



The Textiles & Handicrafts programme promotes sustainable and inclusive value creation by connecting traditional craftsmanship with modern production and market requirements. Both industries play an important role in employment, income generation and cultural identity in many countries. By strengthening design, production processes and responsible sourcing, the programme supports resilient ecosystems where SMEs and artisans can innovate, compete and grow. This contributes to decent work, environmental performance and the preservation of cultural heritage.



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Textiles – where design meets sustainability

The textiles field combines creativity with industrial processes to deliver consistent, market-ready products. PUM collaborates with SMEs across the full development cycle, from material selection and product design to production and quality improvement. Activities focus on improving fabric, garment and home textile production, including techniques such as spinning, weaving, dyeing, printing, knitting and sewing, as well as finishing and packaging. Strong emphasis is placed on sustainable materials and circular production practices.

Workshops support entrepreneurs and staff in strengthening technical skills and production processes. Train-the-trainer approaches ensure knowledge is embedded within businesses, organisations and vocational institutions and can be shared more widely.

Handicrafts – where tradition meets creativity

Handicrafts reflect cultural identity and craftsmanship, while offering strong opportunities for value creation in niche and international markets. PUM collaborates with artisans, cooperatives and SMEs to strengthen both traditional skills and modern production techniques. Activities focus on product development and quality improvement across disciplines such as ceramics, sculpture and glasswork, covering the full cycle from design to finishing.

Through practical workshops, artisans strengthen their technical and entrepreneurial skills and are prepared to transfer the new knowledge within communities, supporting long-term, inclusive business development while preserving cultural heritage.

Strengthening business foundations

The programme also includes experts with extensive experience in general strategy and business planning areas. They collaborate with entrepreneurs and organisations to strengthen management, marketing, finance and operations. By combining technical expertise with general business support, PUM contributes to sustainable growth and resilient organisations.

Professional people for positive impact

PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community. Check [PUM.nl](https://www.pum.nl) for more information and criteria, and apply for advice.