

BHcrafts



SHOPPING WITH PURPOSE
VIŠE OD OBIČNE KUPOVINE



2021

ANUAL REPORT

the art of
original
www.bhcrafts.org



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INTRODUCTION

2021 - the "restart" year!



While consolidating after the disaster, we all went through, in 2020, making all necessary changes, adopting to new reality BHcrafts has managed to keep the heads up and finish the fiscal year with positive result. It was possible thanks to all our friends, supporters and loyal buyers, who recognized the importance of this project survival.

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The contract with Duty Free Shop, at Sarajevo airport got renewed, the orders from the US "cheered us up" and we even managed to reopen the retail shop in Baščaršija. The number of beneficiaries got increased, and pay checks were in time.



Almost nothing to complain at???

When taking into consideration odd business climate in BiH, and minor financial help from the state, BHcrafts has made a great business success and even bigger social impact compared to previous "non Corona" years.



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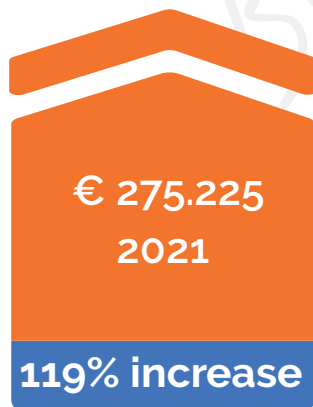


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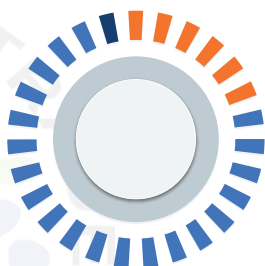
CURRENT SITUATION



The total budget in 2021 was approximately € 275.225, which is 119% increase comparing to the budget for 2020. The majority of the activities were financed through in-house sources; ie, sales of handi-crafts, in the country and abroad. Income from sales was € 244.649, which is 89% of the overall income.

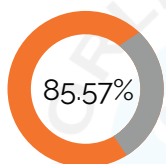
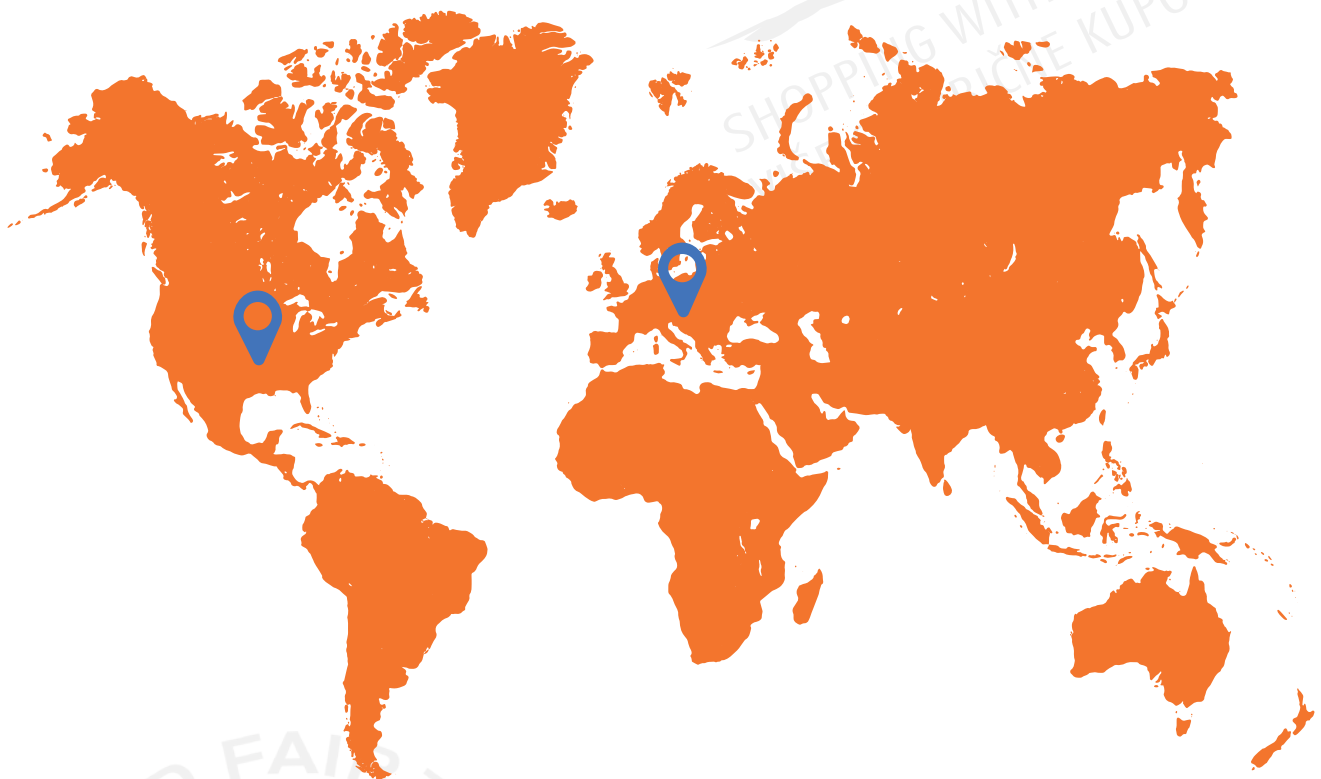
LOCAL SALES

The biggest part of local sales, 76.75%, comes from wholesale program, while 22.27% comes from the retail outlet – BHcrafts shop. In 2021 corporate gifts program was 0.98%.

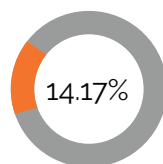


EXPORT 2021

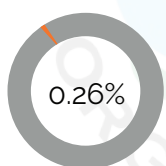
Of the total export sales (€ 180.721), the US market tops the list with 85,57%, followed by Online Sales (€ 29.928) 14.17% and Austria (€ 544) 0.26%.



USA



ON LINE



AUSTRIA

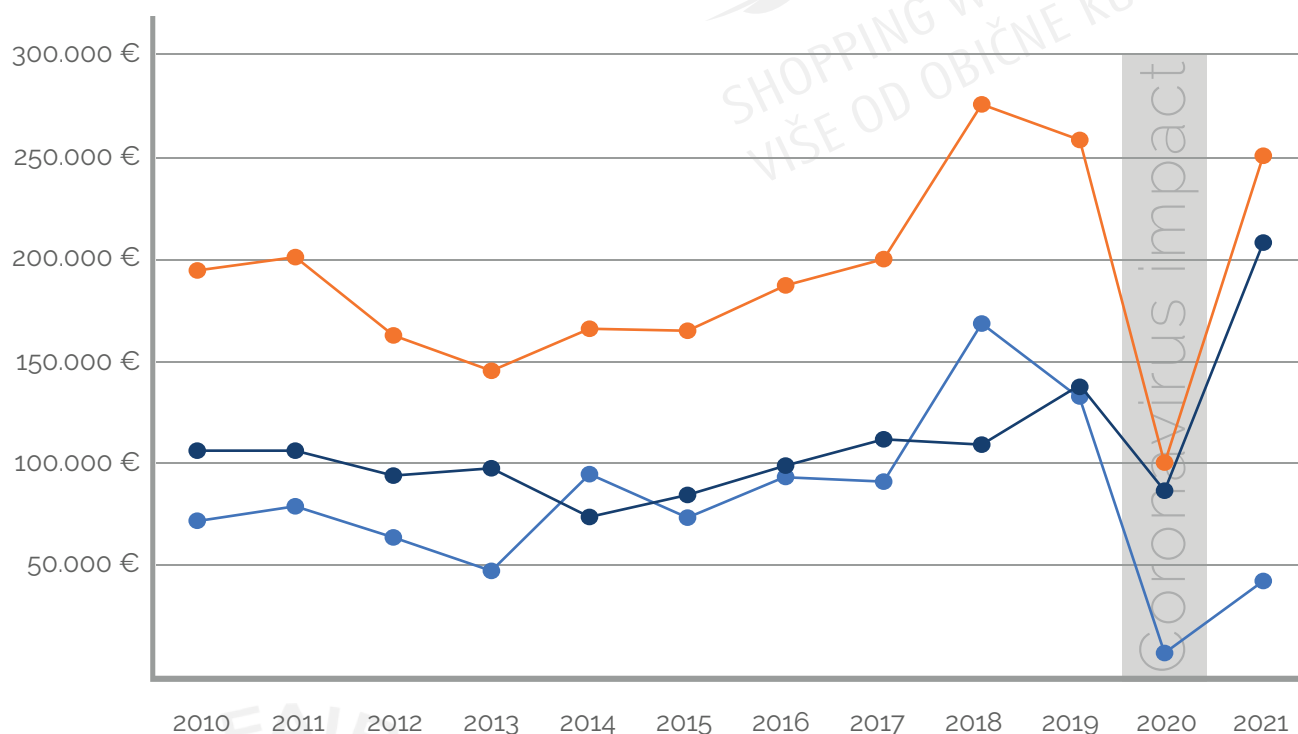


HISTORICAL

DATA ANALYSIS

Local sales got increased by 139% (the total was €43,044), while export got raised to €211,195, which ended up with a total turnover increase of 158%.

This large jump was the result of several lockdowns, global economic crisis, and human fear of "unknown enemy", also known as the Coronavirus during 2020.



LOCAL

EXPORT

TOTAL SALE

BENEFICIARIES

Around 120 women, from entire BiH, have been engaged in the production process, all receiving regular monthly payments for all the work they do. In 2021 our beneficiaries earned the total amount of €67.868 which is +/- 30.50% of the total sale. The amount of €13.733 was paid for pension and health insurance and income tax (73,30% for full time employees, for the "work at home" contracts tax percentages are 18% in Federation of BiH, and 11% in Republic of Srpska). Total VAT in 2021 was €0. The amount paid for the pension, health and unemployment insurance and income tax for 6 employees (1 sales persons, Designer / Production Manager, CEO and admin staff) was €20.450. Thanks to socially responsible buyers and all BHcrafts customers our beneficiaries, despite the World crisis, were able to buy firewood for the winter, books and bus tickets for their school children, and last, but not least – feel more confident and useful society member.



The number of 12.700 final products, plus 120.000 parts of the final products/details (crocheted flowers, felted balls etc.) made in 2021 shows the productivity, motivation and good organization of the production in this small scale social enterprise. Some of our beneficiaries considers this work as the steady source of monthly income, with the great benefit of working at home, taking care of their children, or grandchildren, gardening and doing all daily house work, at the same time.

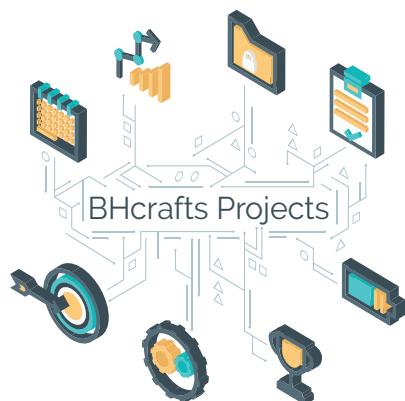


A large number of BHcrafts beneficiaries earn a decent monthly income, compared to average salary in textile sector in BiH, while the others treat this work as hobby, therapy, or additional income. Regardless the load of work they do, or ethnic background, all beneficiaries have the same treatment, with the same access to information, technical help in the production process and the same price for the work they do.



Work with BHcrafts is not just the source of income, but also improvement of skills, gained knowledge in design, colors, fashion trends and cultural heritage/tradition of different ethnic groups living in BiH. Social reintegration, raised confidence and financial empowerment are very important factors which differentiate this project from similar ones.

IMPLEMENTED PROJECTS

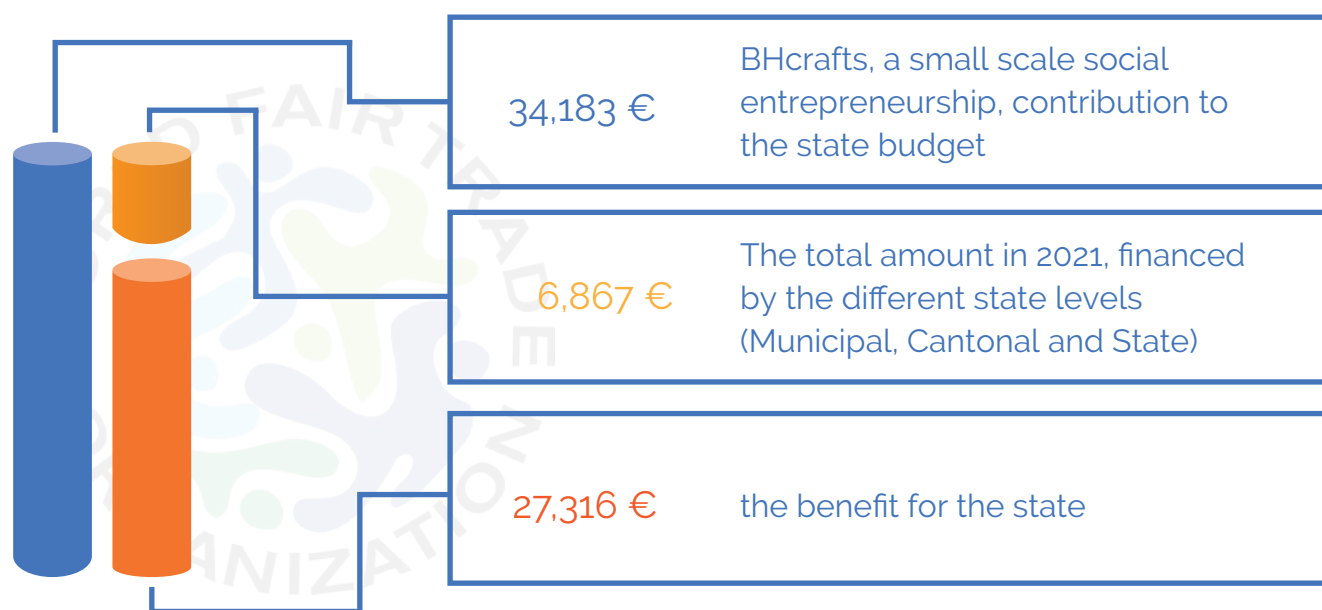


BHcrafts got supported by BHcrafts Inc. with the total amount of € 16,330. The other projects in 2020, all successfully implemented and reported to the donors, are as follows:

- City of Tuzla € 1,330
- Serda € 3,328
- Government incentives Coronavirus subsidy € 2,926
- Government employment incentives € 2,610

WHO BENEFITS THE MOST?

It is not a hard work to calculate that BHcrafts, a small scale social entrepreneurship, contribute to the state budget with the amount of €34,183 or cca 13.45% from the total turnover. The total amount for the projects and government incentives (Coronavirus subsidy) in 2021, financed by the different state levels (Municipal, Kantonal and State) was €6,867 which brings us to the difference of €27,316 as the benefit for the state.



FACT SHEET

BHcrafts – Shopping with purpose



Who we are?



From humanitarian to successful business project

BHcrafts is the title of the project which unites creative, humanitarian, business and psychotherapeutic characteristics in a highly balanced and outstandingly successful manner.

Nongovernmental humanitarian organization Norwegian People's Aid (NPA) has started this project in 1995. In the beginning, in the post war BiH society, women were deeply traumatized: they had lost their men, their homes, and they had lost their land, in a rural, agricultural society. But they could knit. This is how humanitarian NGO Bosnian Handicrafts was born, with the help of NPA.

BHcrafts enterprise is a project that arose from Bosnian Handicrafts NGO and today it has developed into a successful and export-oriented business, which is still successfully developing. Today BHcrafts Ltd is in charge of promoting and selling Bosnian handicrafts in country and abroad, while Bosnian Handicrafts still remained providing specialized training for women on standardizing skills in traditional handicraft techniques.

What we do?



BHcrafts produces handmade clothing and decorative items, involving women from Bosnia and Herzegovina. BHcrafts promotes the cultural heritage of BiH while using its traditions to develop products appealing to the modern market. Each product is unique, hand-made in traditional techniques of knitting, crocheting and weaving, which have made BHcrafts products recognizable and appreciated. These products, regardless of whether they are clothing items, table cloths or carpets, cannot be the subject of mass production. The products are hand-made, with devotion and persistence, without the use of machines.



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Our Mission



BHcrafts involves women from Bosnia and Herzegovina, especially ones with poor socio-economic background into working engagement, for production of bh handicrafts, strictly following Fair-trade standards, since BHcrafts is the only certified fair-trade producer in the Balkans. Our purpose has never changed: to improve the lives of Bosnian women and their families. Profits from business income is entirely used to expand the business, which reflects on higher working engagement of women.

Ecology, business, and self-consciousness



Most of the products are made of chemically untreated wool and cotton, in the process which obeys the strict ecological standards. BHcrafts works with domestic raw materials, thus supporting the economy of BiH. Ecological considerations are taken into account at every stage of production, using paper bags and boxes for shipping and wooden looms for weaving. Our products are a mixture of traditional methods and modern design combined to appeal to a world market.

Our products are mixture of traditional and modern achievements of design, which is the combination that ensures a successful existence at the demanding world market.

Social responsibility and fair trade

BHcrafts is the first recognized, and awarded, social entrepreneurship from Balkans (The Schwab Foundation for Social Entrepreneurship in 2002), as well as the first certified fair trade producer, and still the only one in BiH (International Fair Trade Association – IFAT in 2009) and the winner, in the category "URBAN& REGIONAL DEVELOPMENT", of Sustainable Entrepreneurship Award – SEA, in 2013. As the pioneer in both categories, BHcrafts has kept promoting Fair Trade principles and Socially Responsible Business ever since then.



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Our Portfolio



Chrocheting

Crochet is a process of creating fabric by interlocking loops of yarn, thread, or strands of other materials using a crochet hook. The name is derived from the French term *crochet*, meaning 'small hook'.



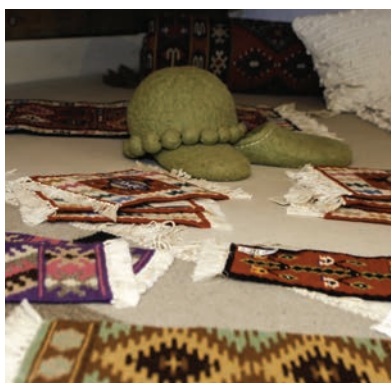
Knitting

Knitting creates multiple loops of yarn, called stitches, in a line or tube. Knitted fabric consists of a number of consecutive rows of intermeshing of loops. As each row progresses, a newly created loop is pulled through one or more loops from the prior row.



Embroidery

Embroidery is the craft of decorating fabric or other materials using a needle to apply thread or yarn. Some of the basic techniques or stitches of the earliest embroidery are chain stitch, blanket stitch, running stitch, satin stitch, and cross stitch.



Felting

Felt is a textile material that is produced by matting, condensing and pressing fibers together. Felt from wool is considered to be the oldest known textile.



Weaving

Weaving is a method of textile production in which two distinct sets of yarns or threads are interlaced at right angles to form a fabric or cloth.



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