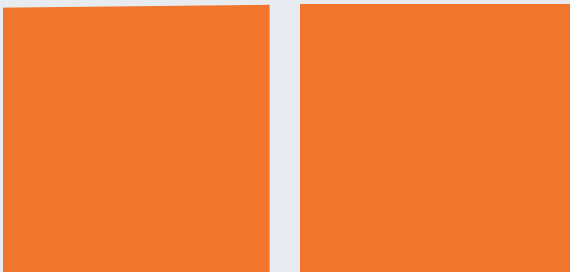


# ANNUAL REPORT 2025



SHOPPING WITH PURPOSE  
VIŠE OD OBIČNE KUPOVINE

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# INTRODUCTION

## *Still proving to be a GREAT fighter!!!*



Series of punches hit our project in 2025 - increased minimal wages in BiH (which means increased payroll taxes related to it), Sundance catalogue, our best buyer field for bankruptcy, the US Government introduced 30% import taxes on the top of existing ones... All of this resulted with almost no work in the first half of 2025.

BUT after that buyers found us and we started receiving orders, both in wholesale and retail, almost all realized through our online shop [www.bhcrafts.shop](http://www.bhcrafts.shop)

Over 300+ individual orders, and a few bigger ones, made for Natural life, Jes MaHarry Sun Horse, and Osso&Me in the USA, partially fixed the cashflow problem.



Our beneficiaries had enough work, earning decent amount of money, but they were eager for more.

Second handicrafts colony was realized with the financial help of the Australian Embassy, Vienna office, which was a great learning opportunity for 20 participants.

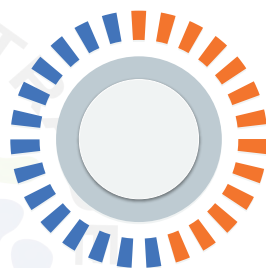
# CURRENT SITUATION



The total budget in 2025 was approximately € 243.756, which is 29% decrease comparing to the budget for 2024. 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 € 230.917, which is 85% of the overall income.

## LOCAL SALES

The biggest part of local sales, 49%, comes from retail outlet – BHcrafts shop, while 48,5% comes from whole-sale program. In 2025 corporate gifts program was unfortunately only 2,50%.



- 49% RETAIL
- 48.5% WHOLESale



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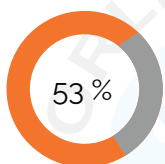
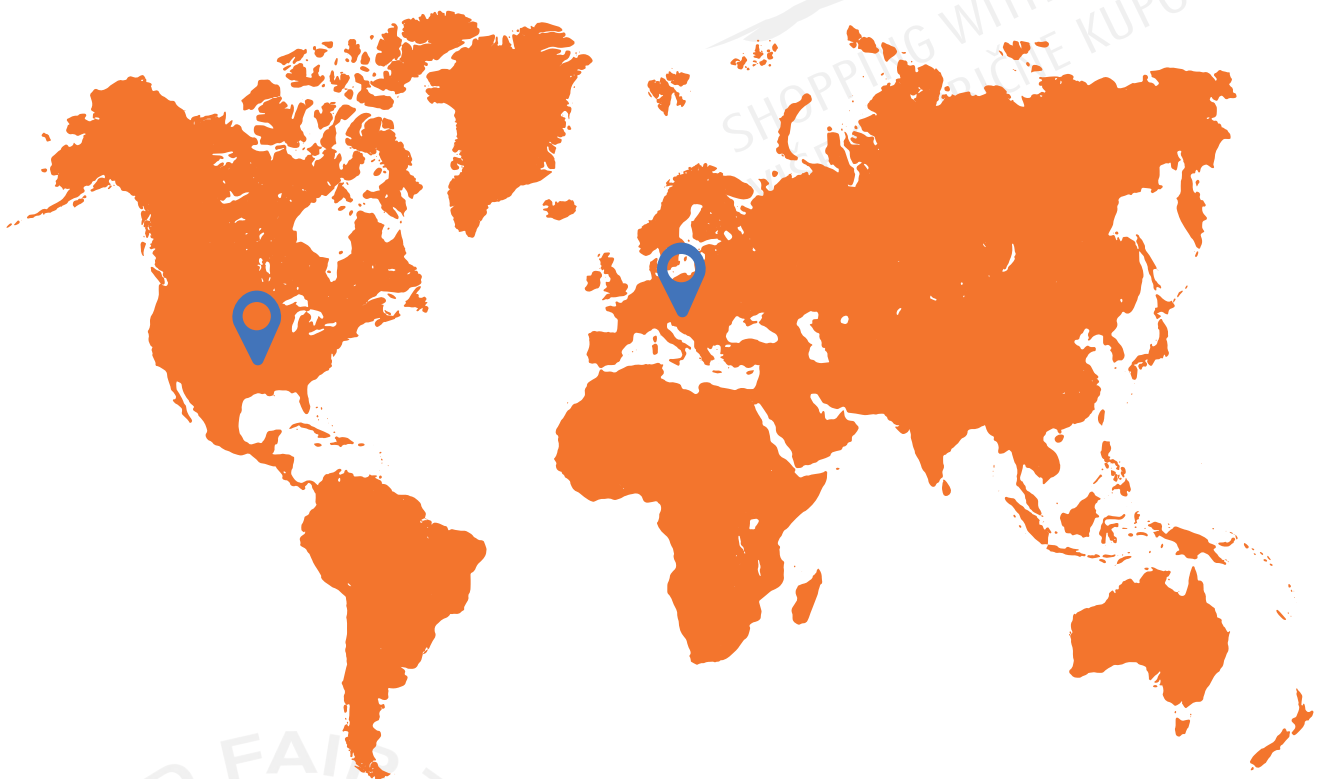
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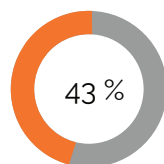
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# EXPORT 2025

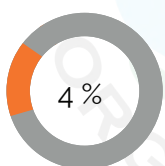
Of the total export sales (€ 155.128), the US market tops the list with 53 %, followed by Online Sales (€ 68.893) 43 % and Italy (€ 5.506) 4 %.



USA



ON LINE



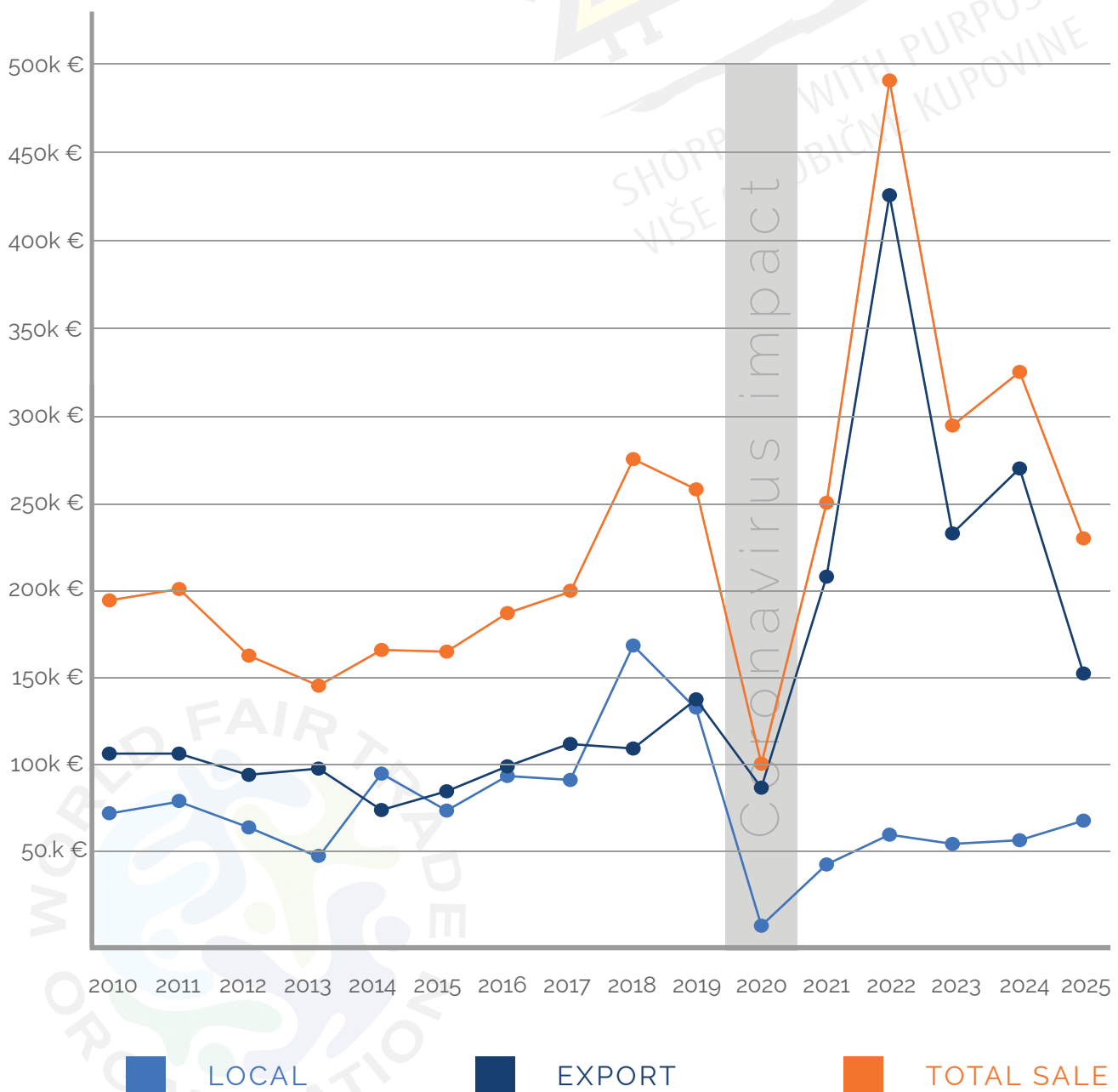
ITALY



# HISTORICAL

# DATA ANALYSIS

Local sales got increased by 29% (the total was €71.790), while export got decreased by 42% to €159,128, which ended up with a total turnover decrease of almost 30%.



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# BENEFICIARIES

Around 100 women, from the entire BiH, have been engaged in the production process, all receiving regular monthly payments for all the work they do. In 2025 our beneficiaries earned a total amount of €53.953 which is +/- 27% of the total sale. The amount of €19.903 was paid for pension and health insurance and income tax (cc 70% for full time employees, for the "work at home" contracts tax percentages are 18% in Federation of BiH, and 11% in the Republic of Srpska). Total VAT in 2025 was €8.597. The amount paid for the pension, health and unemployment insurance, and income tax for 7 employees (2 sales persons, Designer / Production Manager, CEO, and admin staff) was €25.779. 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 members.



The number of 6.870 final products, plus 26.000 parts of the final products/details (crocheted flowers, felted balls, etc.) made in 2025 shows the productivity, motivation, and good organization of the production in this small-scale social enterprise. Some of our beneficiaries consider this work as a 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 housework, at the same time.



A large number of BHcrafts beneficiaries earn a decent monthly income, compared to the average salary in the textile sector in BiH, while the others treat this work as a hobby, therapy, or additional income. Regardless of the workload they do, or their 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.



Working with BHcrafts is not just a source of income, but also an 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 that differentiate this project from similar ones.



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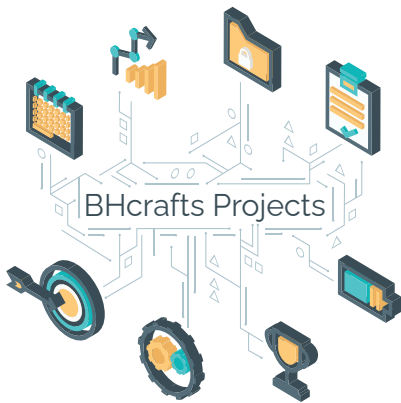


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# IMPLEMENTED PROJECTS

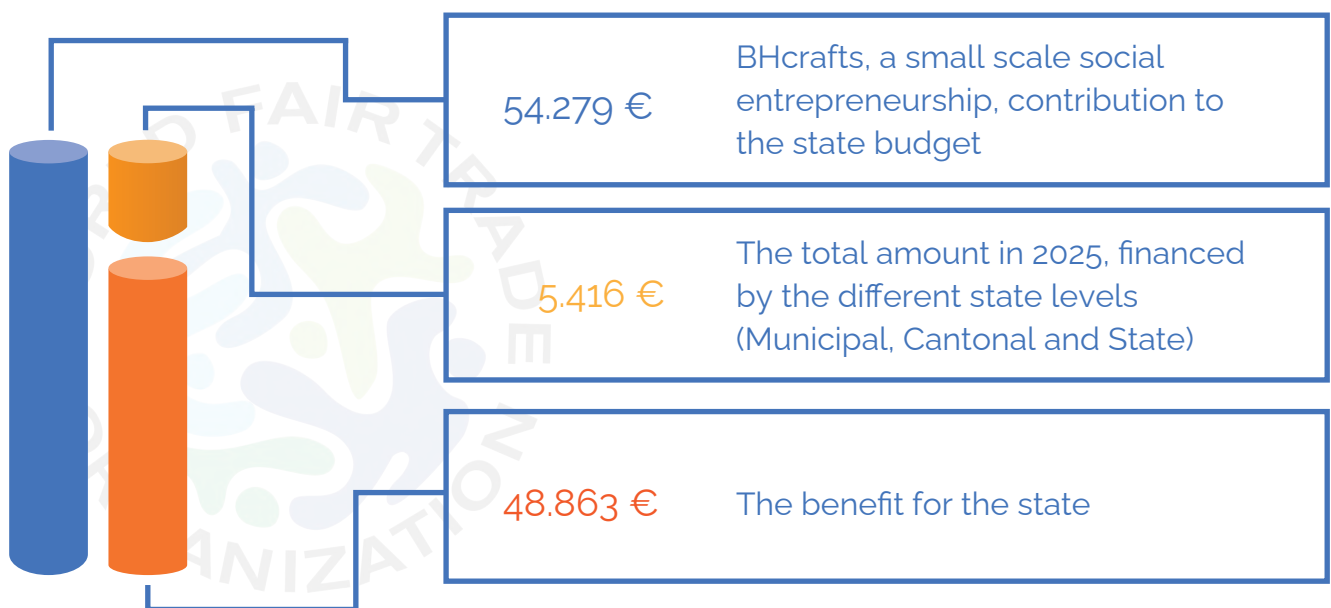


Projects in 2025, all successfully implemented and reported to the donors, are as follows:

- City of Tuzla € 5.416
- Australian Embassy € 4.448
- EU project € 2.974

## WHO BENEFITS THE MOST?

It is not hard work to calculate that BHcrafts, a small-scale social entrepreneurship, contribute to the state budget with the amount of €54.279 or cca 13.50% of the total turnover. The total amount for the projects and government incentives in 2025, financed by the different state levels (Municipal, Kantonal, and State levels) was €6.595 which brings us to the difference of €59,957 as the benefit for the state.



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# 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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