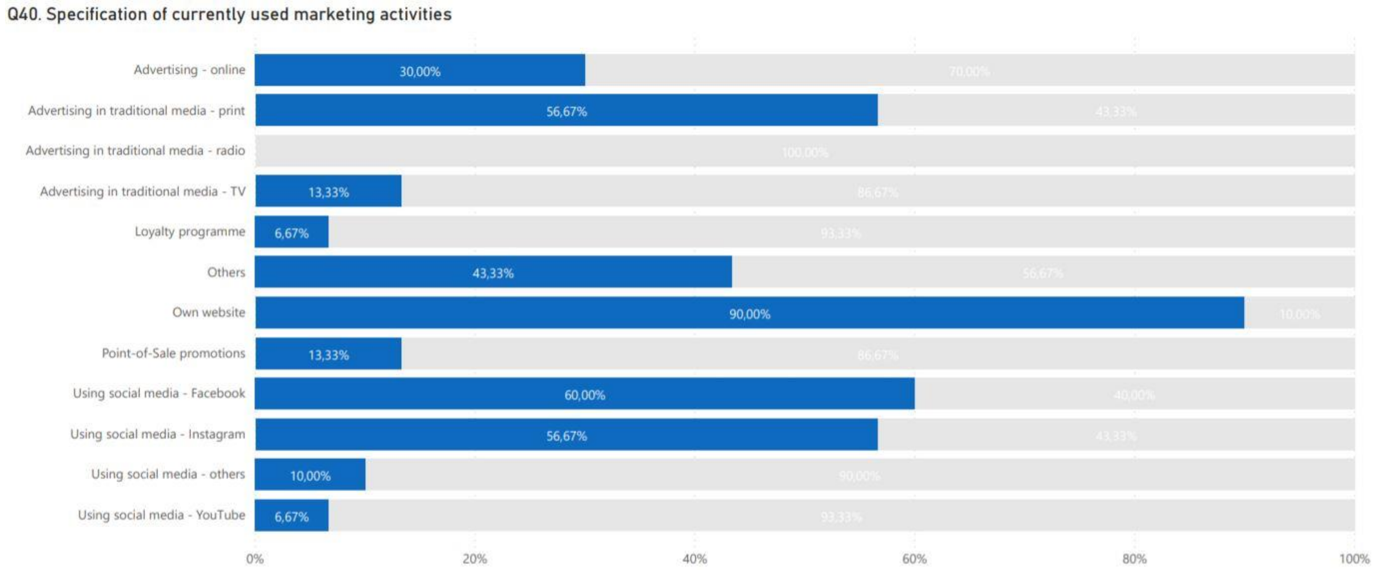


Figure 23 Marketing activities planned for the future

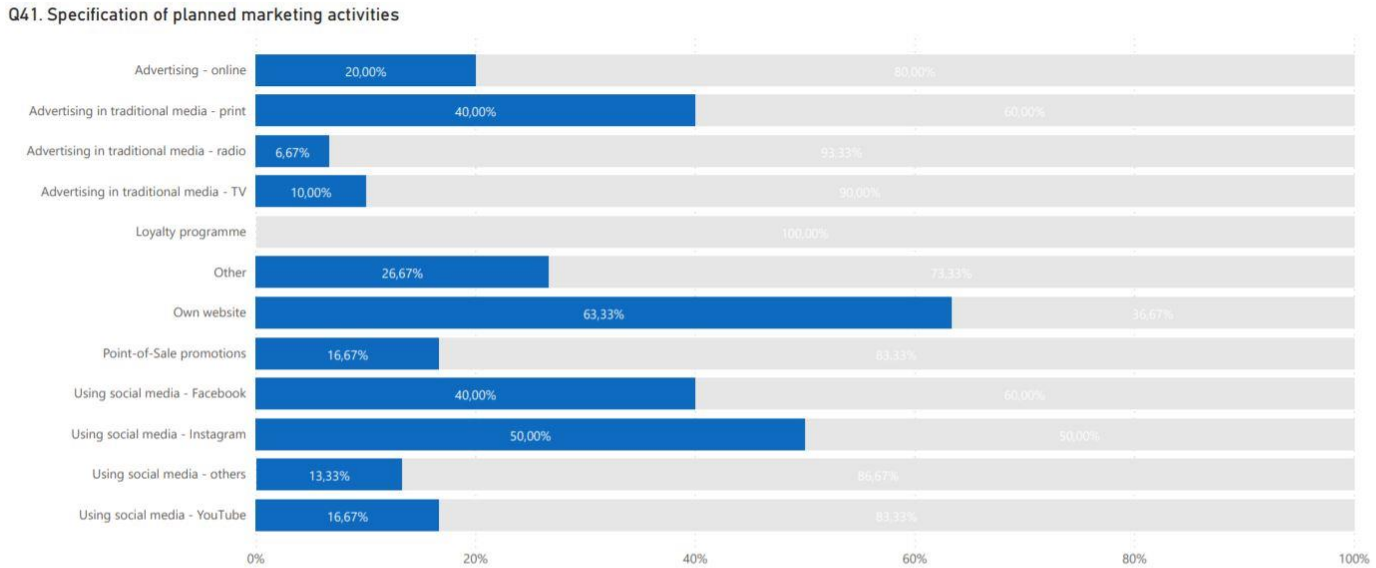


Figure 24 Responsibility for marketing activities

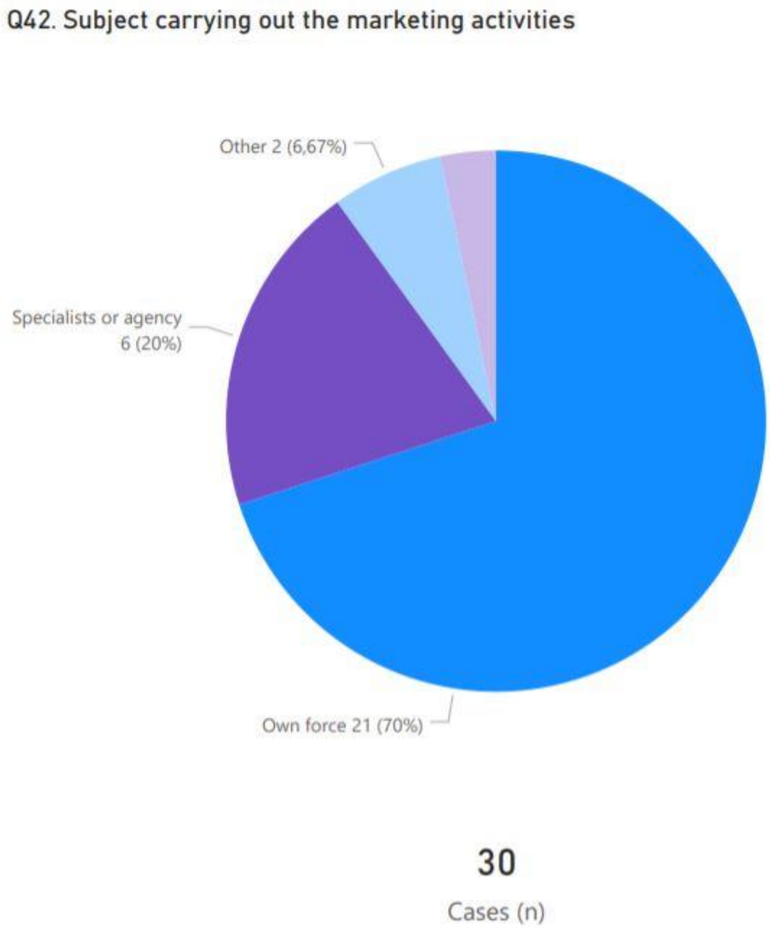


Figure 25 Participating in the marketing activities

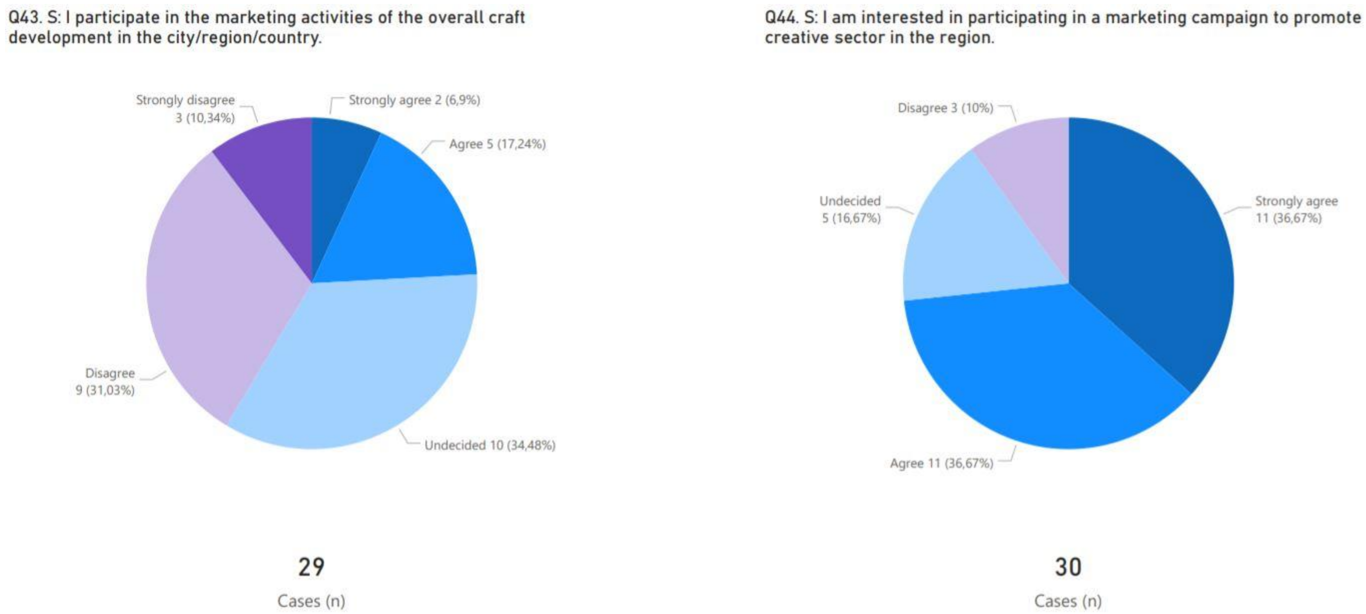


Figure 26 Marketing activities on social networks

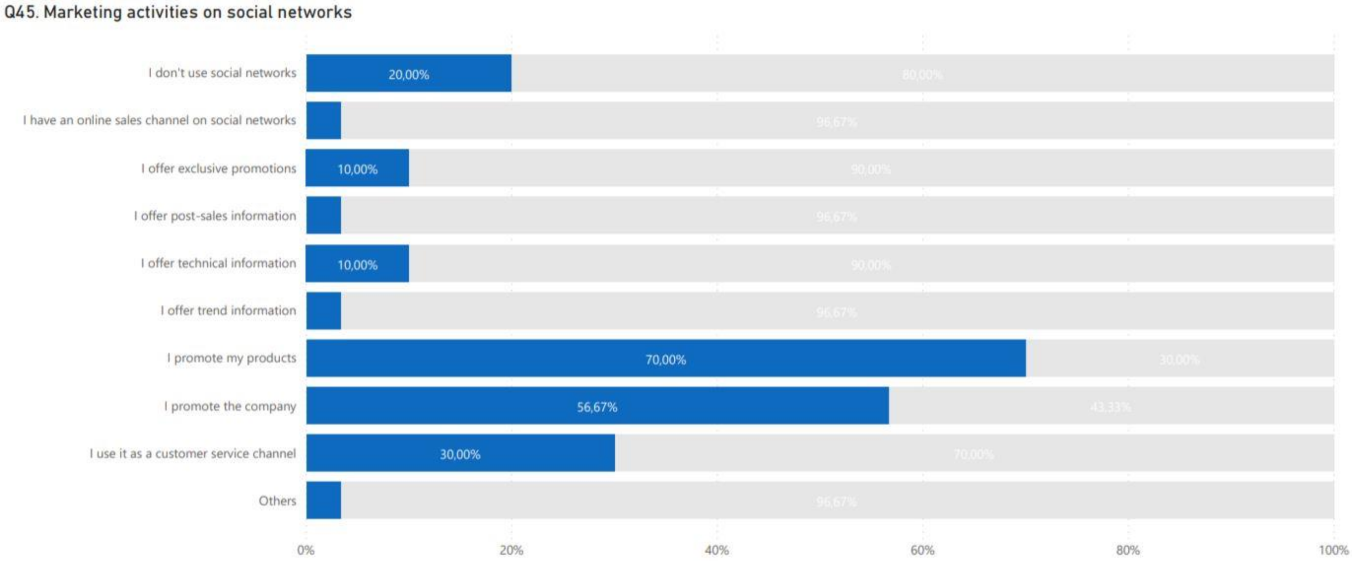


Figure 27 Feedback on social media

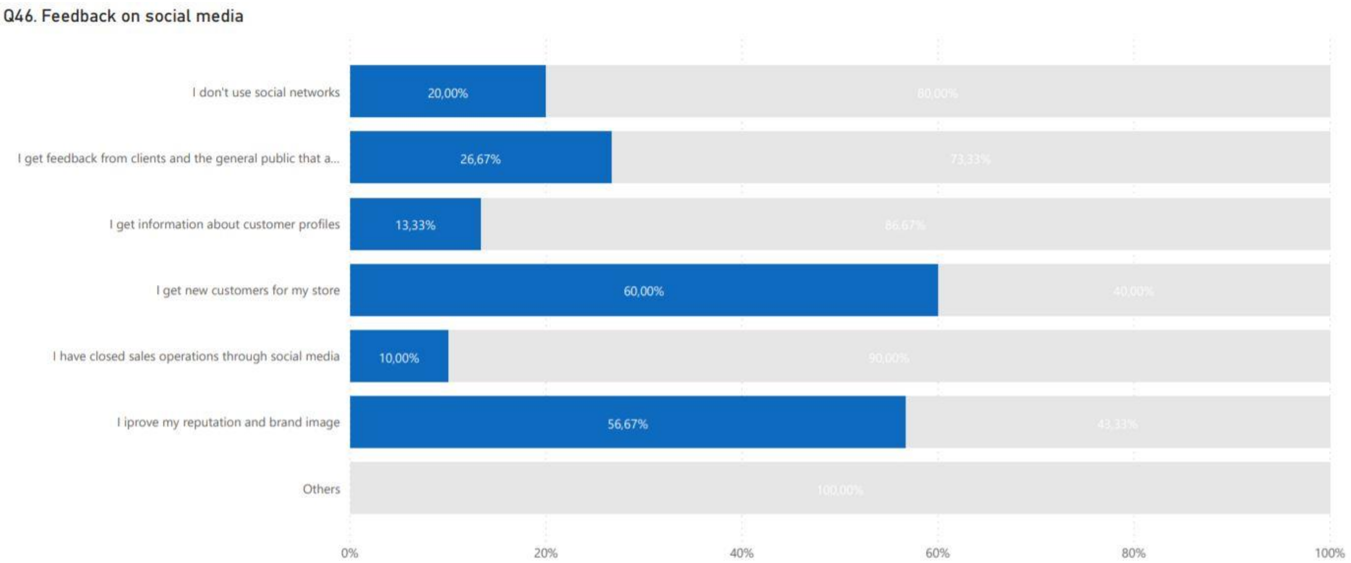


Figure 28 Currently used distribution channels

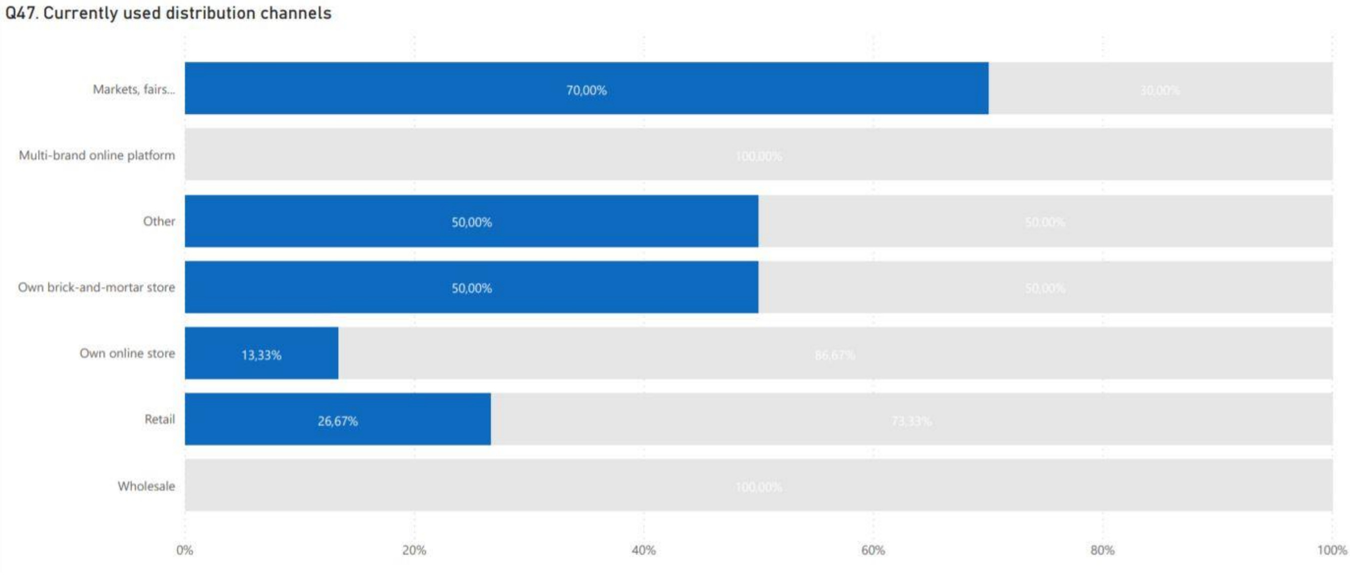


Figure 29 Planned distribution channels