



Reçu CLT / CIH / ITH

Le **26 AVR. 2017**

N° ..... **0233** .....

*[Handwritten signature]*

**REQUEST BY A NON-GOVERNMENTAL ORGANIZATION TO BE ACCREDITED TO PROVIDE ADVISORY SERVICES TO THE COMMITTEE**

**DEADLINE 30 APRIL 2017**

*Instructions for completing the request form are available at:*

<http://www.unesco.org/culture/ich/en/forms>

**1. Name of the organization**

**1.a. Official name**

*Please provide the full official name of the organization, in its original language, as it appears in the supporting documentation establishing its legal personality (section 8.b below).*

Käsi- ja taideteollisuusliitto Taito ry

**1.b. Name in English or French**

*Please provide the name of the organization in English or French.*

Finnish Crafts Organization

**2. Contact of the organization**

**2.a. Address of the organization**

*Please provide the complete postal address of the organization, as well as additional contact information such as its telephone number, e-mail address, website, etc. This should be the postal address where the organization carries out its business, regardless of where it may be legally domiciled (see section 8).*

Organization: Käsi- ja taideteollisuusliitto Taito ry

Address: Kalevankatu 61, 00180 Helsinki

Telephone number: +358 40 7525 160

E-mail address: taitoliitto@taito.fi

Website: www.taito.fi

Other relevant information:

## 2.b Contact person for correspondence

Provide the complete name, address and other contact information of the person responsible for correspondence concerning this request.

Title (Ms/Mr, etc.): Mrs  
Family name: Hyytiäinen  
Given name: Minna  
Institution/position: CEO  
Address: Kalevankatu 61, 00180 Helsinki  
Telephone number: +358 40 5050944  
E-mail address: minna.hyytiainen@taito.fi  
Other relevant information:

## 3. Country or countries in which the organization is active

Please identify the country or countries in which the organization actively operates. If it operates entirely within one country, please indicate which country. If its activities are international, please indicate whether it operates globally or in one or more regions, and please list the primary countries in which it carries out activities.

- local  
 national  
 international (please specify: )  
 worldwide  
 Africa  
 Arab States  
 Asia & the Pacific  
 Europe & North America  
 Latin America & the Caribbean

Please list the primary country(ies) where it is active:

Primary country of activity is Finland, but we are networking and cooperating regularly with all Nordic countries and some European countries such as Estonia, Latvia, Slovakia, Hungary, Poland, Serbia and Austria.

## 4. Date of its founding or approximate duration of its existence

Please state when the organization came into existence, as it appears in the supporting documentation establishing its legal personality (section 8.b below).

Finnish Crafts Organization was founded in 1913, and is recorded in the Trade Register in Finland 16.04.1997.

## 5. Objectives of the organization

Please describe the objectives for which the organization was established, which should be 'in conformity with the spirit of the Convention' (Criterion C). If the organization's primary objectives are other than safeguarding intangible cultural heritage, please explain how its safeguarding objectives relate to those larger objectives.

Not to exceed 350 words; do not attach additional information

The main objective of The Finnish Crafts Organization is to work for improving and developing the field of handicrafts' including the safeguarding the cultural heritage of Finnish handicrafts.

## 6. The organization's activities in the field of safeguarding intangible cultural heritage

Sections 6.a to 6.d are the primary place to establish that the NGO satisfies the criterion of having 'proven competence, expertise and experience in safeguarding (as defined in Article 2.3 of the Convention) intangible cultural heritage belonging, inter alia, to one or more specific domains' (Criterion A).

### 6.a. Domain(s) in which the organization is active

Please tick one or more boxes to indicate the primary domains in which the organization is most active. If its activities involve domains other than those listed, please tick 'other domains' and indicate which domains are concerned.

- oral traditions and expressions
- performing arts
- social practices, rituals and festive events
- knowledge and practices concerning nature and the universe
- traditional craftsmanship
- other domains - please specify:  
handicrafts education

### 6.b. Primary safeguarding activities in which the organization is involved

Please tick one or more boxes to indicate the organization's primary safeguarding activities. If its activities involve safeguarding measures not listed here, please tick 'other safeguarding measures' and specify which ones are concerned.

- identification, documentation, research (including inventory-making)
- preservation, protection
- promotion, enhancement
- transmission, formal or non-formal education
- revitalization
- other safeguarding measures – please specify:

### 6.c. Description of the organization's activities

Organizations requesting accreditation should briefly describe their recent activities and their relevant experience in safeguarding intangible cultural heritage, including those demonstrating the capacities of the organization to provide advisory services to the Committee. Relevant documentation may be submitted, if necessary, under section 8.c below.

Not to exceed 550 words; do not attach additional information

Circles of living heritage are at the centre of the implementation process of the Convention in

Finland. Crafts circle is the first circle which was founded in Finland 2015 and it's coordinated by Finnish Crafts Organization. Crafts circle acts as coordinated organs and hubs where the fifteen actors of craft field can meet each other and act for safeguarding each field. In practice, four nationwide seminars on this issue have been organized. Crafts circle also provides inspiration for proposals to our field for the national inventory. Crafts circle published an online-publication The Tradition of DIY - Handcraft as Living Heritage (2017) containing 10 articles that offer various perspectives to traditional craftsmanship and the culture of DIY.

Finnish Crafts Organization produced an exhibition of living heritage in Helsinki. Around crafting – living cultural heritage –exhibition presented traditional craftsmanship and its contemporary applications. Video of living heritage of craftsmanship for the exhibition was produced with the National Board of Antiquities.

The Finnish Crafts Organization has organized craft-related gatherings in various parts of Finland where people could tell about their craft skills and commemorate.

Collaboration with Norway, Sverige, Iceland and Greenland will be build up a communication platform the Nordnet ICH website. Objectives of Nordic Safeguarding Practices (NSP) is to inspire and engage stakeholders in the whole Nordic region to share experiences across all five UNESCO domains. Bring to the fore and maintain a list of good, innovative and creative safeguarding practices and facilitate communication between different levels of stakeholders, such as tradition bearers, NGOs and experts.

Publication of Taito organization, the Taito magazine has been published 110 years, appearing six times a year.

#### **6.d. Description of the organization's competence and expertise**

*Please provide information on the personnel and membership of the organization, describe their competence and expertise in the domain of intangible cultural heritage, in particular those demonstrating the capacities of the organization to provide advisory services to the Committee, and explain how they acquired such competence. Documentation of such competences may be submitted, if necessary, under section 8.c below.*

*Not to exceed 200 words; do not attach additional information*

The organisation consist of 18 regional associations. Alltogether we have around 6500 individual members. The personnel of the regional associations consist of 200 fulltime employees and around 130 part-time teachers. They are all educated in teaching traditional handicrafts as a culture and skills. The basic requirement for our personnel is either BA or other vocational education in textiles or in crafts.

#### **7. The organization's experiences cooperating with communities, groups and intangible cultural heritage practitioners**

*The Committee will evaluate whether NGOs requesting accreditation 'cooperate in a spirit of mutual respect with communities, groups and, where appropriate, individuals that create, maintain and transmit intangible cultural heritage' (Criterion D). Please briefly describe such experiences here.*

*Not to exceed 350 words; do not attach additional information*

Our association is a member of several heritage associations in Finland such as National Costume Friends and Finnish Village Association. We co-operate closely with National Board of Antiquities and the Craft Museum of Finland in terms of transmitting intangible cultural heritage.

## 8. Documentation of the operational capacities of the organization

The Operational Directives require that an organization requesting accreditation submit documentation proving that it possesses the operational capacities listed under Criterion E. Such supporting documents may take various forms, in light of the diverse legal regimes in effect in different States. Submitted documents should be translated whenever possible into English or French if the originals are in another language. **Please label supporting documents clearly with the section (8.a, 8.b or 8.c) to which they refer.**

### 8.a. Membership and personnel

Proof of the participation of the members of the organization, as requested under Criterion E (i), may take diverse forms such as a list of directors, list of personnel and statistical information on the quantity and categories of members; a complete membership roster usually need not be submitted.

Please attach supporting documents, labelled 'Section 8.a'.

### 8.b. Recognized legal personality

If the organization has a charter, articles of incorporation, by-laws or similar establishing documents, a copy should be attached. If, under the applicable domestic law, the organization has a legal personality recognized through some means other than an establishing document (for instance, through a published notice in an official gazette or journal), please provide documentation showing how that legal personality was established.

Please attach supporting documents, labelled 'Section 8.b'.

### 8.c. Duration of existence and activities

If it is not already indicated clearly from the documentation provided for section 8.b, please submit documentation proving that the organization has existed for at least four years at the time it requests accreditation. Please provide documentation showing that it has carried out appropriate safeguarding activities during that time, including those described above in section 6.c. Supplementary materials such as books, CDs or DVDs, or similar publications cannot be taken into consideration and should not be submitted.

Please attach supporting documents, labelled 'Section 8.c'.

## 9. Signature

The application must include the name and signature of the person empowered to sign it on behalf of the organization requesting accreditation. Requests without a signature cannot be considered.

Name: Minna Hyytiäinen

Title: CEO

Date: 21.04.2017

Signature:



SALLA BACKMAN

ADMINISTRATIVE MANAGER





Reçu CLT / CIH / ITH

Le

26 AVR. 2017

## Taito Group Finland [www.taito.fi](http://www.taito.fi)

*The Finnish Crafts Organization takes care of Taito Group's general matters and forms an experienced organization for the crafts and design industry. Together with the 18 regional Crafts Associations, the Finnish Crafts Organization forms the national Taito Group. Taito Group organization in Finland offers courses, workshops, crafts schools, exhibitions, products, materials and business services.*

### Offices (2015)

- The Finnish Crafts Organization
- 18 Crafts Associations
- 95 Crafts Centres
- 34 Crafts Shops

### Staff (2015)

- 207 years of work among associations permanent staff
  - 24 subsidized employees (7 years of work)
  - 137 teachers at courses (38 years of work)
  - 296 trainees (24 years of work)
- All together 374 years of work

### Activities (2015)

- 58 705 customer days (cda = 7 hour) in workshops
- 66 712 customers in workshops
- 130 828 cda in education:
  - crafts courses 74 523 cda
  - crafts schools 38 596 cda
  - courses for entrepreneurs 17 709 cda
- 34 406 customers in education
- 565 287 visitors in exhibitions

### Members

- 6 560 persons
- 40 organizations

### Financing (2015)

- 2 500 000 € state
- All together 15 Mill.EUR: state 17 %, local authorities 7 %, own financing 66 %, projects and other 13 %.

### History

- 1906 First Crafts Association founded
- 1907 TAITO Magazine
- 1913 The Finnish Crafts Organization founded (1945 first own office)
- 1920 Nordic cooperation
- 1944 First Crafts Centre opened
- 1973 European cooperation
- 1976 First government subsidized duties
- 1989 First Taito crafts schools (basic arts education) launched
- 1996 [www.craftnet.fi](http://www.craftnet.fi) opened (finish 2015)
- 2000 Taito Shop chain grounded (2013 web shop)
- 2008 [www.taito.fi](http://www.taito.fi) and Taitocampus opened

## Members of The Finnish Crafts Organization

### Members 31.12.2016

#### Taito Associations

- Kainuun käsi- ja taideteollisuus ry, Kajaani. Executive Director Kirsi Heikkinen
- Nylands hantverk rf, Helsinki. Executive Director Ann-Katrin Finell
- Taito Etelä-Pohjanmaa ry, Seinäjoki. Executive Director Marja Hemminki-Haapoja
- Taito Etelä-Suomi ry, Helsinki. Executive Director Ulla Telimaa
- Taito Keski-Pohjanmaa ry, Kokkola. Executive Director Tuula Puoskari
- Taito Keski-Suomi ry, Jyväskylä. Executive Director Oili Kinnunen
- Taito Lappi ry, Rovaniemi. Executive Director Päivi Kuvaja
- Taito Satakunta ry, Sastamala. Executive Director Hanna-Leena Rossi
- Taito Itä-Suomi ry. Executive Director Anne Ossi
- Taito Kymenlaakso ry, Kouvola. Executive Director Tarja Laakso
- Taito Pirkanmaan ry, Tampere. Executive Director Virve Pajunen
- Taito Pohjois-Karjala ry, Joensuu. Executive Director Tuija Tekin
- Taito Pohjois-Pohjanmaa ry, Oulu. Executive Director Elina Seppänen
- Taito Uusimaa ry, Hyvinkää. Executive Director Sari Kähönen
- Taito Ylä-Savo ry, Iisalmi. Executive Director Eija Rasanen
- Varsinais-Suomen käsi- ja taideteollisuus ry, Turku. Executive Director Marjo Utriainen
- Åbolands hantverk rf, Parainen. Executive Director Eliisa Riikonen
- Österbottens hantverk rf, Vaasa. Executive Director Malin Wälitalo-Palo

#### Other Member Associations

- Fredrika Wetterhoff -säätiö, Hämeenlinna
- Kuopion Rouvasväenyhdistys ry, Kuopio
- Marttaliitto ry, Helsinki
- Pro Agria Maaseutukeskusten Liitto ry, Vantaa
- Suomalaisen Työn Liitto ry, Helsinki
- Suomen Kauppaopettajat SKO ry, Helsinki
- Suomen Kotiseutuliitto ry, Helsinki
- Lammastaloussäätiö, Vantaa
- Suomen Pitsinnyplääjät ry, Tampere
- Tekstiiliopettajaliitto ry, Helsinki
- Ålands slöjd och konsthantverk rf, Mariehamn

#### Honorary members

- Spouse of the President of the Republic of Finland Jenni Haukio
- Counselor of Handicraft Pirkko Pajunen

## Memberships in International Organizations

### Memberships 31.12.2016

- World Crafts Council
  - International Organization of Folk Art
  - European Folk Art and Craft Federation
  - European Textile Network
  - Nordens hemslöjdsförbund
  - Nordisk hantverksforum
-



Le **26 AVR. 2017**

Page: 1

N° 0283 Business ID: 0201527-3

Issued: 18.04.2017 15:35:20

Finnish Patent and Registration Office  
Trade Register  
Arkadiankatu 6 A  
FI-00100 Helsinki  
tel. +358 (0)29 509 5000  
registry@prh.fi

## CERTIFICATE

This is to certify that the following company is recorded in the Trade Register in Finland.

Company name:	Käsi- ja taideteollisuusliitto ry Taito
Business ID:	0201527-3
Registered office:	Helsinki
Company type:	Non-profit association
Registration date:	16.04.1997

The information has been printed automatically from the Trade Register system. Printed on headed notepaper of the Finnish Patent and Registration Office, the document is original without a signature.



**taito**  
Onni elää käsityössä.



Reçu CLT / CIH / ITH

26 AVR. 2017

- HOME >
- TAITO GROUP
- TAITO MAGAZINE
- SERVICES
- BUSINESS SERVICES
- CONTACT

Welcome

- Taito Group organization
- Crafts Associations
- Taito Award



Taito Group organization in Finland offers courses, workshops, crafts schools, exhibitions, products, materials and business services. Welcome to explore Finnish crafts in Crafts Centers and shops!

Search

Search

© The Finnish Crafts Organization Taito ry  
Kalevankatu 61, 00180 Helsinki  
tel. 040 7525 160. www.taito.fi



Sitemap



**taito**  
Onni elää käsityössä.



- HOME >
- TAITO GROUP
- TAITO MAGAZINE
- SERVICES
- BUSINESS SERVICES
- CONTACT

Welcome

- Taito Group organization
- Crafts Associations
- Taito Award

## Taito Group

Founded in 1913, the Finnish Crafts Organization takes care of Taito Group's general matters and forms an expert organization for the crafts and design industry. Together with the 20 regional Crafts Associations, the Finnish Crafts Organization forms the national Taito Group.

**OBJECTIVES**

The aim of Taito Group's activities is to raise the general respect for crafts, to maintain craft skills, to develop new, high quality and unique craft work, and to support crafts businesses.

**VISION: CRAFT WORK IN LIFE, PRODUCTS AND SERVICES**

For us, it is important to appreciate the entire spectrum of craft work. Craft work can be a beloved hobby, a thriving business, a person's whole life, and a form of cultural expression. We emphasize the Finnish culture while at the same time representing international cross-boundary cultural activities. We support sustainable development on a practical level. Crafts skills are a form of lifetime learning and they are intended for everyone.

**TASKS**

The Finnish Crafts Organization works on a broad front to promote crafts and to improve the quality of arts and crafts. Among its main tasks are the management of Taito Group's strategy, communications and expert tasks. We publish TAITO magazine, maintain the artisans' website and produce educational material.

**SERVICES**

The main services provided by the Crafts Associations are handicraft courses, children's craft schools and basic art education, Taito business services, trade fairs and exhibitions, an agency for craft materials and products, and tourism





**taito**  
Onni elää käsityössä.



HOME &gt;

TAITO GROUP

TAITO MAGAZINE

SERVICES

BUSINESS SERVICES

CONTACT

Welcome

Taito Group organization

Crafts Associations

Taito Award

## Crafts Associations

The Crafts Associations represent handicrafts as a culture, skill and business. Artisans, counsellors and other clerical staff form the hub of these Associations. Altogether, around 300 people trained in the crafts and arts sector are directly employed by the Associations. The cornerstone of the Associations are the handicrafts centres, and crafts and arts centres, numbering approximately 140 in all. The first handicrafts centre was established in Joensuu in 1944, mainly to serve the needs of displaced persons after the war.

Today's crafts centres operate as meeting places offering a broad array of services. Many of the crafts centres are weaving workshops where people can make the rugs and mats of their dreams. All the centres freely provide advice, while many also supply craft tools and raw materials. In addition, a lot of centres serve as sales points for articles made by people in their own area.

One important role of the Crafts Associations is the arranging of crafts courses and workshops. Since 1989 the Crafts Associations have managed, and steadily developed, handicraft schools providing basic instruction. The Associations assist arts and crafts enterprises through, for example, training and consulting in various aspects of the profession, providing marketing services like sales events and opportunities for participating in trade fairs, and distributing information.

Crafts and arts marketing outlets range from local sales events and shops to international trade fair stands and the Internet. The Crafts Associations are the main organizers of Crafts trade fairs and other sales events in Finland.

The Crafts Associations' shops and sales offices market handicrafts, tools and raw materials.



**taito**  
Onni elää käsityössä.



HOME &gt;

TAITO GROUP

TAITO MAGAZINE

SERVICES

BUSINESS SERVICES

CONTACT

Welcome

Subscriptions

Media Information

## TAITO Magazine

### 110 YEARS OF HANDICRAFT AND CULTURE

Open the TAITO Magazine pages to discover the fascinating world of handicraft!

TAITO is the current magazine and pattern magazine in the crafts and art industry and also a special interest magazine featuring current events and interesting articles. A major part of the magazine's content is devoted to enhancing the value of Finnish handicraft tradition. We tell about forgotten and rediscovered materials and ways of working. Each issue also features a Finnish handicraft collection.

The magazine provides you information and skills not found in other magazines. Six colourful issues a year.

### EDITORIAL STAFF

Appearing six times a year TAITO is produced at the Finnish Crafts Organization's premises in Kalevankatu in Helsinki.

In addition to her own job as the Finnish Crafts Organization's CEO Minna Hyytiäinen is also editor-in-chief of the TAITO magazine. Producer Jonna Hietala heads the actual editorial work.



Search

Search

© The Finnish Crafts Organization Taito ry  
Kalevankatu 61, 00180 Helsinki  
tel. 040 7525 160, [www.taito.fi](http://www.taito.fi)



Sitemap

culture, skill

Sustainable craft

The Craft and Design  
Entrepreneur 2015 survey

Future Trends questionnaire

Shops

Tourist attractions

## HANDICRAFT SERVICES – CULTURE, SKILL

Finland has a unique nationwide crafts industry organisation - a national craft network which, throughout the year, offers craft schools to children, youths and adults, courses, workshops, exhibitions, crafts products, materials and a wide variety of craft ideas - providing everyone with an excellent opportunity for a lifetime's learning of skills.

The 21 Crafts Associations and their handicraft centres serve the needs of both amateur enthusiasts and professionals - children, students and those making things for their own use - in all aspects of the work, from materials acquisition to product marketing. Our staff have received high level professional training in the crafts sector.

Finland's craft culture is obvious in our activities as a strong tradition of expertise, the use of natural materials, and the use and updating of traditional techniques and models. In exhibitions, competitions and work demonstrations we demonstrate and promote local and regional culture and our national identity. Craft skills contribute towards a person's development; they form a tool for self-expression and life's highlights and experiences. For a large number of people, crafts represent skills for coping with life and constitute a hobby or profession. Craft skills can be learned at handicraft schools for children and youths, on courses, and at workshops.

At the full service workshops pupils are able to quickly make products for their own personal use: materials, tools, models and instruction are all part of the package. At craft schools and on courses people can learn all the stages of the manufacturing process required for carrying out work independently.

Crafts provides a livelihood for around 30,000 artisans. The Crafts Associations promote this kind of business by training, counselling, and marketing handicrafts. A network of trained Taito business advisors is responsible for the organisation's business services. Craft marketing outlets vary from local handicraft centre shops and events to international trade fair stands. The Crafts Associations are the main organisers of domestic crafts trade fairs and other sales events. The Association's shops and sales offices market crafts, tools and materials.

Enquire about handicraft services in any particular area of Finland from the local Crafts Association.



**taito**  
Onni elää käsitöissä.



HOME >

TAITO GROUP

TAITO MAGAZINE

SERVICES

BUSINESS SERVICES

CONTACT

Handicraft services - culture,  
skill

Sustainable craft

The Craft and Design  
Entrepreneur 2015 survey

Future Trends questionnaire

Shops

Tourist attractions

## TRADITIONAL PRODUCTS FROM ARTISANS

One important role of the Associations is to create opportunities for artisans to market their crafts and bring their products within reach of the customers. In fact, these Associations were originally established as a marketing tool for businesses. The first shop was opened in Kuopio as long ago as in 1904. In 2001 the new Taito Shop chain was opened for marketing crafts. Almost all the 21 regional Crafts Associations have a shop and many of the crafts and arts centres also have their own sales establishments.

The crafts and industrial design industry shops mainly sell Finnish crafts or principally handmade items made from natural materials. The commonest products are utensils and decorative articles for the home, as well as items of clothing and costumes. Crafts make excellent gifts, reflecting Finnishness and their regional culture, and testifying to skill. The offices and shops of the Crafts Associations constitute an important distribution channel for craft tools and raw materials.

Local Associations  
Taito Shops <http://www.taitoshop.fi/en/shops.html>



[ taito | shop ]

Search

Search

© The Finnish Crafts Organization Taito ry  
Kalevankatu 61, 00180 Helsinki  
tel. 040 7525 160, [www.taito.fi](http://www.taito.fi)



Sitemap



Handicraft services - culture, skill

Sustainable craft

The Craft and Design Entrepreneur 2015 survey

Future Trends questionnaire

Shops

Tourist attractions

**Read more**

+ Linkka Design  
+ Ed's Craft



**Read more**

+ Linkka Design weaves rugs  
+ Ed's Craft is a metalsmith's workshop specialising in restoring and repairing metal articles



Linkka rug and the Key Flag symbol of origin and product information. Linkka Design, picture Taina Saha



Checking the casting. Ed's Craft. Picture Taina Saha

## Sustainable Crafts

The video presents the sustainable crafts of Linkka Design and Ed's Craft. Both these entrepreneurs produce products made to order, taking their customers' wishes into account. The interaction between the maker and customer generates a product that is touching and meaningful and stands the test of time – even for the next generation.

The video was written and shot by Taina Saha from Dafecor Oy and its soundtrack was created by Pore Oy. It is produced by the Finnish Crafts Organization Taito.

### Questions for Sustainable Crafts programme:

- **Culture** = Where are the roots of the product and its maker? How are the product and its story linked to place, time and people?
- **Beauty** = What kinds of aesthetic values does the product have? Who will find the product appealing?
- **Profitability** = Will the product support its maker? Is the craft profitable? Besides economic benefits, what other benefits does the product offer its maker, customer and the community?
- **Longevity** = Will the product stand the test of time and use? For what and whom does it exist? Who needs it? Why? How much will the product burden the environment during its life cycle?
- **Emotional value** = What is the maker's relationship with the product? In what way do the maker's emotions come across to the customer as an experience and inspiration? Does the product tempt customers to touch it and have an emotional experience?
- **Communication** = How do the product and its maker interact with each other? How does the product communicate about its past life, the materials chosen and the joy of making it? How does a craftsman communicate their know-how to others?

© The Finnish Crafts Organization Taito and Sustainable Crafts –material and video / Taina Saha



**taito**  
Onni elää käsityössä.



HOME &gt;

TAITO GROUP

TAITO MAGAZINE

SERVICES

BUSINESS SERVICES

CONTACT

Handicraft services - culture, skill

Sustainable craft

The Craft and Design Entrepreneur 2015 survey

Future Trends questionnaire

Shops

Tourist attractions

## The Craft and Design Entrepreneur 2015 survey, Finland

As a part of its interest representation work, Taito Group Finland produces reports titled "Käsityö- ja muotoilualan yrittäjät" (The Craft and Design Entrepreneur survey) every two years. These reports map the current situation, growth-orientation and future prospects of businesses in the crafts sector. The previous report was produced in 2013.

It is difficult to obtain comprehensive administrative statistics concerning crafts enterprises and the extent and development of their operation. The fairly poor availability of relevant statistical data is caused by the fact that business statistics and other economic statistics are compiled according to the statistical classification of economic activities of the EU, which scatters crafts enterprises into various processing industry and service sectors. The most recent statistics are available in the Survey of Finnish Design Sector 2014 by the Finnish Association of Designers Ornamo, which included a statistical review of crafts and design fields.

It is difficult to obtain comprehensive administrative statistics concerning crafts enterprises and the extent and development of their operation. The fairly poor availability of relevant statistical data is caused by the fact that business statistics and other economic statistics are compiled according to the statistical classification of economic activities of the EU, which scatters crafts enterprises into various processing industry and service sectors. The most recent statistics are available in the Survey of Finnish Design Sector 2014 by the Finnish Association of Designers Ornamo, which included a statistical review of crafts and design fields.

### Crafts enterprises and the extent of their business operations

According to Statistics Finland on the basis of information about company structures and financial statements, there were 7130 crafts enterprises in Finland in 2013 that employed fewer than ten people. These businesses employed 10400 persons directly and their turnover was nearly 1.3 billion euros. Part-time entrepreneurs, not included in standard annual statistics, increase the total number of these enterprises by approximately 1200, and the direct impact of the field on employment by 100–200 persons. Part-time enterprises are ones that do not fulfil the minimum entry criteria for statistical analyses as regards their staff or turnover.

During the 2000s, the number of crafts enterprises and the number of persons employed in the sector have decreased constantly. According to the Ministry of Trade and Industry in 2003, this competence area had approximately 9400 enterprises that provided employment directly to almost 14000 persons. The number of crafts enterprises included in standard annual statistics decreased by more than 500 and the number of persons employed in them decreased by 700 persons during the years 2011–13, which is a relatively short period. A part of this decrease may be due to part-time enterprises falling from standard annual statistics.

However, the impact of the sector on the total economy and overall employment is still 16000 man-years when the indirect employment effects in other sectors are taken into account. It is also a positive sign that the turnover of crafts enterprises increased by an average of almost nine percent in the years 2011–2013. The development was the most energetic in clothing, stone products and glass products; in these, the increase of turnover rose as much as 20 percent. The weakest development occurred in boat construction, ceramics and gold-smithing.



### **Company profile**

According to Statistics Finland's structural business and financial statement statistics, the crafts sector is mainly made up of small enterprises, more than 70 percent of which employ fewer than two persons in terms of annual employment. These enterprises are owned by sole proprietors who mainly work alone. Small enterprises are the most common in ceramics production and the repair of watches and gold products, where more than 90 percent of enterprises are held by sole proprietors. Nevertheless, in 2013, only one quarter of people employed in crafts were employed in firms of fewer than two people.

A feature typical to the field of crafts is the large number of part-time entrepreneurs and entrepreneurs for whom crafts form a secondary activity. In 2013, an average of over 40% of the crafts enterprises included in the annual statistics of Statistics Finland were ones that did crafts as a secondary activity. The number of these enterprises rises to over 50% if those excluded from the annual statistics are included. Crafts entrepreneurs are not exceptions. Secondary activities of entrepreneurs are typical in Finland in many other processing industry and service fields as well because such activities are so appropriate for the circumstances of many people.

### **Near-term economic prospects**

The entrepreneur survey conducted by Taito Group in 2015 shows that turnovers have stopped increasing during the current year (2014–2015), and firms are less profitable. The profitability of crafts has not been good in any way if we evaluate profitability by comparing the operating margin or operating income of firms to their earnings. Many enterprises have a negative operating income, which means their profitability is showing serious problems. During the current year, profitability has suffered from a rapid increase of production costs.

It is apparent that crafts entrepreneurs still see the future in a positive light, because 35% of the respondents in an entrepreneur survey believed that demand and economy will improve during the following year (2015–2016) while only 21% believed that prospects would become worse. The rest of the respondents believed that demand and economy would remain substantially as they are. Optimism in crafts fields is on the increase if we study economic prospects in the perspective of three years. In that perspective, almost 60% of entrepreneurs believe the economy will improve.

Entrepreneurs' optimism is clearly seen in their expectations of growth of turnover. Almost 60% of the respondents to the Taito Group survey in spring 2015 expected the turnover of their enterprise to increase during the following year. Decreasing turnover during that period was expected by fewer than 10% of crafts enterprises. The expected growth in turnover and a slower growth of production costs mean that profitability will improve next year. However, considering the growth expectations in turnover and profitability, the expectations of employing more personnel are still low.

### **Success factors and development needs in the field**

According to the entrepreneur survey by Taito Group, the key success factors of crafts enterprises are connected to high quality and quality assurance, the entrepreneur's personal characteristics and the enterprise's ability to stand out from the competition. The factors next in importance include durable materials, security of supply, product development, service development and design competence. However, it is surprising that the protection of immaterial property rights is not considered very important even though the operation of a crafts enterprise is founded on creativity, i.e. the ability to produce new ideas or to produce products from ideas.

According to entrepreneur surveys, the sales and marketing -related development needs of crafts enterprises are most often connected to the digital environment – company web sites, the implementation of online stores and the use of social media. Digital services are utilised to find new customer groups and to provide better services in a more customer-oriented manner. Digital services also seem to have positive impacts for the corporate image. Important development targets include the development of retail networks and the acquisition of sales personnel.

The focus of the development of the external operating environment is on taxation. Many crafts entrepreneurs find the value-added tax too high, as this tax targets work in a market in which the key buyers, i.e. consumers, cannot deduct the VAT when they file their taxes. Entrepreneurs would also like to see reductions in their income taxes. For example, actions on entrepreneurs' taxation might include a five percent entrepreneurship deduction for business names and partnerships.

According to the entrepreneur survey, the availability of labour is mainly good or satisfactory. One reason for this may be the economic downturn that has increased unemployment and the supply of labour. The education available in the public sector has not, however, completely met the real needs of enterprises. The most dissatisfaction in the labour market was caused by labour legislation and collective agreements. The issue may be connected to the inflexibility of the labour market, to the general applicability of collective agreements, and labour costs which hinder the hiring of workers.

For example, in the SME barometer of the Federation of Finnish Enterprises in spring 2015, the salary level was not seen as hindering employment, but a hindrance was found in employers' contributions, consisting of social security contributions and insurance contributions, social wages and other responsibilities set on employers, related to education and occupational health care. The trial period at the beginning of a new employment relationship was also considered too short. In Finland, when combating unemployment, it would be appropriate to pay attention to indirect labour costs and to increase the flexibility of the labour market.

According to the entrepreneur survey by Taito Group, crafts entrepreneurs saw shortcomings in the market-based corporate funding offered by banks, and public funding and subsidy systems for enterprises would require enhancement as well. Crafts enterprises, similar to other SMEs, need funding for operating capital and fixed-asset investments as well as other development ventures. Currently, the credit policies of financial institutions are tight even though general interest rates are low due to the European Central Bank's accommodative monetary policy.





Handicraft services - culture, skill

Sustainable craft

The Craft and Design Entrepreneur 2015 survey

Future Trends questionnaire

Shops

Tourist attractions

### Questionnaire on the Future Trends in the Crafts and Design field

*Right now, making crafts and using them has perhaps more street credibility than ever before. Crafts are in. At the same time, there are many conflicts and schools of thought that have a great impact on the crafts and design field. Belief in the future is strong, but what kind of future?*

The number of crafts enthusiasts is growing. Individual clothing styles are in, people are into recycling, the ecological qualities of products have become an absolute value and strict attitudes are loosening. These were some of the responses received in the questionnaire on the future trends in the crafts and design field by the *Finnish Crafts Organization Taito* last spring. The questionnaire was answered by some 460 respondents, most of whom work in the field or are crafts enthusiasts.

The questionnaire showed that appreciation for crafts has increased and visibility has grown. Crafts live in the present day. Indeed, they have become trendy and are perceived as belonging to everyone. Young people in particular were thought to be more interested in crafts than before. Crafts are visible in the media, especially in the social media, blogs being particularly popular. At the same time, the endless stream of information can also cause people to repel the excess supply and to stick to the information offered by magazines and books.

[Read the whole article about the questionnaire \(pdf\).](#)

Questionnaire on the Future Trends in the Crafts and Design field 2012  
The Finnish Crafts Organization  
FIN-00180 Helsinki  
Finland  
kti(at)taito.fi  
www.taito.fi

Photos Senni Penttilä

Handicrafts  
– Trendier  
Than Ever



Taito Business Services

Taito Business Advisors

### TAITO BUSINESS SERVICES

Taito Business Services offer versatile business advice by experts to craft entrepreneurs and those planning to set up a business. Taito business advisors work in crafts associations and are easily accessible to craft entrepreneurs in their area.

The content of Taito Business Service consultancy packages is designed with a view to the specific business needs of craft entrepreneurs. The areas that cause the most difficulty have been grouped into compact service packages that directly address these problems. Read about our Taito service packages, and choose the one that will help you solve your current problem



#### Taito Start

Taito Start is tailored to those of you planning to set up a craft enterprise. We will analyse your business idea and its feasibility together with you. Taito Start will get your ideas off to a good start.



#### Taito Product Analysis

Taito Product Analysis will help you to analyse the commercial potential of your product and identify possible areas for improvement. You will learn to focus your marketing and gain confidence.



#### Taito Product Information

Taito Product Information will help you fine-tune your product for the market. It will also help ensure that your product information and packaging comply with legal requirements.



#### Taito Marketing I

Taito Marketing I is the first step in successful marketing. Customer segmentation and marketing plans will add an extra boost to successful, well-planned marketing.



#### Taito Start Online

Taito Start Online will teach you to utilize e-mail, your own website, and even your own online shop so that electronic services will best serve your needs and strengthen your corporate image.



#### Taito Test Marketing

Test marketing with Taito helps crafts entrepreneurs learn about the commercial viability of their products. This service by Taito gives the entrepreneur valuable feedback which he or she can utilize in further product development. The service enhances retail opportunities and increases possibilities of further sales.

Further information on regional Crafts Associations and their business services are available at the websites and by asking about Taito business services from your local business advisor.

Finnish Crafts Organization Taito  
Kalevankatu 61, 00180 Helsinki, Finland  
e-mail: kt(at)taito.fi

Search

Search

Search

© The Finnish Crafts Organization Taito ry  
Kalevankatu 61, 00180 Helsinki  
tel. 040 7525 160. [www.taito.fi](#)

