**Fashion**

**Create fur Italy (align value chain)**

**Creativity of the SMEs**

**Understand the SMEs needs**

**Communication plan**

**Communication and advertising of the product**

**Advertising of the fur farms**

**Underline the farmers’ role**

**Increase the dialogue in the fur sector**

**Develop skills/crafts**

**Fight lack of information and stop justifying the sector**

**Communication internally and also target young people**

**Focus on new generation (social media)**

**More information – show the animals**

**More information by Fur Europe**

**more active and push on the communication**

**Scientific research (independent)**

**Certificates is needed – tool box from FE**

**Helping the communication**

**Course for new farmers and furriers**

**Proactive approach**

**Open farms (should be done in cooperation)**

**Close information gap**