

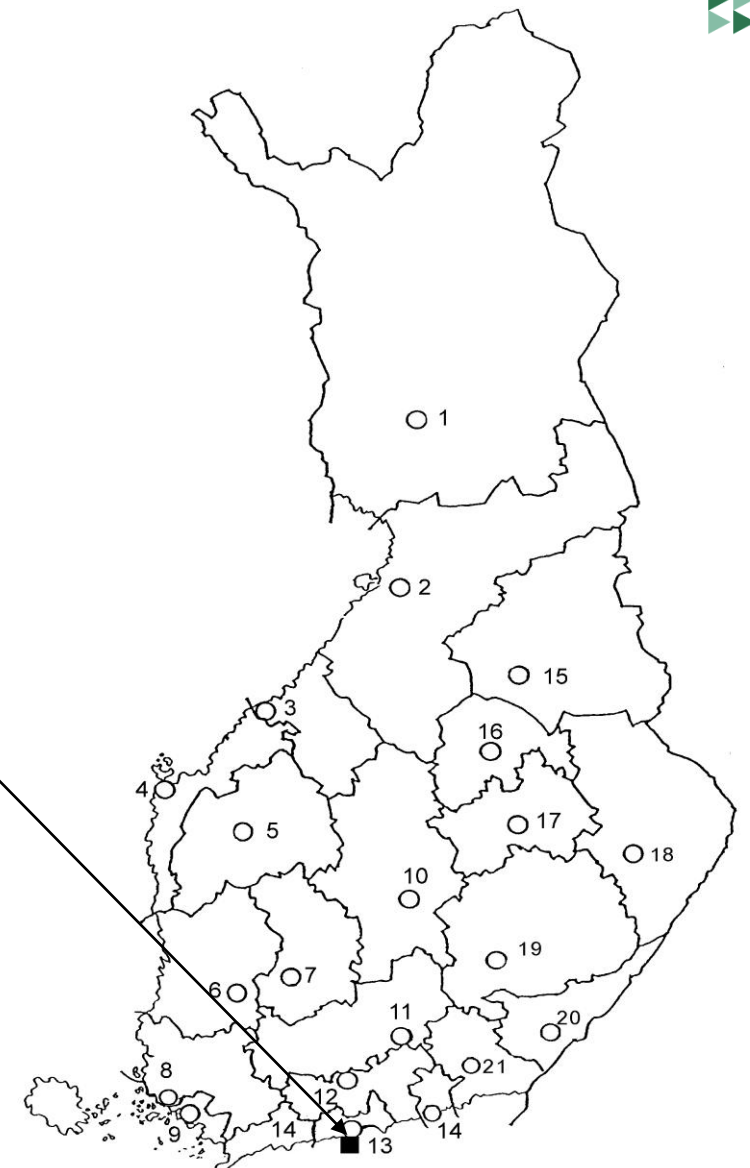
# The Finnish Crafts Organization

[www.taito.fi](http://www.taito.fi)

| Käsi- ja taideteollisuusliitto Taito ry |

| Förbundet för hemslöjd och konsthantverk Taito rf |

| The Finnish Crafts Organization |





# The Finnish Crafts Organization's tasks and services

**Strategic leadership**

**Financing arrangements**

**Conculting tasks**

**Information and communication  
services:**

**Taito-magazine, [www.taito.fi](http://www.taito.fi)**

**Taitocampus network**





# Crafts Associations's (21) tasks and services

## **Training:**

**crafts advice, courses, clubs, basic crafts education, on-the-job training.**

## **Marketing:**

**shop, trade fairs, sales events, exhibitions.**

## **Information services, communications:**

**trade register, magazines, bulletins, newsletters.**

**Workshops, tools, materials, product ranges, products, programme services, tourism services.**

**Business services, consulting tasks.**





## The Finnish Crafts Organization has assumed an active, influential role in the field of crafts

The Group strives to make the **field of crafts visible** by publishing statements, investing energy on the electronic portal **taito.fi** and on keeping the portal up-to-date. In addition, the **Taito magazine** is currently being renewed, and a new handbook, The **Taito Brand**, has been prepared to become a joint tool for organizational communications. The **taitocampus.fi** intranet and learning environment has been put into active use in internal communications.



# Communication services



- Taito-magazine
- www.taito.fi
- Taitocampus e-learning environment and intranet







Strengthening crafts and design **entrepreneurship** is a national-level service task of the Taito Group. The means for promoting crafts and design as a livelihood include services related to training, communications, information, learning materials and research as well as Taito business services and shops, exhibitions and other sales and marketing events. Taito business advisers are promoters and developers of crafts entrepreneurship. The Group is a significant purchaser and marketer of products supplied by crafts entrepreneurs. The total purchases in 2009 came to about 4 million euros.



# Business services



- consultation
- education
- marketing services
- internet services
- development projects



Crafts represent one branch of the Finnish micro-sized-enterprise sector and account for an estimated 9000–10,000 businesses employing directly nearly 14,000 people. (Lith 2005)

Craft entrepreneurship basically means the ability to convert personal artistic input into a commercial, innovative product and then market and sell it.

Crafts refer to a production process performed with the hands or with manually-operated tools, and also to work produced in such fashion. The products tend to be items for interior decoration, garments or accessories.

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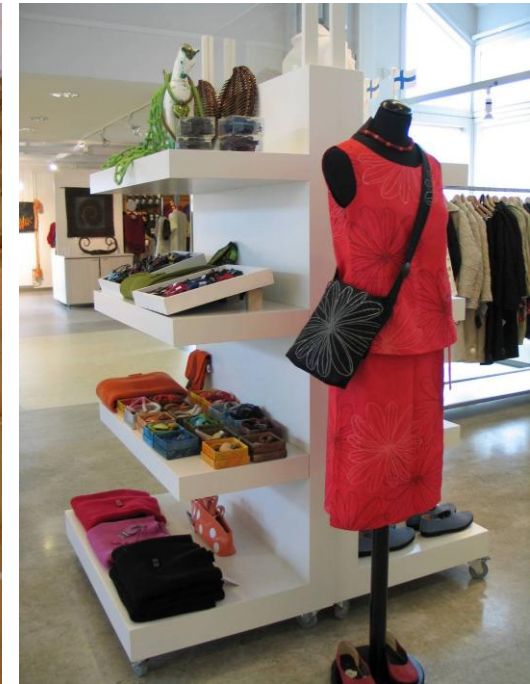
# Organisations marketing channels for crafts products



- Taito Shops (30 shop)
- Other crafts shops (10)
- Crafts fairs, sales exhibitions
- Over 700 000 visitors in sales exhibitions and fairs pro year



# Crafts Shops



Sales / year:

- crafts products 3,2 milj €
- materials 3 milj. €



## Best sold products in Taito Shops

### Dressing

- T-shirts
- Linen scarfs
- Brooches of enamel
- Glass jewellery
- Knitted garments

### Interior design / decoration

- Candles
- Wooden kitchen utensils
- Tablecloths
- Ceramic bowls and mugs
- Hand-printed pillowcases
- Towels
- Weather vanes
- Key cabinets
- Blankets











## Käsityöyrittäjä 2009 -selvitys



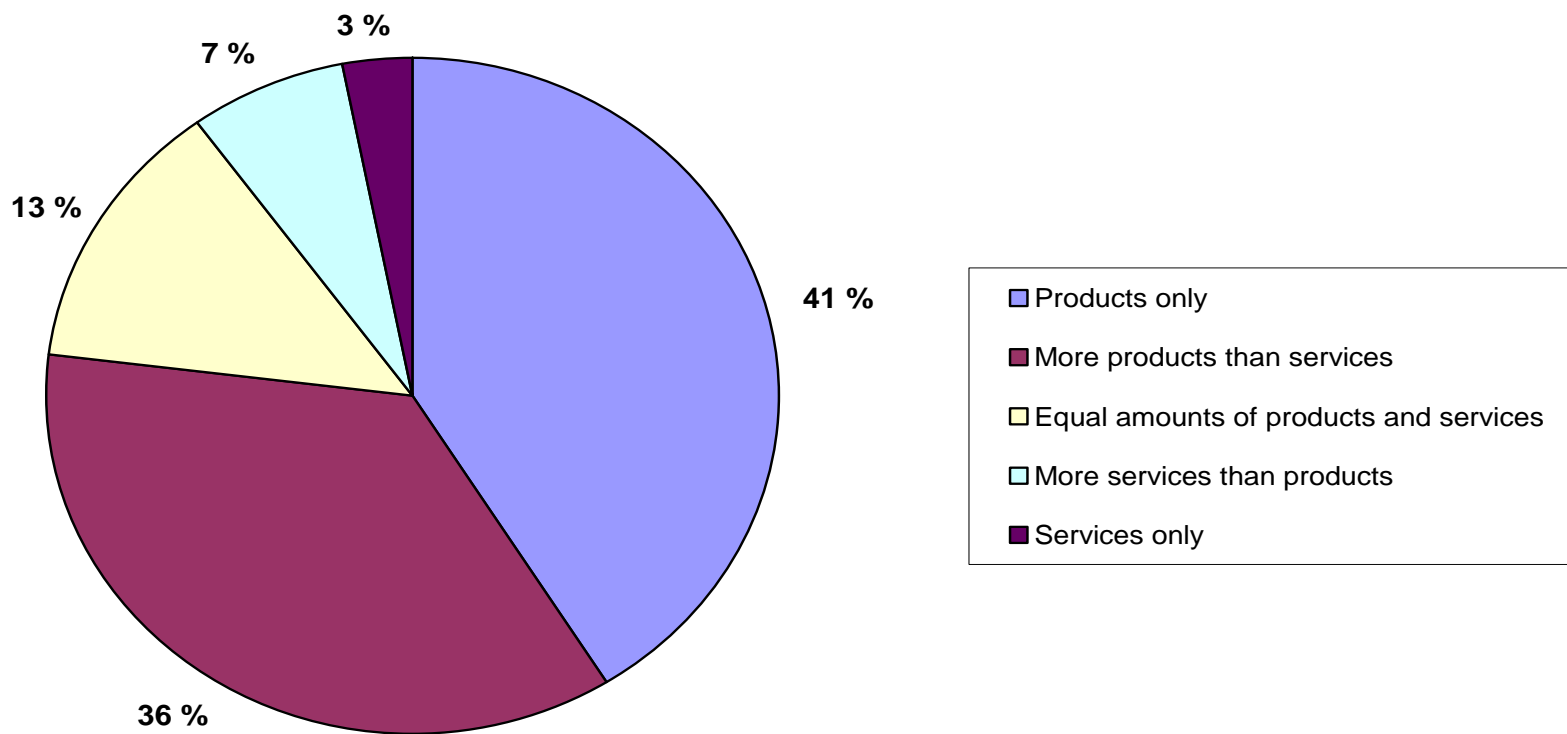
## The study Crafts Entrepreneur 2009



**The material for the study was gathered through a web survey conducted in February 2009. The recession was in the news and in people's discussions daily. However, this fact did not come up in the survey results.**

**The report is compiled based on two online surveys**

- *213 responses from entrepreneurs***
- *18 buyers***



**Figure 1: Turnover comprises**

**The Finnish Crafts Organization**



## Conclusions

**The sources of success for entrepreneurship in crafts and design are found in the skills of entrepreneurs themselves, in insightful products and well-functioning marketing channels.**

- high-quality vocational and adult education, up-to-date business services**
- fair taxation as well as financing solutions conducive to positive employment decisions.**
- R&D a continuous process that can be encouraged by, for example, grants**
- visibility and marketing channels can be strengthened through joint activities in which everyone in the field can take part.**



Picture Tomi Aho



## Developmental challenges for businesses

Juxtaposed with the positive tone of the results of the survey,

- there is worry apparent to how entrepreneurs will cope,
- how the competition will develop,
- about piratism and,
- for example, taxation, which is felt as unjust.
- the interrelation of the business world and crafts as a hobby adds to the tensions experienced as some people feel that recreational crafts-related activities and
- tax-free sales confuse consumers, muddling their idea of price and quality.



Picture Tomi Aho



**Added value consists of uniqueness and individuality but it can also be a product for a practical purpose. The fact that the product is made locally and gives employment to local people can also create added value. Durability and being environmentally friendly are also features that attract consumers. However, these positive aspects are not enough if the product is not also fit for its use or does not correspond to the consumer's idea of what is good and beautiful.**



Sami Rinne, Gallery Tuula  
Laukka. Picture Tomi Aho.





Craftsmanship as Richard Sennett (2006, p 194) states, can be seen as value or ideal for new work:

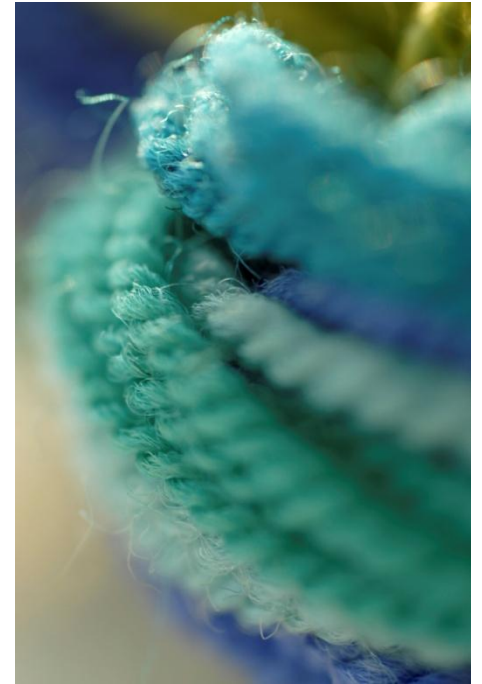
Craftsmanship broadly understood means the desire **to do something well for its own sake**. All human beings want the satisfaction of doing something well and want to believe in what they do. Yet at work, in education, in politics the new order does not and cannot satisfy this desire. The new work world is too mobile for the desire to do something well for its own sake to root into a person's experience over the course of years or decades. The educational system which trains people for mobile work favours facility at the expense of digging deep. The political reformer, imitating the cutting-edge culture in private institutions, behaves more like a consumer ever in search of the new than like a craftsman proud and possessive of what he has made.'

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